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# Colours as opinion markers: A case study of green

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#### **Abstract**

One of the primary functions of natural language is to express a diverse array of ideas, thoughts, and opinions. This article focuses on evaluative and assessing language conveyed through various modes of communication, including gestures, sounds, and visuals, with a particular emphasis on words. Consequently, depending on the communicative aim, opinionated language can manifest as either an offense or a compliment. Additionally, opinions may be articulated through single words or entire utterances. This text aims to elucidate, through qualitative analysis, the role of selected colour terminology in the expression of opinions, particularly those associated with the colour *green*. The research posits that colour terminology enhances the axiological aspects of specific language forms and, as a result, may function as an opinion marker.

#### **Keywords**

opinionated language, axiology in language, colour terms

# Kolory jako znaczniki opinii: Studium przypadku koloru zielonego

#### **Abstrakt**

Jedną z głównych funkcji języka naturalnego jest wyrażanie różnorodnych idei, myśli oraz opinii. Niniejszy artykuł koncentruje się, więc, na przekazie oceniającym i wartościującym, wyrażonym w różnych formach komunikacji, takich jak gesty, dźwięki i obrazy, z szczególnym uwzględnieniem słowa jako medium do przekazania poglądów lub przekonań. W związku z tym, w zależności od celu komunikacyjnego, język opiniotwórczy może manifestować się jako obraza lub komplement. Ponadto opinia może być przedstawiona zarówno pojedynczymi słowami, jak i całymi wypowiedziami. Celem niniejszego tekstu jest wyjaśnienie roli wybranej terminologii związanej z kolorami, szczególnie w kontekście koloru *zielonego*, w wyrażaniu ocen lub przestawianiu punktu widzenia. Przeprowadzone badanie jakościowe potwierdza hipotezę badawczą, iż terminologia związana z kolorami wzbogaca aksjologiczne aspekty określonych form językowych, a w rezultacie może funkcjonować jako wskaźnik opinii.

#### Słowa kluczowe

język opiniotwórczy, aksjologia w języku, nazwy barw

#### 1. Introduction

For centuries language has been a useful tool for expressing thoughts, among which opinions play a crucial part. Consequently, forming an opinion is inevitably connected with using a special kind of strategies and forms, especially these associated with valuative and assessing language. Such strategies encompass all modes of communication like gestures, sounds, visuals but most of all implied or direct meaning expressed by means of words. As follows, depending on a communicative aim, the scale of opinionated language goes from an offense to

a compliment or from one word (of a different lexical category) to the whole elaborated utterance. This text aims at presenting the role of selected colour terminology for the sake of opinions with the thesis that colour terminology enhances axiological aspects related to given language forms and as a result may be treated as an opinion marker. In order to answer the research question, the qualitative analysis of three arbitrarily selected phrases with *green* has been carried out.

## 2. Adjectives

Taking into consideration the fact that the research question for the present work focuses on the function of colours as opinion markers, providing some general understanding of the lexical category of adjectives, to which colours belong, is justified. Because of the fact that this part of speech has been thoroughly discussed from a number of perspectives, for the sake of this work Hornby's (1989) approach to the classification of adjectives will be presented in the following part.

The reason for this choice is that in his definition of adjectives, it is their function that provides the grounds for their understanding. Namely, their goal is to facilitate the representation of the naïve world by depicting the presence of reality in consciousness or organising realities in the objective world.

Consequently, adjectives are divided into (Hornby 1989):

- (1) adjectives connected with the perception by senses (visual, auditory, olfactory, taste, touch or all senses used together at one time);
- (2) adjectives connected with the perception of time;
- (3) adjectives connected with human ability;
- (4) adjectives that are connected with emotional characteristics;
- (5) adjectives connected with ethical, moral or psychological qualities of a person with reference to negative and positive evaluation:
- (6) adjectives connected with abstract signs denoting abstract concepts;

(7) adjectives connected with the human state, the order of objects in the real world or such subject matter that demands muscle tension or the result of such tension.

As the above classification provides, the groups of adjectives to a significant extent reveal the conceptual/semantic fields equivalent to cognitive practices and pragmatic values. In addition, it is worth mentioning that prototypically from a cognitive perspective adjectives are scanned summarily (Langacker 2008) in order to link evaluation component with associative reasoning performed by language users.

One of the reasons explaining such language behaviour is that language performance aims at solving the issue of the distribution of values and anti-values within a given group, at the same time strengthening the unity of this group. Then, another point is that ethno-specific features of a language depict not only a certain view of the world, but also the means of learning it and in consequence highlighting the link between language and thought.

