

Color word association in Fujian and Guangdong

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Abstract

The investigation of "HONG and CHI" as color words has been a topic of constant discussion in Chinese. This study aims to understand the color words HONG and CHI association in Fujian and Guangdong universities and Secondary school students. The result shows students from Fujian and Guangdong linked the "HONG" with "China". The word "CHI" is more general in terms of association. At the same time that the word "CHI" is not only associated with red fruits and vegetables, but also includes "Yellow fruits and vegetables" (such as persimmons, oranges, and squash).

Key words : hong, chi, color words, words association

Introduction

The color names that are composed of words, in addition to being attached to the text, also extend the space of the figurative and abstract association of the text, making the color names often exceed the color expression of the hue and have the unique meaning that the text has accumulated.

Since the 19th century German psychologist J. Cohn proposed a survey of color preferences, most researchers followed the method of questionnaire survey for color-related research. Research on the investigation of different variable elements includes the use of different ages, genders, demographic characteristics, and different things to compare different levels of color preferences. There are also studies on different stimuli, different subjects, different linguistic or psychological dimensions.

In order to understand this phenomenon of color differences, universities and high school students from the Guangdong and Fujian provinces on the southeast coast were selected as the survey subjects. The surveyed people in this region belong to the southern Fujian and Hakka families, and they have similar conditions in terms of history, customs, and climate. This study chose Fuzhou, Sanming, and Guangdong, Guangzhou, Shantou and other four regions. School students are the subjects of the study. Due to concerns that the conditions of men and women may be different, the conditions for separating men and women try to understand gender differences and whether the results are different.

The questionnaires were recovered from November 29, 2017 to March 19, 2018, and the cumulative number of valid questionnaires was 588, including 227 boys and 361 girls;

434 in Fujian and 154 in Guangdong. The screening criteria for valid questionnaires are that the school or household register meets one (requires long-term living background in Fujian and Guangdong), and all the questions are answered.

Literature Discussion

Regarding the study of color vocabulary, based on the records of color preferences of German psychologist J. Cohn from the 19th century, according to the research on the exploration and application of color references by Mr. Li Tianren, scholar of color research in Taiwan, in 2002. Most researchers followed the method of questionnaire survey for color-related studies. Research on the investigation of different variable elements includes the use of different ages, genders, demographic characteristics, and different things to compare different levels of color preferences (Yang2002, Lai 1996, Huang 1997, Fernandez & Fairchild2002). There are also studies targeting different stimuli, different subjects, different semantic orientations or psychological orientations (Miho Saito1996, Tseng2007).

According to color research scholar Peng De's "China Five Colors" published by Jiangsu Fine Arts Publishing House in 2008, he pointed out:

"chi is equivalent to the red in the modern hue. The red in the five-color system is the inter-color, and the chi is a mixture of chi and white. chi has the strongest visual effect and often describes the color of the flame. The name is chi, after the Tang Dynasty. Also known as fiery red. Red is light chi, consisting of chi and white."

From the above documents, it can be seen that the color correspondence between CHI and HONG characters is different. Peng De explains the deficit in terms of fire chi and flaming red. The red word is a light chi, and the interpretation of the scarlet word in Shuo Wen Jie Zi is also used: "chi White, the two words have mutual interpretation. As a whole, chi and red are often mixed, which can easily lead to semantic confusion. In color, it is often confused and difficult to distinguish.

Methods

This research uses structural Semantics theory, semantic association and semantic aggregation in cultural linguistics research methods for analysis. A total of two questionnaires

were implemented, one for the semantic association survey and one for the hue survey. The results of the semantic association survey were analyzed using semantic aggregation analysis methods. The hue survey combines the results of semantic aggregation analysis to do the final content analysis. The figure 1 shows the research flow chart. The study questionnaire was issued in the Fujian and Guangdong regions of China, wechat as a tool was used to assist in the issuance of the questionnaire.

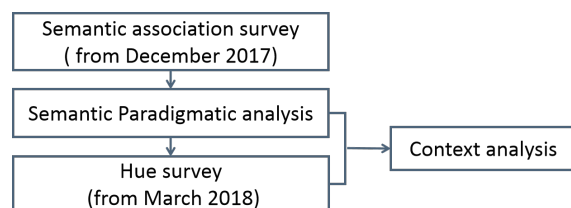


Fig.1 Research flow chart

A. The first survey of HONG and CHI words association

Semantic association surveys of HONG and CHI were conducted in Fujian and Guangdong. A total of 622 people participated. The basis for merging vocabulary is similar to word meaning, or word meaning belongs to a category. Details are as follows:

Semantic aggregation vocabulary of color words, such as "china" includes China, National Flag, Red Flag, Red China, Five-Star Red Flag, Primary Flag, Chinese Red, Chinese Knot, Party Emblem, Mission Emblem; Red Army, Red Scarf, Liberation Army, Red Base, Revolution, Communist Party, War, Mao Zedong, Anti-Japanese Opera.

" New Year atmosphere " includes firecrackers, Chinese New Year, Chinese New Year, New Year, and lanterns.

"Three Kingdoms" includes the Three Kingdoms, Chibi, Red Rabbit, Cao Cao, Guan Yunchang, Su Shi, Sun Quan, Zhou Yu.

"Fruits and Vegetables" includes peppers, tomatoes, and sweet potatoes. Apple, red apple, watermelon, adzuki bean, strawberry, tomato.

Different ethnic groups and nations have different perceptions of color. Different eras use different eras to perceive the surrounding color world. The results of the questionnaire show that the highest semantic association of HONG is China; The semantic association of CHI, the highest is the Three Kingdoms. According to the survey data, the highest frequency of "CHI" in Guangdong and Fujian region is the "Three Kingdoms". Analysis of the content of the terms aggregated by the term "Three Kingdoms." In TV, movies, and online games, the "Three Kingdoms" is widely used in the Chinese language region as a hot topic.

