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THE INFLUENCE OF LANGUAGE ON COLOUR PERCEPTION IN DIFFERENT CULTURES

Влияние языка на восприятие цвета в различных культурах

The goal of this study is to examine the impact of the person's cultural and linguistic background on the way the individual perceives the colours. Studying colour perception is important for several reasons. Understanding how people from different cultures perceive and interpret colour can help to foster cross-cultural understanding and collaboration. Additionally, knowledge of colour perception can be beneficial in many fields such as art and design, where being able to create and understand colour schemes and combinations can make a lasting impact on the viewer or user. Finally, understanding how colours can be perceived differently across different cultures can help us to appreciate and celebrate the diversity of human experience.

Colour is the aspect of any object that may be described in terms of hue, lightness, and saturation. Colors play a pivotal role in our daily lives because they allow us to interpret the shapes and differentiate between objects, environments and people. The total number of colours can be considered endless, so it is impossible to name them all. That is why nowadays the colours are being grouped into different categories such as “red” or “yellow”, which are called basic colour categories.

The basic colour categories are the fundamental concepts that are used to classify and organize colours. Most languages differentiate from 2 up to 12 different categories. When comparing basic color terms across languages and cultures, we can learn that every language has at least a word for "dark"/"black" and a word for "light"/"white." If there are more colours it is likely that the third term would be “red” and the fourth would be “yellow” or “green”. After that the terms for “blue”, “brown” and other colours such as “grey”, “pink” and “orange” are added. For example pink is a relatively new term in English which was adopted from a name of a flower.

One of the main examples is Japanese. In ancient Japanese, there were four basic color terms: 白 *shiro* (white), 黒 *kuro* (black), 赤 *aka* (red), and 青 *ao* (a category of blue and green). Today, there are many more basic color terms in Japanese, after centuries of contact with other languages and cultures: オレンジ *orenji* (orange), 黄色 *kiiro* (yellow), and 緑 *midori* (green).

At the same time there are languages with more colour categories than in English. There are 11 terms in English language: black, white, red, green, yellow, blue, brown, orange, pink, purple, and gray. Russian has 2 words for blue colour: *голубой* for lighter shade and *синий* for a darker shade. This fact enables native Russian speakers to discriminate cross-boundary dark and light blues faster than English speakers. The same stands for the Greek language.

A recent development in linguistics is the impact that globalization has had on language evolution and diversity. With the increasing interconnectedness of the world, communication and interaction between different cultures is becoming more and more common. This has resulted in a gradual shift away from specific cultural terms and linguistic categories, towards a more homogenous global vocabulary and a tendency to use more general colour terms. This can be observed in the convergence of colour words in languages across the world, leading to more overlap in specific colour categories and making universal categories such as "white" and "black" even more common.

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FEATURES OF MODERN AMERICAN STUDENT SLANG

Особенности современного американского студенческого сленга

The purpose of this work is to give a brief analysis of such topical issue as American student slang.

Slang as a variant of the spoken style of the language is an extensive, interesting and important category to study. Researchers usually define slang as a social type of speech characterized by specific vocabulary and phraseology in relation to such different characteristics as age, nationality, occupation and so on.

Student slang acquires more and more different expressions every day, which is explained by the rapid change of generations. And, as with any type of slang, there is a number of words in student slang that are used by most students in everyday communication. However, the abundance of media products, modern cinema, social networks, music and memes affects culture, thereby creating new expressions when the old ones, in turn, lose relevance.

Our own experience of studying slang shows that special attention should be paid to various types of abbreviations, acronyms and truncated forms that are widely used in student slang. There are numerous examples of creating expressively colored abbreviations, the function of which varies depending on the situation.