As far as the research question of the present work is concerned, it seems that adjectives representing colours to mark opinions fall under a few of these categories. Obviously they belong to the first category, since colour perception is a sensual experience. What is more, if the evaluative function of colours is concerned, then definitely axiological values are frequently attributed to them on the basis of cultural, psychological or linguistic features, so in this aspect they bear resemblance to group three, four and five of the above classification.

#### 3. Colours

Colour naming and terminology connected with colours has caused a great deal of academic discussion. Yet, for the sake of this work only some arbitrarily selected aspects are mentioned that in the opinion of the present author provide theoretical grounds in the context of finding an answer to the research question.

Since the advent of basic colour terms by Berlin and Kay (1969), the importance of colour terminology has grown. They (Berlin and Kay 1969:4) propose a cross-cultural pattern of naming colours, with its stages of development and language progress (Figure 1).

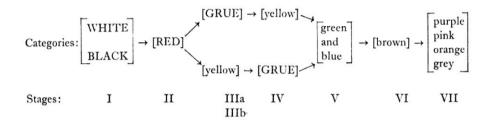


Figure 1
Stages of the development of colour vocabulary
(adapted from Berlin and Kay 1969: 4)

Among basic colour terms (such terms that can be identified by their monolexemic form, application to a broad class of objects, psychological salience, signification typical only of them, distributional potential, to name only the most important ones), Berlin and Kay (1969: 6) enumerate *green* in the fifth stage of development. This colour term, according to the above mentioned pattern, is a conceptual/ semantic derivative from the category *grue*, that was revisited by Kay (1975: 260) that apart from *green* also included *blue*. Additionally, Kay, Berlin and Merrifield (1991) in their research on composite categories prove that *yellow-green-blue-black* category is not present in any language. Another conclusion is drawn with regard to *yellow-green* category which, although being present, is difficult to find (Kay, Berlin and Merrifield 1991: 18).

Moreover, Steinvall (2002: 219) adds to the above explanation that basic colour terms are used in the function of modifiers, they take various morphological forms to mark shades or variations of colours (e.g. greenish), they are characterised by high overall frequency, as well as basic colour terms have figurative meanings (e.g. to be green meaning inexperienced), to name only a few. Additionally, as Stanulewicz, Komorowska and Pawłowski (2014) point out, the cultural elements touch upon colour symbolism which, in turn, is represented by means of fixed phrases. Also, as Szczygłowska (2003) observes, there is a mutual dependence between colours that surround us and the way we feel, express emotions and attitudes towards objects, ideas and concepts that we connect with particular hues. Thus, this mutual dependence places colours at the position of opinion markers.

However, Biggam (2012) on revising nineteen tests for basic colour terms proves that their effectiveness may vary from one language to another, the findings that support the view presented by Wierzbicka (2008: 408) who claims that the concept of colour is not universal across languages. The major differences refer to the way colours are conceptualized in different cultures (e.g. her studies of Gidjingali, an Aboriginal language spoken in Australia (Wierzbicka 1990)).

As the major focus of this work is on colour *green* (one of basic colour terms), it should be pointed out that, following Ayto (1990/2005: 252), this colour is mainly conceptually connected with plants. As far as its etymology is concerned, its origins are spotted in the ancient Germanic base \*grō- (a morphological root for the verb 'to grow'). Similar forms, based on the West and North Germanic derivative \*gronjaz, that are found in German *grün*, Dutch *groen*, Swedish *grön* or Danish *grøn* share the same semantic concept of being related to the natural world. Additionally, Wierzbicka (1990: 117) adds that a plethora of languages relate green with grass, herbs, vegetation and the connection with nature.

Another aspect connected with green are its associations with other concepts. As Mozolewska (2010: 86) demonstrates, English native speakers have various associations with *green* (Table 1).

**Table 1**Associations with green (Mozolewska 2010: 86)

Association	Percentage of subjects	Percentage of answers	
calmness/peace	30	23	
envy/jealousy	24	19	
nature	16	13.5	
happiness/joy	10	8	
sickness	8	6	
coldness	4	3	
freshness	4	3	
friendliness	4	3	
other associations		21.5	
		100	

Stanulewicz (2012: 139) adds to this list the idea of luck since language users associate green with the four-leaf clover. As has been presented so far, green as one of basic colour terms has particular connotations and associations connected with nature; yet, its metaphorical meaning extensions are related to a number of human feelings and emotions. This fact, further on, is suggestive of green being associated with axiology.

