

Contents

Introduction	9
Colour, colour perception and colour terms	13
It's a black and white world	30
Colour and its role in naming things.	34
Colour metaphors	41
Some interesting colour metaphors and further remarks on the meanings of colour terms	68
Prejudice in colour collocations	91
Translating colour collocations	98
Ephemera	108
Two theories of vision in the light of evidence supplied by colour collocations	120
The formation of colour	130
Conclusion and perspectives for future research	136
References	140
Appendix	143
Abbreviations	145
Alphabetical list of English colour collocations, idioms and expressions	147