

A Language and Culture Comparative Study of Three Primary Colors in English and Chinese Idioms and Usual Expressions from the Perspective of Metaphorical Cognition

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ABSTRACT

Color terms, especially the three primary colors, bear the weight of basic meaning of color in English and Chinese idioms and usual expressions. The same color has different meanings in different languages, thus it makes Native English speakers and Native Chinese speakers who use other foreign languages puzzled. Therefore, it is necessary to make a language and culture comparative study of the meanings of three primary colors in English and Chinese idioms and usual expressions. This essay uses metaphors and cognition to make the comparative study between color idioms and usual expressions in English and Chinese. It aims at revealing the similarities and dissimilarities of metaphorical cognitive meanings of three primary colors in English and Chinese idioms and usual expressions. This essay provides a perspective for the role of cultural variation of metaphor and plays a role in overcoming the language barriers in communication.

Keywords: *three primary colors, idioms and usual expressions, metaphorical cognition.*

1. INTRODUCTION

Color features are the perception and description of human language. It is an important part of the world language. In language, this symbol symbolizes the an understanding of color words. The words of color are generally used in people's cognition and description of the world [1].

Therefore, it is necessary to inherit the colors in human language. Everything in nature, including human language, is in a state of change. The development of language cannot be separated from the development of human language. A more developed language may affect the less developed one. At the same time, it is also conducive to the development of human language in the process of development. In the process of language learning, learners' attention is becoming more and more concentrated[1]. In non-human languages, Kay and McDaniel find an interesting phenomenon, metaphor. The metaphors of color and color terms are closely related. In exploring metaphors and its working mechanisms, the color terms are very useful.

In this essay, metaphorical cognitive meanings of three primary colors in English and Chinese idioms and usual expressions will be studied. Similarities and dissimilarities of three primary colors in English and Chinese idioms and usual expressions will also be searched from the aspect of metaphorical cognition.

This essay is divided into several parts. In the first part, a brief introduction to metaphorical cognition will be shown. In the next part, first it is about similarities of metaphorical cognitive meanings of three primary colors in English and Chinese idioms and usual expressions. Secondly, it is about dissimilarities of metaphorical cognitive meanings of three primary colors in English and Chinese idioms and usual expressions. The last is about the reasons for similarities and dissimilarities of three primary colors' metaphorical cognitive meanings in English and Chinese idioms and usual expressions. The final part is the conclusion.

2. LITERATURE REVIEW

Color terms are as common as linguistic phenomena in many kinds of cultures and languages. It is necessary to introduce color terms, as color terms are going to be

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Way for Development of Cultural Identity in the Regional City the Case of Daugavpils Latvia Key words creolization diaspora festival identity regional city ____ Monika Salzbrunn University of Lausanne Switzerland The Swiss Carnivals of Payerne and Lausanne Place making between the mise en scene of Self and the Other s Key words Brandons carnival Othering performance place making wordplay ____ Tigran Simyan Yerevan State University Armenia and Ilze Ka ne Daugavpils University Latvia Transformations of New Year Celebration in the Soviet and Post Soviet Era the Cases of Armenia and Latvia Key words Christmas New Year tree Ded Moroz New Year post Soviet Santa Claus Soviet transformation ____ Kiyoshi Umeya Kobe University Japan University of Cape Town South Africa Feasts to Send off the Dead with Special Reference to the Jopadhola of Eastern Uganda Key words agency of the dead feast funeral rites Jopadhola modernity Uganda **A**

Comparative Study of Culture Space in Japan and Britain Yukio Himiyama,1986 *Intellectual Property Rights, Copynorm and the Fashion Industry* Marlena Jankowska,2023-12-22 This book traces the development of the fashion industry providing insight into the business and in particular its interrelations with copyright law The book explores how the greatest haute couture fashion designers also had a sense for business and that their attention to copyright was one of the weapons in protecting their market position The work also confronts the peculiarities of the fashion industry as a means of demonstrating the importance of intellectual property protection while pointing out the many challenges involved A central aim is to provide a copyrightability test for fashion goods based on detailed analysis of the legal regulations in the USA and EU countries specifically Italy France the Netherlands Germany and Poland The book will be of interest to researchers and academics working in the areas of Intellectual Property Law Copyright Law Business Law Fashion Law and Design The Open Access version of this book available at <http://www.taylorfrancis.com> has been made available under a Creative Commons Attribution CC BY 4 0 license

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Table of Contents Interests Culture A Comparative Study

1. Understanding the eBook Interests Culture A Comparative Study
 - The Rise of Digital Reading Interests Culture A Comparative Study
 - Advantages of eBooks Over Traditional Books
2. Identifying Interests Culture A Comparative Study
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Interests Culture A Comparative Study
 - User-Friendly Interface
4. Exploring eBook Recommendations from Interests Culture A Comparative Study
 - Personalized Recommendations
 - Interests Culture A Comparative Study User Reviews and Ratings
 - Interests Culture A Comparative Study and Bestseller Lists
5. Accessing Interests Culture A Comparative Study Free and Paid eBooks
 - Interests Culture A Comparative Study Public Domain eBooks
 - Interests Culture A Comparative Study eBook Subscription Services
 - Interests Culture A Comparative Study Budget-Friendly Options

6. Navigating Interests Culture A Comparative Study eBook Formats
 - ePub, PDF, MOBI, and More
 - Interests Culture A Comparative Study Compatibility with Devices
 - Interests Culture A Comparative Study Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Interests Culture A Comparative Study
 - Highlighting and Note-Taking Interests Culture A Comparative Study
 - Interactive Elements Interests Culture A Comparative Study
8. Staying Engaged with Interests Culture A Comparative Study
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Interests Culture A Comparative Study
9. Balancing eBooks and Physical Books Interests Culture A Comparative Study
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Interests Culture A Comparative Study
10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
11. Cultivating a Reading Routine Interests Culture A Comparative Study
 - Setting Reading Goals Interests Culture A Comparative Study
 - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Interests Culture A Comparative Study
 - Fact-Checking eBook Content of Interests Culture A Comparative Study
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
14. Embracing eBook Trends
 - Integration of Multimedia Elements

- Interactive and Gamified eBooks

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