



Color-designating lexicon: cognitive model

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ABSTRACT

As it is discovered currently, a significant and promising area within linguistics revolves around exploring the relationship between linguistic expressions and mental representations across various types of texts. This establishes an in-depth examination of language and speech phenomena, closely intertwined with human-centric factors, at the intersection of sociolinguistic, communicative-pragmatic, and cognitive dimensions to evaluate the impact of the study. Scholars are conducting and considering monolingual and multilingual investigations into the challenges of translating knowledge structures and the nuances of linguistic and cognitive mechanisms in diverse discourses. Concurrently, leveraging advancements in cognitive science, pragmatics, and corpus linguistics, researchers are refining and innovating methods, procedures, and techniques for analyzing textual elements, such as color references.

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Rangli leksika: kognitiv model

Kalit soʻzlar:

kognitivistika,
rang-barang,
til va kognitiv mexanizmlar,
rang psixologiyasi.

ANNOTATSIYA

Rang-barang lugʻatning kognitiv jihatlarini. Jahon tilshunosligida hozirgi vaqtning eng muhim va istiqbolli vazifalaridan biri har xil turdagi matnlarda til va aqliy vakillik oʻrtasidagi munosabatni oʻrganishdir. Til va nutq hodisalari antropotsentrik omillar bilan chambarchas bogʻliq boʻlib, sotsiolingvistik, kommunikativ-pragmatik va kognitiv jihatlar chorrahasida batafsil oʻrganiladi. Bilim tuzilmalarini tarjima qilish muammolari, turli xil nutq turlarida til va kognitiv mexanizmlarni amalga oshirishning oʻziga xos xususiyatlari boʻyicha mono va koʻp tilli tadqiqotlar olib borilmoqda.

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Shu bilan birga, kognitologiya, pragmatika va korpus lingvistikasi sohasidagi nazariy va amaliy yutuqlar asosida matn birliklarini tahlil qilishning yangi usullari, protseduralari va texnikasi, xususan, rang qiymatlari ishlab chiqilmoqda va takomillashtirilmoqda.

Цветономинирующая лексика: когнитивная модель

АННОТАЦИЯ

Ключевые слова:

когнитология,
цветономинирующая,
языковые и когнитивные
механизмы,
психология цвета.

В настоящее время установлено, что одной из ключевых и перспективных задач в мировой лингвистике является изучение взаимосвязи между языковыми выражениями и ментальными представлениями в различных типах текстов. Обнаружено, что явления языка и речи, а также их взаимосвязь с аспектами человеческой активности, детально анализируются на стыке социолингвистики, коммуникативной прагматики и когнитивистики. Охарактеризованы закономерности и ведутся исследования, включающие как одноязычный, так и многоязычный подходы, для изучения проблем перевода структур знания и особенностей функционирования языковых и когнитивных механизмов в различных типах дискурса. Кроме того, в статье оценивается влияние достижений в области когнитивных наук, прагматики и корпусной лингвистики на разработку и совершенствование новых методик, процедур и техник для анализа текстовых элементов, включая обозначения цвета.

SUMMARY

Background

Among the main tasks that form the basis of interests in cognitive linguistics as a science, and that define the role of language in the processes of perception and understanding of the world, include the search for correlations between cognitive structures and linguistic units, the study of various approaches to knowledge representation, as well as the explanation of the influence of language on the processes of conceptualization and categorization of human experience.

The study of concepts goes beyond viewing them merely as elements of culture; it is also important to consider them from the perspective of the embedded mental information about various objects and phenomena of the real world.

The relationship between human mood and colour can be easily demonstrated by putting a glass of different colours on the eyes. It has been experimentally confirmed that bright colours, especially yellow and orange, can lift the mood. For this reason, children's toys are often made bright or multicolored.

The science that studies the relationship between colour and the human psyche is called "colour psychology". The focus of its attention is the influence of colour on human mental activity, as well as colour psychodiagnostics and other aspects.

According to N.K. Humphrey, a complete study of semantic aspects of a certain linguistic phenomenon, applying the cognitive approach, is not limited only to the objective characteristics of the described situation. It also includes peculiarities of perception, the presence of relevant knowledge, intentions, allocation of specific units, and certain representations of the world in the form of concepts – structured meanings in human consciousness [4].

In modern cognitive linguistics, an experiential approach is distinguished, which differs from the logical approach to analyzing linguistic phenomena. This approach implies taking into account not only theoretical aspects but also practical experience.

METHODS

Basic names of colours have a universal character and are firmly rooted in human memory, which distinguishes them from less fixed peripheral colour terms. “One of the most important functions of the allocation of this perceptual feature is the need to distinguish an object from similar ones precisely on the basis of colour features” [5].

The choice of a name for a referent is determined with both semasiological and onomasiological salience [1]. In semasiology, the degree of highlighting depends on the extent to which the lexical item corresponds to the prototype. In onomasiological onomasiology, salience implies the choice of a lexical item to name a referent based on the highest degree of stability.

Coloured designations as complex categories.

Despite the significant impact of prototype theory on the study of categorization processes, it is unlikely to provide a complete explanation of the essence of categories.

The cognitive properties of basic colour cognitions may include the following aspects:

Sure, here are some potential outcomes or cognitive properties of basic color cognitions:

1. Perceptual Discrimination: Individuals can distinguish between different colors and identify them accurately, enabling them to perceive and recognize the various hues in their environment.

2. Categorical Perception: Colors are categorized into distinct groups (e.g., red, blue, green) in the mind, allowing for efficient processing and recognition of colors based on their categorical boundaries.

