

Comparison of Inner Meanings of Color Terms Between Chinese and English from the Perspective of Sociolinguistics

Fu Zhang^{1,2} Dawa Pengcuo^{1,*}

¹Key Laboratory of China's Ethnic Languages and Information Technology of Ministry of Education, Northwest Minzu University, Lanzhou, Gansu 730030, China

²Department of Chinese Language and Literature, Northwest Minzu University, Lanzhou, Gansu 730030, China

*Corresponding author. Email: 526959649@qq.com

ABSTRACT

There are a large number of color terms between Chinese and English. Due to the great differences of cultures among the history, politics, economy, religion, customs and the ways of thinking, the meanings and usages of color terms are also different between them. In view of this, the article first takes the basic color terms, red, white, black, green, yellow and blue as examples, and uses the method of comparative analysis to elaborate on their connotation, extension and stylistic color. Then, it discusses and analyses them from the two aspects of social attribute and thinking mode. And finally it comes to the conclusion that the semantic difference of color terms between Chinese and English reflects the similarities and differences between Chinese and Western cultures. In terms of social attributes, they are closely related to politics, economy, social hierarchy, occupation, religion and social customs. On the aspects of thinking mode, traditional Chinese culture emphasizes intuitive thinking, while western culture emphasizes logical thinking.

Keywords: colour terms, semantic contrast, cultural perspective

I. INTRODUCTION

Language is "a system of signs to express ideas".[1] The understanding and thinking of humans on physical world can be expressed with the help of the language. As a building material of language, vocabulary is the most obvious tool to carry cultural information and reflect human social life. Colour is closely related to human life since ancient times. Along with the continuous development and progress of human society, a large number of words describing color have been formed in human language. No doubt it has greatly enriched our language and vocabulary. However, we are facing a colourful world in common, but color terms in different national languages have different understandings and reflections due to the differences in geographical location, historical background, political system and social customs. In the eyes of people in different countries, they have distinct and unique symbolic meanings. And the difference is exactly a reflection of the different national cultures. In view of this, this paper aims to help language learners accurately to grasp the usage of color terms (red, white, black, green, yellow and blue) between Chinese and English by analyzing and comparing their semantic

differences and cultural connotations, so as to improve their ability of comprehensive language application.

II. THE SEMANTIC COMPARISON OF BASIC COLOR TERMS BETWEEN CHINESE AND ENGLISH

A. 红 and red

In Chinese culture, "红" (red) is a warm and exciting color, which can remind people of the color of the sun and fire, and is often used to express the meaning of happy, auspicious, lucky, developing, thriving and so on. Therefore, it is indispensable on festive occasions. For example, we call the wedding celebration "red wedding", the bridegroom need to "have red silk draped over shoulders and flowers pinned on his breast", the bride to "put red bridal veil on her head", the doors and windows of bridal chamber to stick "double red happiness Chinese", bridal chamber to light a pair of "red candles". All of these are not only the newly-married celebration, but a symbol of the couple's future of prosperity. In the spring festival of China, people will hang red lanterns, paste red couplets, and dress up in red. In Chinese, we call the honour roll "红榜", beautiful, charming woman "红粉佳人" (pretty in pink),

the women to help men and women to arrange their marital union "红娘" (matchmaker), good luck "鸿运", advanced workers of the various industries "红旗手" (red-banner pacesetter). In addition, red also represents "loyalty and righteousness", "honesty and integrity", "power and force" and "solemnity". For example, in Peking Opera, the facial makeups of Guan Yu, Jiang Wei and other positive figures are often red. In traditional Chinese architecture, walls and columns are often decorated in red, indicating high rank and prominent status. In a word, red is a commendatory color in Chinese traditional culture.

In Western culture, red has both positive and negative meanings. Westerners often associate red with bloodshed, war, terror, etc. So in most cases, it has a derogatory connotation, indicating "crime" and "anger". For example, "a red battle" means blood, "red-hand" means blood on the hands (nowadays it usually refers to the scene of a crime), "a red revenge" means bloody revenge, "red ruin" means war, "a red hunter" means people persecuting progressives, "the red rules of tooth and claw" means killing and violent domination, "see red" means people getting angry, "to see the red light" means a sign of disaster, and "to wave a red flag" means to do something irritating. In addition, red in English also means "immoral and obscene", such as "red light district". As a result, it is often a taboo color in the West. It goes without saying that British sinologist David Hawkes translated the title of "A Dream of Red Mansions" (《红楼梦》) into "The Story of the Stone" out of the obvious taboo against red.

