

M.K. Pak, D.T. Tugambekova

*Ye.A. Buketov Karaganda State University, Kazakhstan
(E-mail: pakmk@yandex.ru)*

The study of coloronyms in psycholinguistic aspect

The article is devoted to the problems of study of the nominative units with the semantics of colour in psycholinguistic aspect. The overview of linguistic research of coloronyms is carried out in the work, psycholinguistic features of colour names and the significance of colour meanings are identified in the framework of the psycholinguistic aspect. The words which specify colour, its semantic features are analyzed, the system of colour vocabulary is classified and the issues associated with reflection of colour categories in human consciousness are described.

Keywords: colour names, coloronym, psycholinguistics, colour perception, semantics, colour categorization, colour system.

There are many approaches to the study of colour names in science. Actually the ability to distinguish one colour from another is one of the unique features of human visual perception. It is no coincidence that such branches of science like psychology, physiology has a keen interest to the problems of perception of colours and their many shades. The significance of the presence of the colour distinction of the world for different sciences about human is one of the main reasons for showing the interest to the studying reflection processes of color sensations in a particular language. The category of the colour spectrum has been studied by linguists for long time. The study of words-colour names from different positions on the material of different languages is a subject of many linguistic works. Colour naming was considered by the researchers in different aspects. The composition of colour vocabulary, its semantic features were described and the research was carried out in linguistic and cultural, comparative-historical and psycholinguistic aspects. The study of the nominative units with the semantics of colour is marked by a significant number of works psycholinguistic and linguo-cultural studies. Scientific paradigm of recent decades necessitates an integrative approach to the study of the category colour. The complexity of the operation of the colour image in the mind of the individual leads to the synthesis of linguistic methods to the study of colour categories with the methods of other sciences. Currently, we can distinguish the following topical directions in the study of colour terms in linguistics: linguocultural, ethnolinguistic, psycholinguistic and cognitive aspects. The selection of areas of study of the colour terms to a certain extent is arbitrary, since one study may include various ways to describe the colour semantics. There is a considerable number of works devoted to the issues of the colour terms: their etymology, semantics, use, emergence of new values, formation of the lexical-semantic group of colour terms, relations with other words within a lexico-semantic group and beyond.

Deliberate attention is paid to the lexical structure and semantics of the colour categories, colour symbolism, the extent of symbolization process in a particular language, their stylistic features are considered, ethno-linguistic, cultural-linguistic and psycholinguistic features of the language, indicating the colour are analyzed as well. As the analysis of research issues of colour names shows, researchers from different branches of science, while describing and classifying semantic relations between words denoting colour, noted about the difficulties and inconsistencies of the characteristics of model-based three-dimensional psychological space of colour perception and sensation. Researchers often find it difficult to identify any single principle for the selection and classification of colour categories at creation of semantic relation model in colour names.

Polysemy and multifunctionality of the colour names are primarily concluded in the nominative marking of a wide range of existing realities. Colour is one of the most important components of the culture of the people, is surrounded by a whole system of associations, different meanings, different interpretations, because the colour becomes the present embodiment of different moral and aesthetic values. The colour value in different cultures has not only some universal features, but also differences that are relevant for the deep layers of consciousness and reflect national cultural features.

Structural and semantic features of the colour names are associated with differences in the world pictures of representatives from different cultures, with established historical, cultural, religious, climatic, ecological and other characteristics. In addition, within each specific language as a result of the evolution of the

national language picture of the world colour names acquire additional meanings or shades of meanings that go beyond the limits and scopes of specific colour names, but it also requires their special study, analysis and description.

Study of colours has a special place in psychological science, where the notion «colour» is often seen in the two known meanings: psychophysical and general psychological. In the first psychophysical meaning colour is considered as a visual image, arising at influence of light radiation on the retina of the eye and is characterized by the colour tone, saturation and light. In the second general psychological value of colour, you can define a normal vision, the colour is endowed with a large number of perceptual psychological qualities, including such as warmth, dullness, and emotional qualities such as calmness, excitement. Colour category represents the stable symbolic structure that correlate with certain emotional state of a person.

