## TABLE OF CONTENTS

ACKNOWLEDGEMENTS	ix
PART ONE THE FOUNDATIONS OF THE UNIVERSALIST TRADITION IN COLOUR NAMING RESEARCH	•
INTRODUCTION	3
CHAPTER I Colour Naming and Whorf's Hypothesis	
1.1 Introduction: cultural relativism and colour naming	10
1.2 The structure of the colour space	13
1.3 Focal colours	15
1.4 Focality and focal effects	20
1.5 Conclusion to this chapter	23
CHAPTER II Psychophysics and Colour Naming	
2.1 Introduction	25
2.2 Human colour vision: the opponent colours theory	29
2.3 Psychophysics and focality	37
2.4 Psychophysics and basic colour categories	41
2.5 Conclusion to this chapter	47
CHAPTER III Colour Naming and the Brain	
3.1 Introduction	48
3.2 Pre-cortical physiology	48
3.3 LGN neurons, psychophysics, and colour naming	52
3.4 The primary visual cortex and beyond	56
3.5 Conclusion to this chapter	57
CHAPTER IV Language, Mind, and Brain: A Summary	
4.1 Introduction	59
4.2 Regularities and generalizations	62
4.3 Conclusion to this chapter	72

## PART TWO COLOUR NAMING: CONSTRAINTS, COGNITION, AND CULTURE

Systems of Colour Naming	
5.1 Introduction	77
5.2 Berlin and Kay's order: evolutionary or epigenetic?	77
5.3 Berlin and Kay's evolutionary order: 1969	82
5.4 Reformulating the ordering: the 1975 hue sequence	83
5.5 The 1978 explanation: FNRs	86
5.6 Basic colour terms and their distribution: a revised taxonomy	91
5.7 The problem of linguistic composite categories	94
5.8 Composite categories: linguistic and visual relations	96
5.9 Interpreting the composite category rule	98
5.10 Is there a perceptual—biological basis for	
composite categories?	101
5.11 Conclusion to this chapter	105
CHAPTER VI The Non-Naturalness of Colour Categories	
6.1 Introduction	108
6.2 Similarity, colour space, and colours: the empiricist	100
tradition in philosophy	109
6.3 Natural and constructed nameables	112
6.4 Conceptualizing colours	116
6.5 The natural and the cognitive	122
6.6 The logic and the psychology of colour naming	123
6.7 Conclusion to this chapter	130
CHAPTER VII Culture and Colour Naming	
7.1 Introduction	133
7.2 The nature of cultural inquiry	134
7.3 Boasian themes	136
7.4 Cognition and colour	144
7.5 Conclusion to this chapter	148
CONCLUSION Colour Naming, Cognition, and Culture	153
APPENDIX Criticism of Berlin and Kay, and Rosch	160
NOTES	179
REFERENCES	201
NAME INDEX	213