B. 白 and white

In traditional Chinese culture, "白" (white) is regarded as a color full of contradictions. People often use it as a symbol of the west and autumn. The west is the place where the sun sets, often giving a sense of decline and desolation. Autumn gives people a sense of decay and depression. For example, in Ma Zhiyuan's "Tian Jing Sha. Autumn Thoughts" (马致远《天净沙·秋思》), you can experience the feeling: Crowns hovering over old trees wreathed with rotten vine — the day is about done. Yonder is a tiny bridge over a sparkling stream, and on the far bank, a pretty little village. But the traveller has to go on down this ancient road, the west wind moaning, his bony horse groaning, trudging towards the sinking sun, farther and farther away from home (枯藤老树昏鸦, 小桥流水人家, 古道西风瘦马, 夕阳西下, 断肠人在天涯). In his words, firstly all the scenery on the ground is described. Next, the author lifts his pen and draws the sky with the "setting sun", creating a red sunset for the scenery on the ground. The setting sun is easy to make people melancholy and sad, but it is "sinking in the west", which adds a feeling of the desolate pathos. Here and now, in this scene, why not make the homeless sad? In our traditional customs, we still call the funeral "白事" (white funeral). During

funeral services, people set up a white mourning hall, hang the white elegiac couples and light the white candles, and the relatives of the dead wear white clothes, hats, flowers, shoes, and twine at the waist. White flags hanging, people sprinkle white paper money during the funeral. In Chinese, it not only represents a kind of color, but also has the emotional color of "derogatory" and "despised". For example, we use "白卷" (blank examination paper) to refer to a test paper with no answers, and "白痴" (idiot) to refer to a person who knows nothing. In Beijing Opera, characters with white facial makeups must represent sinister, scheming, and overbearing characters. In literary and artistic works, Cao Cao is regarded as a traitor by the common people. His face is decorated with white, so we have the expression "白脸奸臣" (treacherous court official). However, in addition to the negative meaning given in traditional culture, it is also used to symbolize "purity" and "sanctity" in modern times, such as "白衣天使" (angels in white) and "白衣战士" (warriors in white), white gives people a sense of holiness.

Westerners have always been partial to white and have a special liking for it. In their eyes, it is the most holy color. Angels are always white, priests often wear white robes to symbolize spirit and light. In the West, a wedding is called "white wedding". Different from Chinese red wedding, white is the dominant color in western wedding. In the wedding, the jubilant bride wears long white wedding, white gloves, and white heels; the groom also wears a white suit.[2] In English, words associated with it are mostly positive, e.g., "days with a white stone", "a white lie", "as white as snow", "a white day", "make one's name white again", "white list" and "a white witch". Westerners also use it to represent positive characters, such as "Snow White", who is the embodiment of intelligence, beauty and kindness in western fairy tales. In addition, "White House" refers to the presidential palace in the US, and "White Hall" in the British, which is obviously related to the meaning of white in western culture, such as "beauty", "hope", "happiness", "sanctity" and "nobility".

C. 黑 and black

Compared with red, "黑" (black) and "白" (white), both of them are unpopular colors in traditional Chinese culture. Because of its antagonism with light, it often reminds people of negative contents such as "dark", "evil", "sinister", "vicious", "scared" and "dead". For example, the crow with black body is often regarded as an inauspicious bird by people. People with sinister intentions are called "黑心人" (black-hearted), and those who manipulate plots are called "黑手" (wicked hand). In the process of funerals, people wear black armbands and hang black large elegiac scrolls to express their mourning to the dead. "黑市" (black market), "黑店" (gangster inn), "黑货" (smuggled goods), "黑客" (hacker) and "黑社会" (underworld), the "black" among these

expressions is more given to the negative political color. However, it is worth noting that, the negative connotations of it are predominant in traditional culture, but we should also observe that it often gives people a solemn and serious association because it can tolerate all colors. For example, the black masks of Li Kui and Zhang Fei in traditional Peking Opera, and the "black face" of Bao Zheng in Chinese folklore are more symbolic of "seriousness" and "justice".

