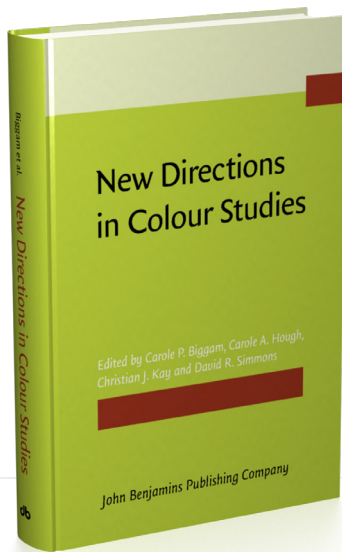


## NEW BOOK INFORMATION



Linguistics

### **New Directions in Colour Studies**

**Edited by Carole P. Biggam, Carole A. Hough, Christian J. Kay and David R. Simmons**

University of Glasgow

Colour studies attracts an increasingly wide range of scholars from across the academic world. Contributions to the present volume offer a broad perspective on the field, ranging from studies of individual languages through papers on art, architecture and heraldry to psychological examinations of aspects of colour categorization, perception and preference. The chapters have been developed from papers and posters presented at a conference on Progress in Colour Studies (PICS08) held at the University of Glasgow. The volume both updates research reported at the earlier PICS04 conference (published by Benjamins in 2006 as *Progress in Colour Studies* volumes 1 and 2), and introduces new and exciting topics and developments in colour research. In order to make the articles maximally accessible to a multidisciplinary readership, each of the six sections following the initial theoretical papers begins with a short preface describing and drawing together the themes of the chapters within that section. There are seventeen colour illustrations.

2011. xii, 462 pp.

**HB 978 90 272 1188 0 EUR 105.00**

**E-BOOK 978 90 272 8485 3 EUR 105.00**

#### **Table of contents**

Preface

Abbreviations

**Section 1. Theoretical issues**

**Section 2. Languages of the world**

**Section 3. Colour in society**

**Section 4. Categorical perception of colour**

**Section 5. Individual differences in colour vision**

**Section 6. Colour preference and colour meaning**

**Section 7. Colour vision science**

Index

**JOHN BENJAMINS PUBLISHING COMPANY**

*www.benjamins.com*

# New Directions in Colour Studies

*Edited by*

Carole P. Biggam

Carole A. Hough

Christian J. Kay

David R. Simmons

University of Glasgow

John Benjamins Publishing Company

Amsterdam / Philadelphia



The paper used in this publication meets the minimum requirements of American National Standard for Information Sciences – Permanence of Paper for Printed Library Materials, ANSI Z39.48-1984.

#### Library of Congress Cataloging-in-Publication Data

New directions in colour studies / edited by Carole P. Biggam ...[et al.].

p. cm.

Includes bibliographical references and index.

1. Color vision. 2. Color--Terminology. 3. Semiotics. 4. Language and culture. I. Biggam, C. P. (Carole Patricia), 1946-

P305.19.C64N39 2011

152.14'5--dc23

2011027680

ISBN 978 90 272 1188 0 (Hb ; alk. paper)

ISBN 978 90 272 8485 3 (Eb)

© 2011 – John Benjamins B.V.

No part of this book may be reproduced in any form, by print, photoprint, microfilm, or any other means, without written permission from the publisher.

John Benjamins Publishing Co. · P.O. Box 36224 · 1020 ME Amsterdam · The Netherlands  
John Benjamins North America · P.O. Box 27519 · Philadelphia PA 19118-0519 · USA

# Table of contents

Preface	IX
Abbreviations	XI
<b>SECTION 1. Theoretical issues</b>	
Illusions of colour and shadow <i>Frederick A. A. Kingdom</i>	3
Universal trends and specific deviations: Multidimensional scaling of colour terms from the World Color Survey <i>David Bimler</i>	13
Touchy-Feely colour <i>Mazviita Chirimuuta</i>	27
Towards a semiotic theory of basic colour terms and the semiotics of Juri Lotman <i>Urmas Sutrop</i>	39
<b>SECTION 2. Languages of the world</b>	
Preface to Section 2	51
Basic colour terms of Arabic <i>Abdulrahman S. Al-Rasheed, Humood H. Al-Sharif, Mohammed J. Thabit, Norah S. Al-Mohimeed and Ian R. L. Davies</i>	53
Red herrings in a sea of data: Exploring colour terms with the SCOTS Corpus <i>Wendy Anderson</i>	59
Towards a diachrony of Maltese basic colour terms <i>Alexander Borg</i>	73

Rosa Schätze – Pink zum kaufen: Stylistic confusion, subjective perception and semantic uncertainty of a loaned colour term <i>Claudia Frenzel-Biamonti</i>	91
Kashubian colour vocabulary <i>Danuta Stanulewicz and Adam Pawłowski</i>	105
Colour terms: Evolution via expansion of taxonomic constraints <i>Ekaterina V. Rakhilina and Galina V. Paramei</i>	121
Preliminary research on Turkish basic colour terms with an emphasis on blue <i>Kaidi Rätsep</i>	133
Terms for red in Central Europe: An areal phenomenon in Hungarian and Czech <i>Mari Uusküla</i>	147
<b>SECTION 3. Colour in society</b>	
Preface to Section 3	159
Colours in the community: Surnames and bynames in Scottish society <i>Ellen S. Bramwell</i>	161
Hues and cries: Francis Bacon's use of colour <i>Nicholas Chare</i>	171
Colour appearance in urban chromatic studies <i>Michel Cler</i>	181
Aspects of armorial colours and their perception in medieval literature <i>Michael J. Huxtable</i>	191
Warm, cool, light, dark, or afterimage: Dimensions and connotations of conceptual color metaphor/metonym <i>Jodi L. Sandford</i>	205
The power of colour term precision: The use of non-basic colour terms in nineteenth-century English travelogues about northern Scandinavia <i>Anders Steinvall</i>	219