# 4. Axiology and language

As far as axiology is concerned, it is understood as implied part of meaning that expresses emotional and subjective message (Redzimska 2022); yet, in Krzeszowski's (1997) terms it is related to evaluative language expressions or language that describes values. Thus, following Puzynina (cited in Krzeszowski 1997: 15) linguistics and axiology meet in "the domain of evaluative words and their meaning" as well as in "the ways evaluations are expressed in language and in the structure of texts". Additionally, as Krzeszowski (1997) claims, the 'positive-nega-

tive' distinction plays the most significant role for the semantic analysis with the 'true-false' distinction being reserved for the truth- conditional logic used in the transformational- generative grammar.

Thus, following Redzimska (2022:201-202), this general and universal positive-negative scale is particularly applicable in describing and analysing semantic aspects:

- (a) following Osgood, Suci & Tannenbaum (quoted in Krzeszowski 1997), the largest part of general variance (33%) in language is connected with the evaluation on the 'good-bad' scale
- (b) the categorization based on distinguishing good from bad is learnt and implemented by children in their early years of life and it precedes their language development and language comprehension (prior to evaluative concepts such as 'ugly' or 'beautiful') since it is relevant for individual words as well as their combinations.

The above polarity influences the domain of values, constructing it as a two-dimensional one (Krzeszowski 1997), in which the hierarchy of values is reflected in the vertical orientation. In consequence of this organization, the best values are located in the highest positions whereas the least desirable ones occupy the lowest positions. The model of the Great Chain of Being (Krzeszowski 1997) supports this hierarchy by grouping things, experienced by human beings, into five consecutive categories that include: God, humans, animals, plants and inorganic things, with God taking the top most position. Additionally, there is a left-right horizontal organization (Krzeszowski 1997) depicting the continuous scale of values between two extreme poles in the way that the more negative the value is, the more to the left it is placed whereas the more positive the value is, the more to the right its position is. It can be then interpreted that when examining a concept, two mentioned above axes must cooperate: the vertical dimension when looking for a corresponding category and the horizontal one when looking for its values.

Thus, the horizontal analysis constitutes the central concern of this work since it captures the axiological charge of a concept.

For the sake of this work it is assumed that this axiological charge presented by the horizontal axis is responsible for classifying a given word/ phrase/ sentence/ text as opinionated. It results from the fact that the axiological charge equals a point of reference on a positive-negative scale to which, as presented by Krzeszowski (1997), lexical items can be assigned, following the procedure of:

- (1) absolute values being generated for given lexical units,
- (2) contrasted values being generated for particular lexical units,
- (3) concrete values being generated in given contexts for particular lexical units.

One of the methods for eliciting the absolute charge is focused on sentence formation when these sentences are to present atin relation to particular issues titudes and opinions (Krzeszowski (1997) mentions this method in connection with surveys carried out for social sciences). Yet, when eliciting values of lexical units in specific contexts is taken into account, these are the contexts towards which positive and negative values are assigned, which further allows for estimating either a positive, neutral or negative axiological charge. As Krzeszowski (1997) highlights, this method lacks in objectivity and for this reason it works as a supplementary strategy only and must be supported with more independent/ objective evaluation procedures.

Because of the above mentioned issues connected with analysing the axiological charge, it is assumed in this work that this supplementary strategy can be the sentiment analysis procedure. Since the major focus of this work is on colours as opinion markers, the sentiment analysis understanding is limited to the definition presented by Taboada (2016) who claims that sentiment analysis task is to automatically evaluate the axiological charge of a text. This is also the reason why one of the research

methods used to examine the selected phrases, as far as their evaluation is concerned, is the application of the sentiment analysis software. So, this software will function as a tool to carry out the valuating process for given terms.

According to Krzeszowski (1999:26), assessments by means of language (or as assumed in the present paper- assessments that are opinions) can be divided into three categories:

- (a) the conceptual valuating (e.g. A car is a **good** thing.)
- (b) the class valuating (e.g. *The car that is standing here is a very* **good** *car.*)
- (c) the exemplary valuating (e.g. *This car is good*; in that car the clutch does not work.)