In English, black is also an unlucky color, and its associative meaning is mostly negative. Linguist Ali. Mazuri has made a special discussion on the associative meaning of black through the analysis of materials of English literature. He divided the associative meaning of black into three categories: the 1st connection between black and evil, the 2nd between black and nothingness, and the 3rd between black and death.[3] He went on to point out that the 1st connection were most deeply rooted in the three main types of associations. William Shakespeare (1564-1616), the great English dramatist and poet, once described black in this way: "Black is the symbol of hell, the color of the dungeon, and the garment of night." [4] To consult some information on black in English dictionary, we will find there are a lot of words describing it associated with death, such as "Black Mass", "black flag", "black master", "Black Death", "to wear black" and so on. In addition, in English it also often contains the meaning of "bad", "illegal" and "evil", which is similar to the usage of Chinese, such as "black day", "black words", "black cat", "black money", "black economy" "Black Hand", "forces of darkness" and "black deeds".

D. 绿 and green

In ancient China, "绿" (green) was often associated with "humble", "disloyal" and so on. In feudal society, it was the symbol of low official position. For example, in "the Old Book of the Tang Dynasty You Fu Zhi" (《旧唐书·舆服志》), there were stipulations in which officials in the sixth and seventh levels were in dark green and light green respectively. In the Yuan and Ming dynasties, the men of family of prostitutes and geisha were required to wear green scarves. In the Ming Dynasty, people called a man whose wife had committed adultery a man wearing a green hat (cuckold). The modern saying "wearing a green hat" means a man's wife is not chaste, which originates from this.[5] However, it is also the symbol of wood in the theory of the five elements in China. It is the color of vegetation. Therefore, it also means "vitality", "hope" and "youth". Du Mu wrote in his Jiangnan Spring(杜牧《江南春》): Red against green, and a huge troupe of warblers singing; Hillside, riverside hamlets, with blue flags fluttering... (千里莺啼绿映红, 水村山郭酒旗风) [6] In this poem, green brings us not only a pure color, but a kind of hope, whose symbolic meaning of life appears on the paper.

As the main color of nature, it is the color of vitality and youth in western culture. For example, "in the green" means fresh and energetic, "a green old age" means vigorous, and "in the green wood (tree)" means an era of vigorous youth. It also represents freshness and youth, e.g., "keep the memory green", "a green wound" and so on. In addition, as the main color of US dollars is green, which is also associated with banknotes in European and American countries. For example, "green power" literally means "green right", but in essence means "the power of the money". And "green back" is now the synonym of America's currency. In addition to its dominant positive symbolism, it also has a negative side in English. On the one hand, it mainly contains the meaning of "naive" and "immature", e.g., "green as grass" means naive and inexperienced, "green fruit" means immature apples, "a green girl from school" refers to girls just out of school (inexperienced), "green-horn" refers to unsophisticated people, etc. On the other hand, it means "jealousy" or "hatred". For example, "green with envy" means to be very jealous.

E. 黄 and yellow

In Chinese, "黄" (yellow) is a very oriental color. It is the symbol of ancient China. Chinese people always have the national tradition of respecting the yellow color. There is a saying in The Book of Changes(《易经》), "the black sky and the yellow ground" (天玄而地黄). In the five elements, yellow is the earth in the centre of the universe, and "the earth is the honor" (土为尊) (Li Ji · Yue Ling) (《礼记·月令》).[2] Our ancestors were born on the Loess Plateau and lived on the bank of the Yellow River. The yellow soil of the Yellow River basin gave birth to the earliest Chinese civilization. Therefore, as the symbol of the land, it naturally become a kind of supreme color in the hearts of the Chinese. It also gives us association with "noble" and "dignity". In the feudal society of China, it represented the absolute authority of the royal power, and was forbidden to ordinary people. Obviously, it is not surprising that it has a positive connotation in Chinese in this kind of cultural context of China.

In Western culture, however, yellow is often frowned upon as a taboo. In Christian culture, it is particularly obnoxious because Judas who betrayed Jesus wore it. In English, the words associated with it often carry connotations of "cowardice", "meanness", "melancholy", etc. For example, "a yellow streak" refers to a coward, and "a yellow dog" refers to despicable human. In addition, it has the connotation of "vulgar" and "vulgar taste" too. For example, "yellow press", "yellow journals", and "yellow covered literature".

F. 蓝 and blue

In Chinese, the associative meaning of "蓝" (blue) is mostly positive. It is the color of the sky. In ancient Chinese royal buildings, the blue roof is often used to symbolize the power of heaven. For example, three layers of the blue roofs of Hall of Prayer for Good Harvest at Temple of Heaven have this implication. In Chinese culture, it is always associated with "hope". For example, we often use "宏伟蓝图" (grand plan) to represent a bright future. It also means "tranquil" and "profound" in Chinese. Expressions such as "蓝天白云" (blue sky and white clouds) and "蓝色海洋" (blue ocean) often make people feel relaxed and full of reverie.

