

## **Cultural Evolution and Color Perception**

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The paper deals with the paradoxical distribution of color vision in the animal kingdom, where evolutionally earlier classes (the fishes, insects, amphibians, birds) possess highly developed color vision, while in the mammals it gets somehow lost, reappearing only in some species of the primates, including humans. The author suggests that this paradox is due to the relatively minor role of color vision in the biological adaptation of animals to their environments, so that only with the emergence of speech and cultural evolution in the primates the potential of color vision gets fully realized.

**Key words:** color vision, biological evolution, cultural evolution, speech, paradox of biological evolution of color vision.