

SIMPLIFIED SCHEMA OF THE PORTUGUESE ADDRESS FORM SYSTEM		
Level	Address Form(s)	Conventionalized Unmarked Interpretation
1	TU (This pronoun is used with the 2nd person singular form of the verb.)	[-Formal] and [+Intimate]
Without exception, the following forms require the 3rd person singular form of the verb.		
2	FN, LN, NICKNAME or KINSHIP TITLE	<i>Neutral</i> or Tendencies towards [-Formal] and [+Intimate]
3	VOCÊ The degree of "politeness" attributed to use of voce varies greatly (age, region), and many people are offended by it; foreigners should not initiate voce but may reciprocate.	---
4	"AVOIDANCE TACTIC" / [VOCÊ] (This is the 3rd person singular form of the verb <i>without</i> a pronoun and without any other form to signal the relationship.)	<i>Neutral</i>
5	SENHOR(A) Forms used with women: senhora [+ FN] Forms used with men: senhor [+ FN or LN]	<i>Neutral</i> or Tendencies towards [+Formal], [-Intimate] or [+Protocol]
6	"TITLE"	
6a	EDUCATIONAL OR SOCIAL TITLES (e.g., doutor(-a))	
6b	PROFESSIONAL TITLES (e.g., presidente, director(-a)) Forms used with women: [senhora +] TITLE [+FN] [senhora +] dona + FN (= social title) Forms used with men: [senhor +] TITLE [+ FN or LN]	[+Formal] and [-Intimate] or [+Protocol]
7	VOSSA EXCELÊNCIA	[+Protocol]

TIER 1 - MINIMAL GREETINGS	
During the morning and until lunch.	Bom dia Bons dias (if addressing more than one person)
After lunch until sundown.	Boa tarde Boas tardes (if addressing more than one person)
After sundown.	Boa noite Boas noites (if addressing more than one person)

GENERALIZED TIER 2 GREETINGS		
Obligatory Greeting	Address Form	Optional Questions
Bom dia / Bons dias, Boa(s) tarde(s), Boa(s) noite(s),	Address Form (chosen from the list of conventionalized forms) While use of an Address Form is not obligatory, it is strongly recommended.	[Passou bem?] [Como tem passado?] [Está bem disposto(-a)?] (Loosely, "How's life?" or How've you been?)
Example:		
Boa tarde,	dona Cristina.	Está bem disposta?

STYLIZED TIER 2 GREETINGS	
Rank Differential Between Speakers	Ritualized Greeting
Great rank differential	-- Bom dia, + AF. (Hello.) [AF=address form]
Little rank differential	Upon making eye contact, the speakers say <u>simultaneously</u> : -- Bom dia, como está? (Hello, how are you?)
Same rank	Both parties say <u>simultaneously</u> : -- Bom dia, como está? Muito bem, obrigado(-a). (Hello, how are you? Fine, thanks.)

CONVENTIONALIZED NON-RECIPROCAL USAGE BETWEEN FACULTY AND STAFF	
Speaker A (lesser rank)	Speaker B (greater rank)
Female: Receives FN or Dona + FN	Female: Receives TITLE or TITLE + FN
Male: Receives FN or Senhor + FN or Senhor + LN	Male: Receives TITLE or TITLE + FN or TITLE + LN