In the results of this survey, persimmons appeared in the semantic association of CHI. This was not anticipated before. Therefore, a further investigation on the hue of CHI will be carried out. The data obtained from the questionnaire is shown in Table 1.

TABLE I
DATA OF FUJIAN&GUANGDONG STUDENTS WORDS ASSOCIATION

School	M	F	red/frequency	chi/frequency
MJU-D	29	9	china/80	sun/25
		1	blood/56	rainbow/18
MJU-C	36	7	china/156	china/51
		2	blood/36	three kingdoms/31
FJAFU	12	2	china/21	sun/8
		4	New Year atmosphere/17	equatorial/7
SMU	16	1	china/37	fire/8
		6	New Year atmosphere/11	Heart of the child/6
GDLAC	33	5	china/66	blood/23
		3	New Year atmosphere/34	sun/18
GZU	31	3	china/26、	red/8、
		1	New Year atmosphere/12	sun/5
FJETS	17	3	china/125	three kingdoms/46
		6	Fruit Red/32	Fruit Red/26
FJEES	68	2	china/48	three kingdoms/35
		0	vegetables/21	Medicinal herbs/32
GDSS	10	2	china/24	naked/12
		7	New Year atmosphere/23	three kingdoms/11

Table1 abbreviation:

Man (M) Female (F)

University: MJU-D, MJU-C, FJAFU, SMU, GDLAC, GZU

Secondary school: FJETS, FJEES, GDSS

B. The second survey "CHI Hue"

The second survey was about "CHI Hue", which was held in Fujian and 64 people participated in the survey. Question 3 is about "Which of the following fruits do you think will make you think of CHI ".In addition to the conventional red fruits and vegetables, it can be found that persimmons also showing significant trait. Question 4 is about "Which of the following colors do you think CHI color belongs to". Zhu Hong was chosen the most frequently. Question 5 is about "What color do you think the "CHI" color is on the hue ring".The results show that the 4, 3, and 5 options are significant, all in red. Consistent with expected results.

Figure 2 shows the color perception mechanism of modern Chinese color words. As the color semantic association and

color surveys used in this study show that HONG and CHI as color words, the modern Chinese color understanding mechanism has changed, from cognitive level to lexical extension meaning level, that is, associative meaning, transformation meaning, symbol meaning.

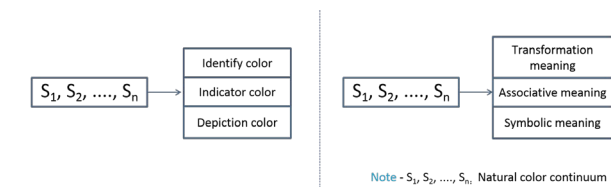


Fig.1 Modern Chinese color words semantic change

Result and Conclusion

Therefore, as a color word, CHI may be a color zone between orange and red since ancient times. The future research can be based on the description of CHI words as color words, conduct in depth interviews with the Guangdong region, and provide specific physical objects (Red Jujube, Persimmon), and ask respondents to select CHI items intuitively. Combined with semi-structured interviews, respondents were invited to explain why.

According to the survey results of students surveyed, the association of "HONG" as a color word in Fujian and Guangdong, compared with the article "Study on the Color Names of Chi red and Blue Chinese Characters" published by Chi-Hsiung Tseng, Yen-Chih Liu(2007). The frequency of "HONG" in the article is associated with "blood/apple" and shows a clear difference. According to the objects studied in this study, the students of the middle school and university departments in Guangdong and Guangdong Provinces, the association of "HONG" is not limited to the category of color words. The belief and preference of red color have already penetrated into the lives of the Chinese people.

The lexical content of the word "CHI" is rather broad. According to the different groups studied, the data obtained are slightly different. The more noticeable is the paper questionnaire of the Fujian secondary School, which has a red-hued "medicine" as the "chi" association. Under the category of medicinal herbs, the highest frequency is cinnabar. Based on the data obtained from the surveyed groups, it can be found that the dispute over the deficit as a color word appears on the differences of "HONG" or "orange/orange", and the specific vocabulary expressed is "red dates" and "persimmons". Chii-Shyong Tzeng (2003) proposed that according to the current use of Chinese characters, the red word as a color word has replaced the red expression status of the deficit. In the "Chinese Color of Lostness" (Chi-Hsiung Tseng,2003) chapter "Hue Expression of CHI Characters", based on the Oracle style of the deficit, it is inferred that the hue of the red is the hue or blood color of the fire or profusion, and pointed out that "blood red is not With an orange hue, the fire has an orange-red hue." Colors

are actually equal to "orange" and "turquoise" in British and American cultures. In the book, Yang Yonglin puts forward the phenomenon of gender differences in the use of color, and suggests that everyone will have different levels of feelings.

Therefore, as a color word, CHI may be a color zone between orange and red since ancient times. The future research can be based on the description of chi words as color words, conduct indepth interviews with the Guangdong region, and provide specific physical objects (red dates, persimmons), and ask respondents to select chi items intuitively. Combined with semi-structured interviews, respondents were invited to explain. In terms of the results of this study, the meaning of color for us usually has two levels: one is the individual level, which is mainly manifested in the individual's preference for a certain hue; the other is the social level, which shows that people adopt some metaphysics. The concept creates a perfect color system that enables it to regulate social functions. The same survey can recognize the color of the word "chi" and can be used to conduct research on the different age groups in the Guangdong region. Including the test of color tickets in combination with fruits and vegetables. You can also conduct structured interviews on the subjects of the survey, clarify the word chi as a color perception, and in the background of the Guangdong region, clarify the context of the color words in the language.

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