

Abstract

The bachelor's thesis deals with the phenomenon of coffee in Brazil and its reflection in language.

The theoretical part of the thesis consists of an introduction to different aspects of coffee in Brazil and mapping of four periods which encompass the trajectory of coffee in the country from the beginning of its cultivation during the colonial era all the way to the present day. The key part of the thesis is a comparison of lexicon associated with the production, sale, and consumption of coffee.

The aim of the thesis is to compare and assess the dynamism of the language used for coffee evaluation in connection with traditional, commodity coffee, in contrast with specialty coffee, consumed in so-called third wave coffee shops.

Key words: Brazilian coffee, specialty coffee, jargon, lexicon, portuguese