Analysing the examples mentioned above, Krzeszowski (1999) marks that valuative language units (e.g. good) express a value but for different carriers (language units assessed by valuative language units). Thus, in the (a) valuating process, a value carrier are cars (the whole category of cars) which basically represent the concept of a car. As Krzeszowski (1999: 26) underlines, the conceptual valuating is of an absolute character since it does not apply any comparison to other concepts and it requires only the knowledge of a plus-minus scale on which a given concept is placed. In consequence this position at the same time depicts the axiological charge. As far as the (b) valuating is concerned, it pertains to some isolated class of cars (this class is a value carrier), the representative of which is instantiated by the car standing here. Following Krzeszowski (1999: 27), the class valuating is always relative, namely it presents the degree of fulfilling criteria for ICM (an Idealised Cognitive Model) for this category (so such attributes by means of which the whole class of good cars can be defined, at the same time entailing the existence of such cars that do not comply with these criteria). The last category of valuating, the (c) valuating, definitely refers to an individual car (this individual car is a value carrier) which is compared to other members of the category. In this case, Krzeszowski (1999: 28) points out that the exemplary valuating provides only some assessment that proves if an individual example within a certain class follows a canonical representation of this class. Thus, as Krzeszowski (1999: 28) explains:

[...] a given car can be good in terms of the class evaluation [...] but it can be bad in terms of the exemplary evaluation since it lacks wheels [...] or it has a broken steering wheel. Such an example is in its non-canonical representation.

As follows, since the research question for the present work is focused on colours and their function in opinions, it is assumed that the same steps in valuating can be followed when analysing selected examples with *green*.

## 5. Case study

As demonstrated above, axiology and valuating, which results from it, are placed on the horizontal axis and are expressed by particular vocabulary. However, the focus in this article is on revealing the function of colour modifiers, *green* in particular, in opinionated expressions that represent some evaluation. Additionally, it will be shown that selected lexical representations with *green* as a modifier make a given concept lose its prior status as far as its representation is concerned.

# 5.1. Methodology

In order to answer the research question whether colours can be used as opinion markers the following analysis of lexical representations: *a green light, green with envy* and *a greenhorn* has been carried out. The process has been divided into two steps:

(1) the corpus analysis in order to support their representation in the lexicon,

(2) the analysis by means of a sentiment analyser in order to support the assumption to what extent the phrases are opinionated.

The corpus analysis has been carried out by means of the following corpora, from which only the first twenty representation are taken into account:

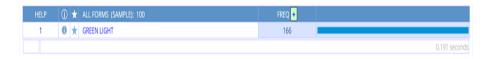
- (1) British National Corpus (BNC) (available at https://www.eng lish-corpora.org/bnc, accessed in November-December 2023);
- (2) BNC tagged by CLAWS (available at available at https://app. sketchengine.eu, accessed in November- December 2023);
- (3) Corpus of Contemporary American English (available at https://www.english-corpora.org/coca/, accessed in November-December 2023);
- (4) English Web 2008 (available at available at https://app.sketchengine.eu, accessed in November-December 2023).

For the sentiment analysis the following engine has been used because of its availability in an open access formula: Free Sentiment Analyzer (available at https://danielsoper.com, accessed in December 2023).

## 5.2. Corpus and sentiment analysis data presentation

#### 5.2.1. GREEN LIGHT

British National Corpus (BNC)