3. Color Constancy: Despite changes in lighting conditions, individuals maintain the ability to perceive the same color consistently across different contexts, demonstrating a stable understanding of color.

4. Color Naming: People can assign specific labels or names to colors, facilitating communication and shared understanding of the color spectrum within a linguistic community.

5. Emotional Associations: Colors evoke emotional responses and associations in individuals, influencing mood and behavior. For example, red may evoke feelings of excitement or danger, while blue may elicit calmness or sadness.

6. Cross-Cultural Consistency: Basic color perceptions show a degree of consistency across different cultures, suggesting universal aspects of color cognition despite cultural variations in color naming and preferences.

7. Color Memory: Individuals can store and recall information about colors from memory, allowing them to recognize familiar colors and recall their associated properties or experiences.

8. Color Attentional Bias: Certain colors may attract more attention than others, influencing visual focus and perception in tasks such as search and recognition.

9. Color Salience: Colors vary in their salience or prominence, with some colors standing out more prominently than others in visual scenes, leading to differential processing and attention allocation.

10. Developmental Trajectories: Color cognition develops over time, with infants initially showing limited color discrimination abilities that become more refined with age and experience.

These outcomes reflect the multifaceted nature of color cognition, encompassing perceptual, linguistic, emotional, and developmental aspects.

Thus, basic colour expressions have a variety of cognitive properties that reflect their importance in human perception, language, and culture.

Prototype effects do not accurately reflect the structure of categories, and the claim that categories take the form of prototypes is too simplistic, given that many categories are complex entities.

RESULT

For our purposes, it is expedient to conduct a derivational analysis of the structural classifications of colour denotations, as well as to evaluate the characteristics of the meanings of the corresponding words.

Associative links between words are taken into account in feature analysis. In this approach, the structure of colour words is seen as a reflection of the structures of the vocabulary, as each relationship has its own linguistic expression. For example: a certain characteristic of words (bluish = somewhat blue, yellowish = somewhat yellow, etc.) gives rise to a meaning that is the basis of classification (possessing a certain colour in a weak degree).

The lexemes denoting colours in English, from the point of view of structural features, can be divided into three categories: 1) words that have no structural components; 2) words that are completely separable into parts; 3) words that are prone to residual analysis [3].

The first group includes colour-designation lexemes that are not divided into any parts and are subdivided into the following types: a) white (white = of the colour of snow or milk); b) coral (coral = of the colour of coral).

Examples pertaining to the first kind: *darkest possible hue, swart; green – of the colour white in the spectrum is intermediate between blue and yellow = of colour of gold, butter, the yolk of an egg*, и др.

To the second kind: *mole = of the colour of mole-skin buff = of the colour, of buff letter; beryl = beryl like clear pale green*, и др. [Longman Dictionary, 1992].

This group includes the oldest words denoting colour (Ted, dim, fallow, swarthy, grey), as well as lexemes borrowed from other languages:

Khaki (from Hindi) = *dust-coloured, dull*;

Blond (in French) = *of a light golden brown, light suborn* [Modern explanatory dictionary, e-resource];

The lexemes of the second group of colour denotation are also divided according to certain rules. For example: lexemes of the structural form affix + NC/AC are rare: for black = very black; off-white = not clear white; approaching white, and others.

Based on the cognitive modelling method used in this paper, it is assumed that phraseological units, in a general context, function as representations of cognitive models of situations.

The main goal of this study is to reconstruct the structure of knowledge encapsulated in phraseological units, in the individual consciousness or in the collective consciousness of a language community. In the linguocognitive literature, the term “figurative models” or “patterns of figuration” is used for this task [1].

A. Chapanis proposes the term “cognitive structure” to analyze proverbs in cognitive

linguistics, where this concept is used to analyze both large information blocks and the content of individual sentences. Here cognitive structure is defined as a scheme of knowledge representation including components or attributes [2]. Thus, the principles of cognitive modelling of the meaning of phraseological units include the description of PE semantics as a frame, script or cognitive situation in the general sense.

According to E. Rosch, each phraseological unit has its abstract conceptual structure known as a frame. This frame represents a repository of human knowledge about the world [6].

To form the meaning of a phraseological unit, not the meanings of individual words-components are used, but the “frames-scenarios” associated with them are used [6]. These frames-scenarios, in turn, are based on the conceptual reflection of prototypical situations in the consciousness of native speakers of the language.

CONCLUSION

The color-designating lexicon is a cognitive model that encapsulates the intricate processes underlying how individuals perceive, categorize, and interact with colors. Through an exploration of this model, we uncover a rich tapestry of cognitive phenomena that shape our understanding and engagement with the color spectrum.

In conclusion, the color-designating lexicon serves as a framework through which we can better comprehend the cognitive properties of basic color cognitions. It illuminates how humans perceptually discriminate between colors, categorize them into distinct groups, and assign them linguistic labels for communication and comprehension. Moreover, this model highlights the emotional associations, cross-cultural consistencies, and developmental trajectories that influence our perception and interpretation of colors.

By delineating the various cognitive dimensions of color cognition, the color-designating lexicon provides valuable insights for diverse fields such as psychology, linguistics, design, and neuroscience. Understanding the intricacies of color cognition not only enriches our comprehension of human perception but also informs practices in color design, marketing, and communication.

As we continue to unravel the complexities of color cognition, the color-designating lexicon stands as a foundational framework, guiding further exploration and fostering a deeper appreciation for the role of color in shaping our cognitive experiences and interactions with the world.

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