One of the central problem when studying the relation between colour and the human psyche becomes colour symbolism. For several centuries, scientists and psychologists are studying the origin of colour of a symbol, its content, the attitude to the different phenomena and events in the life of people, intercultural differences.

Number of colour characters are limited. In this capacity, so-called «primary colours» are used most often: white, black, red, blue, green, yellow and purple. However, this list may vary depending on the specific culture.

According to scientists, it is possible to allocate three basic types of colour symbolism:

1. The colour itself (i.e. in isolation from other colours and shapes), characterized by ambiguity and inconsistency.
2. The colour combination with two or more colours constituting a symbolic whole, the meaning of which is not reduced to the sum of the values taken separately of colours.
3. The combination of colour and shape. The symbolism of colour shapes, and abstract geometric shapes (circle, square, triangle), and specific physical objects, for example, the symbolism of precious stones.

Considering psycholinguistic research of colours, we make sure that they are based on the phenomenon of human mental activity. Under this approach, the relations between words denoting names of colours and their meanings are reflected in the consciousness of native speakers [1; 87]. According to A.P. Vasilevich, whatever physiological basis has the colour language, it must intertwine the traditions and customs of the people. The findings of the researcher during the study of vocabulary in psycholinguistic experiments on the material of the colour names, confirm that universal qualities of the language are common for colour designations, which are considered as a product of human mental activity, as well as that languages close to the universal category at different degrees, and the languages of the European linguistic and cultural area are mostly close to it. The identified features were primarily caused by cultural-historical, rather than linguistic factors. The world of colour, patterns of semantic fields of colour names, significance of colour meanings in the framework of the psycholinguistic aspect are considered in the works of A.I. Belov «Colour ethnic eidsms as an object of ethnolinguistics», A.P. Vasilevich «Colour names and problems of translation». A.I. Belov noted the unstudied issues of colour preferences, including colour combinations demonstrated by the «representatives of different ethnic, sexual, age and social groups», the origins of the liturgical tradition and the heraldic colours and the impact of the tradition on the formation of language and the language of public consciousness among the unexplored issues of colour terms in ethnopsycholinguistics. The researcher lays emphasis on the relation of the colour names with certain cultural and embodied emotional condition and situations. Psycholinguistic works have a tendency of a failure from the systemic-structural methods of research of the lexemes with the meaning of colours – the experiment comes to the foreground.

Analyzing the processes of nomination and categorization, R.M. Frumkina studies the problem of interpretation of the nominative units with the semantics of colour (primarily non-derivative etymologically). The researcher speaks about denotative uncertainty of the colour names, however, she specifies the presence of the nominative uncertainty for a colour sample. In her work «Colour, sense, similarity» the researcher writes that there is a certain tradition of learning the colour names: linguistic, psychological and cultural-anthropological. R.M. Frumkina is interested in the psycholinguistic approach to the study of semantic relations. She uses the term of the colour names, world of colour and speaks about phenomenology of the world of colour, how it is reflected and structured in the language. R.M. Frumkina points to the relation of these mental processes with the nomination, classification and other linguistic processes. The problem of colour vision and colour perception takes an important place in the most psycholinguistic works. The psycholinguistics examines not only the interpretation taken separately nominative unit with the colour value and the asso-

ciative-semantic field, but also the impact of a particular colour or combination of colours on humans. The works by N.B. Bakhilina «History of colour terms in Russian language» and T.I. Vendina «Colour in ethnocultural system of Russian, old Slavonic and old Russian language» can be examples in this direction.

As it is commonly known, the colour is reflected differently in all languages, and the total number of colour names and their distribution in relation to the primary colours in different languages may vary, to be different. But it should be recognized that in each language, you can always select a core of the whole system of colour categories and its peripheral part. The peculiarity of the system of the colour names influence on the composition and organization of its core.

Colour perception and aesthetic experience it depends essentially on association caused by colour. The phenomenon of colour associations is that the colour arouses certain emotions, views, feelings inadequate, that is, the effect of colour excited the other senses and the imagination, the memory of the vision or the experience.