In English, blue has a variety of meanings. Hu Wenzhong once described its symbolic significance: "Blue, in English culture, the flam dignity, truth, sadness and anxiety" (Hu Wenzhong, 1997). On the one hand, it contains a positive meaning, often associated with the royal family and aristocracy, symbolizing "noble" and "authority". For example, "blue blood" refers to the blood of royalty or aristocracy, "the boys in blue" refers to the royal sailor or the police, and "Blue Room" means the living room, and "blue laws" refers to the strict rules and regulations, and "blue ribbon" refers to the highest honour, and "Blue stocking" refers to a female talent or academic. On the other hand, it symbolizes "melancholy", "depression" and "lewdness". For example, "feel blue" means to feel depressed, "look blue" means to be in a bad mood, "blue Monday" means a depressing Monday (because people have to go back to their jobs on Monday after a happy weekend), "blue film" refers to pornographic films, and "blue jokes" are nasty jokes, etc.

From the semantic comparison of the basic color items, we can easily find that the symbolic meanings of some color items are similar between Chinese and English, while some are quite different. The emergence of the linguistic phenomenon is not accidental, but inevitable. We know that language is the carrier of culture, and culture is the connotation of language. A particular language carries a particular culture. As an important part of language, color items must reflect certain cultural information. Naturally, this involves the cultural significance of color.

III. THE SEMANTIC DIFFERENCES OF THE COLOR TERMS BETWEEN CHINESE AND ENGLISH FROM THE CULTURAL PERSPECTIVE

People live in a colourful world. Every aspect of human life is influenced by culture. Furthermore, their sense of color is inevitably influenced by their own cultural traditions. According to Halliday (1974, 1975, 1978), language and culture are organically combined through meaning, and as a potential manifestation of meaning, language constitutes a particular culture.

Obviously, to understand the semantic differences of color terms between Chinese and English, we must grasp the similarities and differences between their cultures.

A. The reflection of social attributes on the semantic differences of color terms

Sapir (1921) made such a definition of culture: "Culture is any element derived from the social transmission of human material life and spiritual life. From it, we can see that culture is a social phenomenon created by human beings and peculiar to them. Only with human society, can there be culture. Culture is the product of human social practice. Naturally, as a special culture-defined words and phrases, the color terms must reflect a certain social attribute to a certain extent. Based on the cognition, we will examine and compare the social properties of color terms between Chinese and English from the perspectives of politics, economy, religion and social convention.

1) *Color and politics*: Different colors are often given distinctive political contents. In the modern history of China, red is the symbol of "revolution", "proletariat" and "socialism". The early army led by the Communist Party of China was called "红军" (Red Army), and the revolutionary basis was called "红区" (red zone), and the political power led by the Communist Party of China to make the people to be masters of the country was called "红色政权" (red regime). In contrast to red, white means the political connotations of "counter-revolution", "bourgeoisie" and "capitalism", such as "白军" (white army), "白匪" (white bandit), "白色恐怖" (white terror) and "白专道路" (white special road). During the Cultural Revolution of China, black was also endowed with political connotations, e.g., "黑帮" (sinister gang), "黑后台" (sinister backstage boss), "黑干将" (secret staff), "黑五类" (five black categories). Black of these phrases had the meanings of "reactionary" and "counter-revolution". In the west, people also give a certain political meaning to color, but there doesn't seem to be such a clear-cut distinction as in China. For example, black in "Black Hand" has the meaning of "illegal", "secret" and "evil". In addition, red is often given the meaning of "radical" and "violent revolution" in western culture. For example, "red hot political campaign" refers to a fierce political movement, and "red activities" refers to radical activities of the left.

2) *Color and economy*: We live in an inseparable environment with color, and carry out a lot of social practice activities related to color every day, among which economic activities are one aspect. Naturally, the color terms commonly used in daily life are bound to directly reflect the phenomenon of economic activities.