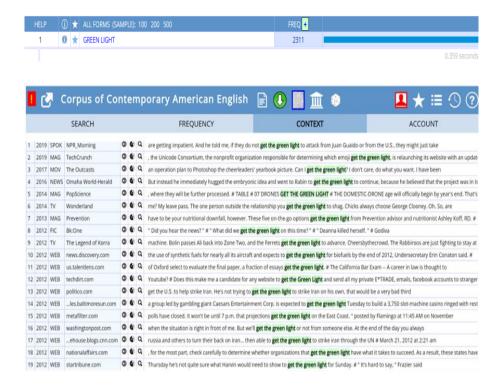




## British National Corpus (BNC), tagged by CLAWS

	Details	Left context	KWIC	Right context
1 🔲	Applied science	ates with virtually any vegetable oil.If the project gets the	green	light, engines will be produced in Nordhausen, formerly
2	(i) World affairs	t wheel had not come right down because I did not get	green	light on that side of the undercarriage indicator. <s>\$</s>
3	(i) Imaginative	r them. <s>She was surprised to see that he had the</s>	green	flashing lights of a doctor set into the fairing at the front c
4	Applied science	Fig. The first image is a record of the pattern of reflectance of	green	light and images two to four record, respectively, reflecta
5	(i) Imaginative	ı eerie, underwater look, due to a uniform coating of luri	green	light from a neon sign mounted on a building otherwise r
6	(i) Imaginative	ook upon her. <s>In the damp dawn mist he radiated</s>	green	light , tendrils of luminescence which reached from the p
7	(i) Imaginative	g the incline. <s>The room was warm, cosy.</s> <s< th=""><th>Green</th><th>light flowed like the liquid, coming through the stone itsel</th></s<>	Green	light flowed like the liquid, coming through the stone itsel
8	(i) Imaginative	urned, twisted and absorbed. <s>In the preternatura</s>	green	light she watched oak and elm slide into vision, growing
9	(i) Imaginative	into the moss and mud. <s>It grew cold.</s> <s>The</s>	green	light became grey. <s>Screens of holly and ivy shelt</s>
10	(i) Imaginative	eam was wound up as tight as the drivers, waiting for the	green	light . <s>She took the pills and lay down to rest with</s>
11	(i) Imaginative	∋tting flattery creep into my tone. <s>Seen in the so</s>	green	light of the window, speaking with her serious calm air, N
12	(i) World affairs	m Somme Heritage Centre are expected to be given the	green	light at Ards Borough Council meeting tomorrow night. </th
13	(i) World affairs	find themselves banned if a motion to Congress gets the	green	light . <s>Welcoming such a move Sean McCague, (</s>
14	(i) Imaginative	launch the main assault and force their way in.	green	light would indicate that the enemy Control had been suc
15	(i) Arts	on the shelf, shelf position in the shop. <s>Tills ring</s>	green	lights flash, and buying books becomes as simple and a
16	i) Unknown	aving. <s>Abolishing the Wages Councils would be</s>	green	light to sweatshops, a direct attack on the lowest paid. </th
17	(i) World affairs	nate bilateral accords and was the equivalent of giving a	green	light " to the United States to carry out" aggressive plans
18	① Unknown	porting the document today does not give the C E C the	green	light to rush into any amalgamation with the Transport ar
19	i World affairs	<s>Labour's policy means giving spendthrift councils the</s>	green	light to send tax bills soaring even further with devastatir
20	(i) World affairs	s>It seems odd that the coal pfennig has been given the	green	light by Brussels when we have been continually led to t

## Corpus of Contemporary American English



## English Web 2008



14	① spacedaily.com	panies said last month that they had received the green	light	from the US Department of Justice for their alliance, a bi	B
15	① atimes.com	e military is essentially just waiting for Erdogan's green	light	. <s>For all practical purposes, the Turkish military h</s>	B
16	i pjonline.com	taff in the new year once they have been given a green	light	on their essential services. <s>I believe that all accre</s>	B
17	(i) atimes.com	nington had little choice but to give Musharraf the green	light	for his emergency as it desperately needs his help.	B
18	① atimes.com	ds in northern Iraq as a proxy force, it will need a green	light	from Ankara, which keeps the Kurdish population firmly i	D.
19	① number10.gov.uk	sal, as outlined in the Mental Capacity Bill, was a green	light	for euthanasia, the PMS said that Lord Filkin had been $t\ \c $	B
20	exploratorium.e	. moved. <s>And where you see magenta, the green</s>	light	has been destructively removed. <s>Glossary</s> </td <td>B</td>	B

A green light is a metaphorical phrase that in the result of the metaphorical mapping means a permission to do something. In BNC (5.2.a.1) examples (the representation of the phrase is 166 example), whereas this metaphorical meaning in the first nineteen examples is illustrated in lines 1, 2, 6, 9, 11, 12, 13, 15, 16, 18, 19 (which makes 58% out of 19 most frequent examples).

In BNC tagged by CLAWS (5.2.a.2), the total representation of the phrase *a green light* amounts to 179. In the first twenty examples above, the metaphorical meaning is illustrated in lines 1, 12, 13, 14, 16, 17, 18, 19, 20 (which makes 45% out of 20 most frequent examples).

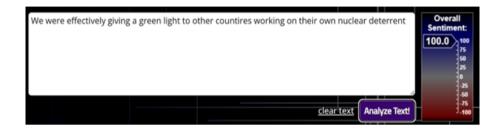
Moreover, in COCA (5.2.a.3) the total number of the phrase *a green light* is 2311. As the above examples reveal, in the first nineteen examples the metaphorical meaning is in lines 1-19, except for no 4 (which makes 95% out of 19 most frequent examples).

