

A TOUCH OF COLOR: A LINGUISTIC ANALYSIS OF THE USE OF COLORS IN THE LANGUAGE OF TOURISM

Viviana Gaballo

University of Macerata
Macerata, Italy
viviana.gaballo@unimc.it

Abstract

In contemporary linguistics, color is an important area of investigation since it provides insights into human cognition and categorization of reality. Drawing on Berlin & Kay (1969), this study sets out to evaluate the behavior of color terms in their context of use, namely in the language of tourism.

The aim of the study is to describe language in use, in a contextual perspective and by means of a corpus-based analysis of language. In particular, by conducting an empirical analysis of such parameters as collocation, colligation, semantic preference and semantic prosody (Sinclair, 1991 e 1996), this study proves the strong correlation between colors and tourism in a natural setting.

Besides shedding light on the behavior of color terms in the context of use of the language of tourism, the preliminary results of this study also contribute to the areas of Language Learning and Translation Studies as teachers may use this empirical evidence and the intercultural background that emerges to train language learners and translation trainees to adjust the texts they produce to present local tourism attractions or services by adding a “touch of color”. Considering that the play on and contrast of color terms may determine the choice of a tourism product, colors can therefore be thought of as a subliminal strategy in the promotion of tourism packages.

Keywords - Colors, semantic prosody, learning, teaching,

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