Such as "the three color revolution" in modern agriculture, namely, "the green revolution" (refers to the increase in agricultural production that has been made possible by the use of new types of crops and new farming methods, especially in developing countries), "the white revolution" (The plant resources on the earth are extremely rich, which are used to develop animal husbandry and transform crude protein into advanced protein based on milk and meat, which can not only improve people's living standard, but also expand the range of food sources. Because the protein is white, it is called the white revolution), "the blue revolution" (The ocean accounts for 71% of the earth's total area. Although there are many varieties and huge amount of biological species, the development and utilization of the ocean is very limited at present. The ocean provides many times more food than all the arable land on the land. Because the ocean is blue, it is called the blue revolution that human beings conquer the ocean and establish water-based agriculture based on the ocean). There is also an abundance of economic jargons being related to color in English, and they are very active. Some, such as "red ink" (refers to the financial deficit), "in the red" (or liability), "red lining" (refers to the US financial institutions made a red circle on the poor areas, and refused to provide housing loans to these areas, so that these areas have fallen into greater poverty), "in the black", "yellow back" and "blue ship".

3) *Color and social hierarchy*: In Chinese culture, color is often associated with social class. In ancient royal buildings of China, the walls and columns were often decorated with red, and the roofs with blue. For example, the Forbidden City in Beijing is a masterpiece of this kind of architecture. In addition to architecture, the color of costume in past dynasties of China also reflects this characteristic. As stipulated in Sui Dynasty, "purple robes are used for all the officials above the 5th level, and green robes are used for all the officials below the 6th level". The Tang Dynasty made improvements on the basis of Sui Dynasty, stipulating that all the officials above the 3rd level should be in purple, and all the officials above the 5th level should be in red, and all the officials below the 6th level should be in yellow. In the Song Dynasty, there were strict social class on the clothes, and purple was forbidden among the people. During the Ming Dynasty, officials were in red for honor. At that time, it was also stipulated that "玄" (red black), yellow and purple were the special colors for the royal family, and the three colors were forbidden for the officials, military and the people. Obviously, it was given a certain connotation of social class. In the feudal society of China, distinguishing different garments is a very important

content to maintain the traditional social hierarchy. Similarly, in western culture, there also exists the same phenomenon of color being hierarchized. For example, as a symbol of royalty, wealth and majesty, purple is the special color of kings and imperial cities.

4) *Color and occupation*: In the west, people often wear the clothes of different colors due to all sorts of different jobs. Naturally, the color of the clothes became a symbol of people's professional status. In the United States, it is customary to distinguish his occupations by the color of his collar, e.g., "white collar" (refers to non-manual workers, such as teachers, doctors, office staff, sales personnel and technical personnel), "blue collar" (refers to the manual workers, such as industrial workers, farm workers and service personnel), "red collar" (refers to the secretarial staffs of the state organs, schools, scientific research departments and enterprises), and "golden collar" (refers to the new types of people who deal with knowledge in the information age, such as engineers and lawyers), "grey collar" (refers to the workers engaging in the repair and maintenance of electrical equipment), and "green collar" (refers to the workers who are occupied in environmental management and protection). And of course, similar situations also exist in China. Doctors and nurses are often referred to as "white warriors" or "white angels", e.g.

5) *Color and religion*: In the semantic comparison of color terms between Chinese and English, we find that the same color expresses different meanings. For example, yellow is a precious color in Chinese culture, while it becomes a cheap color in English. Similar examples are quite common in both Chinese and English. The emergence of this phenomenon is related to the different historical and geographical conditions between China and the West, as well as the different religious religion belief of Chinese and Western people. Yellow is mainly used color in Buddhism originally, the body of Buddha is called "golden body". The yellow temples are known as "golden temple". The robes and all other decorative colors are yellow, and Buddha statues with gold gilding and gold lacquer are also precious. After Buddhism was introduced to China, the Buddhism worshipping yellow was taken seriously by the emperor. In order to reflect the nobility of Buddhism, it was confirmed as the imperial color by the emperor. Obviously, the nobility of yellow in Chinese culture is inseparable from Buddhism. In the West, the reason why yellow became a cheap color is also inseparable from Christian culture. In Christian culture, Judas, the traitor who betrayed Jesus, was dressed in yellow. People worship white, which stems from consideration of the color of God.

