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Nota di contenuto	New Directions in Colour Studies; Title page; LCC data; Table of contents; Preface; Abbreviations; Section 1.Theoretical issues; Illusions of colour and shadow; Universal trends and specific deviations; Touchy-Feely colour; Towards a semiotic theory of basic colour terms and the semiotics of Juri Lotman; Section 2. Languages of the world; Preface to Section 2; Basic colour terms of Arabic; Red herrings in a sea of data; Towards a diachrony of Maltese basic colour terms; Rosa Schatze - Pink zum kaufen; Kashubian colour vocabulary; Colour terms Preliminary research on Turkish basic colour terms with an emphasis on blueTerms for red in Central Europe; Section 3. Colour in society; Preface to Section 3; Colours in the community; Hues and cries; Colour appearance in urban chromatic studies; Aspects of armorial colours and their perception in medieval literature; Warm, cool, light, dark, or afterimage; The power of colour term precision; Categorical perception of colour; Preface to Section 4; Investigating the underlying mechanisms of categorical perception of colour using the event-related potential technique Category training affects colour discrimination but only in the right

visual field Effects of stimulus range on color categorization; Section 5. Individual differences in colour vision; Preface to Section 5; Colour and autism spectrum disorders; Red-Green dichromats' use of basic colour terms; Synaesthesia in colour; Towards a phonetically-rich account of speech-sound ? colour synaesthesia; Perceiving "grue"; Section 6. Colour preference and colour meaning; Preface to Section 6; Age-dependence of colour preference in the U.K. population; Ecological valence and human color preference  
Look and learn Effects of lightness and saturation on color associations in the Mexican population; Colour and emotion; Colors and color adjectives in the cortex; Section 7. Colour vision science; Preface to Section 7; Chromatic perceptual learning; Unique hues; A short note on visual balance judgements as a tool for colour appearance matching; Index

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Sommario/riassunto

Colour studies attracts an increasingly wide range of scholars from across the academic world. Contributions to the present volume offer a broad perspective on the field, ranging from studies of individual languages through papers on art, architecture and heraldry to psychological examinations of aspects of colour categorization, perception and preference. The chapters have been developed from papers and posters presented at a conference on Progress in Colour Studies (PICS08) held at the University of Glasgow. The volume both updates research reported at the earlier PICS04 conference (publishe

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