

Linguistic determination of perception of colors by Russian people and Komi

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In last years the interest to almost forgotten Sapir-Whorf linguistic relativity is increased dramatically in international psychology. Overview of modern research studies, which show influence of name of the color on its perception and differentiation, is presented in the article. On the base of analysis of this problem the cross-cultural research of peculiarities of color's perception by Russian and Komi was organized. Komi language does not have differentiation between blue and light blue colors as it is in Russian language. As a result Komi respondents spent more time and force in order to distinguish blue and light blue colors. This data could be used as a support of linguistic relativity hypothesis.

Key words: Sapir-Whorf hypothesis, linguistic processing of perceptive information, perception, color's differentiation, blue and light blue colors.