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IMAGES OF WHITE AND RED IN SPANISH AND ENGLISH SPEAKERS' CONSCIOUSNESS

Abstract

The importance of color in different national cultures has been described by many researchers from various scientific fields. A particular color is often given certain meanings, however these meanings and interpretations vary enormously in different cultures. The collective consciousness of a linguistic community attributes the features that it considers typical to a certain color. In this paper, two colors are considered – white and red, which can be viewed as cultural markers having important cultural value for many nations. The experiment was aimed to identify images that arise in the minds of Spaniards, Ecuadorians and Americans when a stimulus of a color name appears as well as to find their similarities and differences. The symbolism of these colors was identified by means of free associative experiment and further investigated in accordance with certain features (abstract or substantive; positive, negative or neutral) and associative field zones. The obtained results demonstrate similarities and differences in the number of associates and their distribution within the features and zones as well as some divergences from the color world picture traditional for the three cultures.

Keywords: semantic field, linguistic consciousness, associative experiment, color.

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