

The colour semantics in different cultures

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A cross-cultural research devoted to the reconstruction of main colours semantic spaces in cultures with different languages was carried out. The article contains the research results and the example reconstruction of one colour semantic space. The data collected from academic literature and the data of empirical study made on the Russian speaking, English speaking and German speaking samples (total number of 456 people, aged from 20 to 65) were taken as the basis for the reconstruction. The data received conform to the hypothesis about the similarity of the colour meaning in the centre of colour semantic spaces in different cultures and the existence of culture-specific meanings of colour at the semantic space periphery that show the culture-historical development of each nation.

Key words: colour, colour semantics, colour psychology, colour semantic space, colour associations, association experiment, colours prototypes.