Researcher A.A. Bragina, exploring the issue of verbalization of colour perception, divides colour notations into two groups: 1) basic, 2) shadow. Allocated basic colour names, in turn, are divided into chromatic, which name seven colours of the rainbow: red, orange, yellow, green, blue, light blue, violet and achromatic ones, that includes black, white and grey colours.

The researchers often include not seven, but nine chromatic names in addition to familiar three achromatic names to the list of colour names in Russian language: seven colours of the rainbow, brown and pink. Thus, unlike most European languages, where the basic colour names include 11 designation in Russian and some other Slavic languages such list is formed with 12 names of colours. It includes three achromatic colours: white, black and grey. The group of colour symbols which convey the colour shades of the analytical method: a) secondary category: lilac, milk; b) with no apparent etymology: reddish, scarlet; c) with limited compatibility: blond, brown; d) borrowed; e) neologisms and archaisms: emerald, vat; f) terminological: cobalt, ultramarine; g) occasionalisms [2; 73-104].

The classification by which the author proposes mark semantic groups within the colour names should be noted as well: 1) most common simple names, including basic 12, and light blue colour is added to them in Russian language; 2) prefixal words to express colour tones, for example, light blue; 3) the category of colour based on the color of the object, denotation; 4) the names of the colours, where advertising function is taken as the basis of designation, such as attracting attention to the subject of the implementation; 5) book and obsolete words [1; 114, 115].

The result of research conducted by scientists revealed that the list of the most commonly used colour names twelve words, names from the group of basic colour names of Russian language are included in this order: purple, pink, green, blue, light blue, brown, grey, yellow, orange, red, black, white.

Researchers B. Berlin and P. Kay believed that such words should be non-derivative, new by meaning, widely combined with other words and they should be psychologically highlighted that is significant for speakers of that language. The scientists offered to test the prominence of the word experimentally. Psychologically prominent colour names should appear in the experiment, where participants should list the most famous colours and record them in beginning of the list.

In the list of the most commonly used colour names light blue colour was more relevant than blue, such a distribution of these two colours was observed in a series of psycholinguistic experiments conducted in the early 1980-ies by A.P. Vasilevich.

His analysis of texts from a sample of over two million words showed that the main term for this part of the colour spectrum in the modern Russian language is blue colour, and the frequency of use of the name «light blue» is two times inferior to the frequency of use of the word «blue». At the same time, in the course of the experiment, when participants had to name the first colours that come to mind, using the key words in this part of the spectrum was different, so, the word «light blue» was used more often than the colour name «blue». This distribution of positions in the pair may be linked to a negative connotation of light blue in Russian consumer culture. This distribution has secured blue colour as a main colour and maintains the frequency of its use in our everyday communication.

A.P. Vasilevich considered the various existing forms of development of the lexical structure of the language are not taken into account in the well-known theory of B. Berlin and P. Kay and only the names, which called basic ones are analyzed there. The scientist rightly believed that the excessive narrowing of the lexical material gave the possibility to use data by a large number of languages and eventually open universal patterns highlights of colour designations.

A.P. Vasilevich suggested own prediction of development of the list of basic colour names in Russian language by the results of his own psycholinguistic experiments. The scientist considered an indicator such

as the index of quantitative assessment of the degree of divergence between the data of associative experiment as the main and important orienting point in which native speakers called first remembered words, and data analysis of written sources. It should be noted that the index was developed by him. In the course of the experiments in the list of six possible colours for inclusion in the basic colour designations there were green, beige, claret-coloured, lilac, lemon, crimson (given by the degree of frequency of use).

Yu.D. Apresyan takes a semantic feature of telicity as a basis for dividing the colour adjective: «If a range is divided into sections called main colour designations of Russian language (red, orange, yellow and others), the middle of the relevant area will match to the maximum limit of colours. For example, diversion to one way would give a gradual transition to orange colour in the plot of red colour, and a diversion in the other direction will have a different colour- purple. The middle section will be suitable for red colour. The same occurs with the formation of other colour names.