**SECTION 4. Categorical perception of colour**

Preface to Section 4	235
Investigating the underlying mechanisms of categorical perception of colour using the event-related potential technique <i>Alexandra Clifford, Anna Franklin, Amanda Holmes and Ian R. L. Davies</i>	237
Category training affects colour discrimination but only in the right visual field <i>Gilda Drivonikou, Alexandra Clifford, Anna Franklin, Emre Özgen and Ian R. L. Davies</i>	251
Effects of stimulus range on color categorization <i>Oliver Wright</i>	265

**SECTION 5. Individual differences in colour vision**

Preface to Section 5	279
Colour and autism spectrum disorders <i>Anna Franklin and Paul Sowden</i>	281
Red-Green dichromats' use of basic colour terms <i>Julio Lillo, Humberto Moreira and Ian R. L. Davies</i>	293
Synaesthesia in colour <i>Julia Simner</i>	309
Towards a phonetically-rich account of speech-sound → colour synaesthesia <i>Rachel Smith, Anja Moos, William Cartwright-Hignett and David R. Simmons</i>	319
Perceiving “grue”: Filter simulations of aged lenses support the Lens-Brunescence hypothesis and reveal individual categorization types <i>Sebastian Walter</i>	329

**SECTION 6. Colour preference and colour meaning**

Preface to Section 6	345
Age-dependence of colour preference in the U.K. population <i>Yazhu Ling and Anya Hurlbert</i>	347

Ecological valence and human color preference <i>Stephen E. Palmer and Karen B. Schloss</i>	361
Look and learn: Links between colour preference and colour cognition <i>Nicola J. Pitchford, Emma E. Davis and Gaia Scerif</i>	377
Effects of lightness and saturation on color associations in the Mexican population <i>Lilia Roselia Prado-León and Rosa Amelia Rosales-Cinco</i>	389
Colour and emotion <i>David R. Simmons</i>	395
Colors and color adjectives in the cortex <i>Alessio Plebe, Marco Mazzone and Vivian De La Cruz</i>	415
<b>SECTION 7. Colour vision science</b>	
Preface to Section 7	431
Chromatic perceptual learning <i>Paul T. Sowden, Ian R. L. Davies, Leslie A. Notman, Iona Alexander and Emre Özgen</i>	433
Unique hues: Perception and brain imaging <i>Sophie M. Wuerger and Laura Parkes</i>	445
A short note on visual balance judgements as a tool for colour appearance matching <i>Lucia R. Ronchi</i>	457
Index	459

## Preface

Colour studies as a research area is inherently multidisciplinary, attracting scholars from across the academic spectrum. Contributions to the present volume are no exception, ranging as they do from studies of individual languages through papers on art, architecture and heraldry to psychological examinations of aspects of colour categorization, perception and preference.

The chapters have been developed from papers and posters presented at Progress in Colour Studies 2008 (PICS08), a conference held at the University of Glasgow, Scotland, from 14 to 17 July 2008. The stated aim of the conference was to provide a multidisciplinary forum for discussion of recent and ongoing research, presented so as to be accessible to scholars in other disciplines. This objective has resulted in a volume divided into seven sections: 1. Theoretical issues; 2. Languages of the world; 3. Colour in society; 4. Categorical perception of colour; 5. Individual differences in colour vision; 6. Colour preference and colour meaning; 7. Colour vision science. To make the articles maximally accessible, each of Sections 2–7 begins with a short preface describing and drawing together the themes of the chapters within that section.

PICS08 continued a tradition begun with the pioneering PICS04 in 2004, which resulted in two volumes of papers (Biggam & Kay 2006; Pitchford & Biggam 2006). The second conference offered both continuity and novelty, since many people who had attended the first one returned to report on their research at the second, while others attended for the first time and introduced participants to new and exciting areas of colour research. As in 2004, we were delighted by the spread of topics covered, the high quality of the papers, and the number of nationalities represented by the speakers. Many useful contacts were made both within and across disciplines.

Running a conference draws on the goodwill and assistance of many people. We would like to thank all our speakers, and especially our keynote speaker, Prof. Fred Kingdom of McGill University, for their contributions and for their patience while awaiting the completion of this volume. For financial support, we are indebted to the Faculty of Arts and the English Language Department, University of Glasgow, and to Cambridge Research Systems. We are also grateful to Anke de Looper, our equally patient editor at Benjamins, to the reviewers of the papers for their helpful comments, to Flora Edmonds for help in preparing this volume, and to Marc Alexander and the team of students and others who helped during the conference itself. We look forward to our third conference in 2012.



Carole Biggam  
Carole Hough  
Christian Kay  
David Simmons

Glasgow, April 2011

## References

- Biggam, C. P. & C. J. Kay, eds. 2006. *Progress in Colour Studies 1: Language and Culture*. Amsterdam & Philadelphia: John Benjamins.
- Pitchford, N. J. & C. P. Biggam, eds. 2006. *Progress in Colour Studies 2: Psychological Aspects*. Amsterdam & Philadelphia: John Benjamins.