

A decision making situation is considered where agents pairwise compare all the alternatives and show their levels of preference through previously established linguistic labels (namely, 'absolutely preferred', 'somewhat preferred' -in several allowed degrees-, 'idifferent'). Then, from these non-numerical inputs, we introduce two extensions of the Borda rule, called broad and narrow, which take into account all these labels or only those favorable, respectively, when such individual qualifications are aggregated through matrix operators. Once these linguistic Borda rules designed, the fulfillment of some properties in the Social Choice framework is verified.