6) *Color and social customs*: The long-standing social custom is imperceptible, and people get trapped in the mindset of color in their ideology. In the previous part of the article we have mentioned the color of the wedding between Chinese and Western culture. White is the main color in the western wedding, while red in Chinese wedding. What is reflected here is not only the color, but also embodies the different social customs between them. In traditional culture of China, white is a fierce color. During the funeral, the relatives of the deceased wear white clothes, hats, shoes, and white hemp rope at the waist, white as a way to express their condolences and mourning for the dead. All these customs reinforce the connection between white and death. Naturally, it was tied to the social custom of the funeral. In Western culture, white means "virginal" or "pure white". In the wedding, the bride wears a white wedding dress, on behalf of the "purity" of love, which gives people a kind of holy and elegant aesthetic feeling. But for the Chinese, red is a color that symbolizes happiness and auspiciousness. people like to wear red clothes expressing a happy marriage in China's traditional wedding. Obviously, Chinese and Western social customs are inseparable from the color.

B. The reflection of thinking mode on the semantic differences of color terms

Generally speaking, traditional Chinese culture emphasizes intuitive thinking, while western culture emphasizes logical thinking. Any conscious behaviour of human beings is based on his cognition, and his association of color is no exception. In addition to being perceived concretely, when color is endowed with certain associative meaning, it is not only a language sign, but also an expression of thinking. People almost unconsciously grasp the implication hidden behind their appearances through association, imagination and emotional experience, in the face of different colors. And this process of the establishment just reflects people's way of thinking. What is the way of thinking? Zhang Dainian wrote in his book *Chinese Thinking Bias*: "In the cultural behaviour of a nation, those methods and habits of thinking, the tendency to see the things, and the accepted views, can be regarded as the thinking mode of a nation".[7] Obviously, the national way of thinking belongs to the category of national culture, revealing the deep essence of national cultural phenomenon. Therefore, the semantic differences of color terms between Chinese and English also reveal the different ways of thinking between China and the West.

1) *Color and intuitive thinking*: Under the influence of the traditional Confucian cultural thought of "harmony between man and nature", China focuses on intuitive thinking (image thinking) in its way of

thinking, emphasizing the integrity, and regards things as an organic and indivisible whole. Chinese people often use these expressions, such as "眼红" (become infuriated), "红眼" (see red), "害了红眼病" (be envious, be jealous of), to describe jealousy. This clearly reflects the characteristics of the Chinese mode of thinking: to take things as a whole, and being adept at logical reasoning through intuitive experience. Secondly, traditional Chinese culture is characterized by fuzziness, focusing on qualitative analysis rather than quantitative analysis. Take "红" as an example, for the specific red color of "红柳" (red willow), "红花" (red flower), "红叶" (red leaf), "红木" (red mahogany), "红旗" (red flag), and "红松" (red pine), their concrete colors are not completely the same. However, we still call them "红" (red). The "红" (red) here already contains "红" (red) with various characteristics that can be distinguished. Therefore, it has ambiguity.

2) *Color and logical thinking*: Compared with Chinese culture, Western culture advocates the "separation between man and nature", believing that the world is composed of independent parts and that anything can be broken down into different parts. From the aspect of self-examination, westerners are used to divide objects from themselves and classify them. They believe that the essence of knowledge is to distinguish. The more specific the objects are, the more comprehensively they will understand their essence. This kind of thinking mode paying attention to classification is obviously reflected in their use of color terms. For example, Americans used to use the color of the collar to distinguish different jobs, which is a typical example. In addition, western philosophy emphasizes "reality", and western culture stresses science and precision. This cultural temperament emphasizing on analysis and empirical evidence is also reflected in English color terms. "红茶" in Chinese is called "black tea" in English. In fact, the color of this kind of tea is not red. Obviously, "black tea" is closer to the actual color of "black tea", because "black" here means thick and dark. In Chinese, we also refer to dark red sugar as "红糖" (brown sugar), which is actually more like brown in color, so it's more accurate to call it brown sugar in English.

IV. CONCLUSION

From the above analysis, it can be seen that color terms, as an important part of lexical language, reflect the relationship between language and social culture. There is an abundant connotation of color terms between Chinese and Western cultures. Like a mirror, color terms reflect the commonness and individuality of the two cultures and vividly embody the cultural

differences between China and the West. There is no doubt that culture is the connotation of language. Language is the carrier of culture, and its meaning is closely related to its culture. The color confusion caused by different cultures between them is not only a complex linguistic phenomenon, but also a special cultural phenomenon. When we learn a language, we must understand the culture which the language carries and grasp the differences between the two cultures. The ultimate goal of language learning is to carry out cross-cultural communication successfully, and to find corresponding methods and strategies on the premise of respecting each culture.

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