The classification of the colour designations proposed by R.M. Frumkina attracts interest, which notes that in the Russian language «naive picture of the world» includes «seven colours of the rainbow» and pink, brown and the famous achromatic colors, i.e. black, white and grey. These are the «main» colours. But less common, secondary colour names are called by researcher «other» colours. 32 «basic» colour lexical tokens are also can be specified. The semantic nature of «basic» colour names are known to all native speakers, these are scarlet, cherry, claret-coloured, raspberry, carrot, orange, copper, sand and other [3; 64-85].

A number of scientists as the main colors specify the so-called «basic» colors, i.e. red, yellow, green, blue and achromatic white and black and colours red, pink, blue, orange, brown, purple, which are considered to be mixtures of the same elementary colors.

There is also a group of complex colour names in the periphery determining shades of colour with formants bright, light, dark, pale, clarifying the saturation and intensity of colours; group of two-part names, such as: blue-white, yellow-green. There are structurally complex names, for example, the colour of honey, ivory, and a comparative combinations, for example, cheeks like a poppy.

The way of formation of colour associations is like the formation of conditioned reflexes. Feelings and emotions caused by any colour, similar to the feelings associated with the object or phenomenon that is constantly painted in this colour. It is also possible congenital association: for example, light colours seem light and dark heavy. The person feels it even in early childhood, till he has an experience. The most unambiguous association: temperature, weight and hearing. A variety of people assess the quality of the colours equally. For example, red seems to be hot and loud to everyone, and blue is cold and quiet. The most controversial association: gustatory, tactile, emotional, that is, those associated with the more intimate experiences and activities in purely biological sense organs. Here, even the closest people can quite differently react to the same colour. Purple colour even in a clean and bright look cause different reactions. This can be explained by the duality of their nature.

The study of the nominative units with the semantics of colour within the framework of psycholinguistics reveals the peculiarities of the relations between the colour of the human psyche and language, which are based on the objective laws of the colour impact on humans. Despite numerous literature on the subject of colour names, a number of issues remains unclear; the study of the nominative units with a value of colour at different levels of perception by modern speakers of different languages, the definition of universal and idioethnic, the study of the colour concepts in lexicographical, psycholinguistic and cognitive-cultural aspects and others.

As we see in the analysis of works devoted to the colour designations, scientists still have not come to a consensus to clarify the combination of the colour categories. But linguists agree in the necessity of formation of a nucleus as the center and the periphery.

Thus, the central step in the development of a system of colour designations for Russian language is the formation of a central core, a group of words that is the major color names and the periphery of the same names.

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М.К. Пак, Д.Т. Тугамбекова

Колоронимдерді психоллингвистикалық тұрғыда зерттеу

Мақала түс семантикасы мен атаулы бірліктерінің психоллингвистикалық тұрғысында зерттеу мәселелеріне арналған. Колоронимдердің лингвистикалық зерттеулеріне шолу жасалып, психоллингвистикалық аспектінің шеңберінде түс атауларының психоллингвистикалық ерекшеліктері және түс мағынасының мәнділігі анықталды. Түс білдіретін сөздер, оның семантикалық ерекшеліктері талданып, жинақталған материал жүйеленген, адам санасында түс категорияларын бейнелеумен байланысты сұрақтар сипатталған.

Кілт сөздер: түс атауы, колороним, психоллингвистика, түс қабылдау, семантика, түс категориялау, түс жүйесі.

М.К. Пак, Д.Т. Тугамбекова

Исследование колоронимов в психоллингвистическом аспекте

Статья посвящена проблемам исследования номинативных единиц с семантикой цвета в психоллингвистическом аспекте. Авторами осуществлен обзор лингвистических исследований колоронимов и выявлены психоллингвистические особенности цветоименований и значимость цветовых смыслов в рамках психоллингвистического аспекта. Проанализированы слова, означающие цвет, их семантические особенности, произведена классификация собранного материала, описаны вопросы, связанные с отражением цветовых категорий в человеческом сознании.

Ключевые слова: цветоименование, колороним, психоллингвистика, цветовое восприятие, семантика, категоризация цвета, цветовая система.

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