In the last corpus representation, in English Web 2008 (5.2.a.4), the total number of *a green light* is 7,531 examples. Similarly to the size of the previous sample, out of the twenty first illustrations, the metaphorical meaning is in lines 1, 2, 3, 5, 6, 10, 11, 14, 15, 16, 17, 18, 19, 20 (which makes 75% out of 20 most frequent examples).

Additionally, when interpreting the meaning of *a green light*, the issue of its axiology must be taken into account. Basically, it can be paraphrased into the situation when if you wait to do something and finally you are allowed to do it, it is a positive experience. This statement is proved by the results provided by

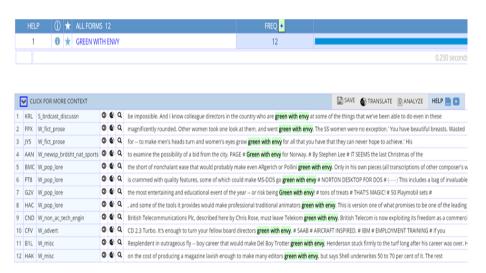
the sentiment engine (5.2.a.5 below) that has unanimously evaluated the content of the phrase as positive.

## Free Sentiment Analyser

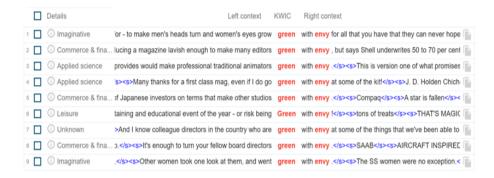


#### 5.2.2. GREEN WITH ENVY

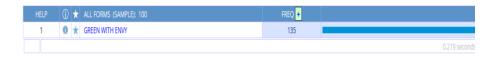
## British National Corpus (BNC)



# British National Corpus (BNC), tagged by CLAWS



## Corpus of Contemporary American English





## English Web 2008



When analysing the meaning of the phrase *green with envy*, all of its representation in the corpora above (5.2.b.1, 5.2.b.2, 5.2.b.3, 5.2.b.4) have a metaphorical meaning which can be interpreted as wishing very much what someone else has. What is significant is the role of green as a complement to envy that is to strengthen the feeling of desiring something to a large extent.

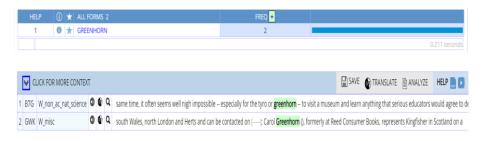
As far as the axiology of the phrase *green with envy* is concerned, the intuition of language users would mark this phrase a unanimously negative since envy is an emotion that is prototypically (including socially and culturally) marked as negative. This intuition is supported by the data below (5.2.b.6).

# Free Sentiment Analyser



#### 5.2.3. GREENHORN

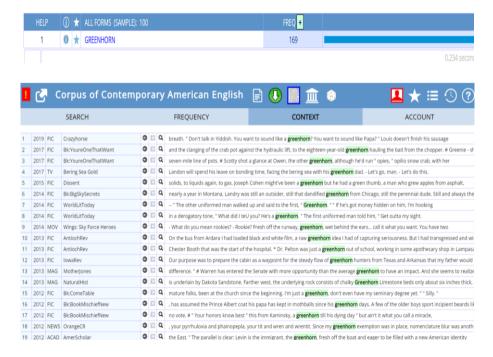
## British National Corpus (BNC)



## British National Corpus (BNC), tagged by CLAWS



# Corpus of Contemporary American English



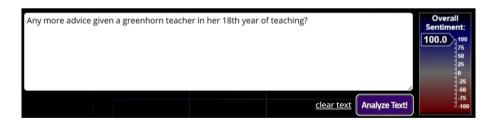
## English Web 2008



If the meaning of term greenhorn is to be analysed, it is also a metaphor that means a novice, an inexperienced person, which goes on a par with one of the associations with the colour green- not ripe, not mature, not suitable for the consumption, not ready to be used. This word has the greatest number of examples in COCA (5.2.c.3), in the rest of the analysed corpora its representation is rather scarce (5.2.c.1, 5.2.c.2, 5.2.c.4). Yet, in all of them there is no other but the metaphorical meaning.

Additionally, when the axiology of the phrase is concerned, Free Sentiment Analyser (5.2.c.5) recognizes this phrase as positive. It can be then hypothetically assumed that this phrase carries a positive evaluation (although, depending on a context, the lack of experience can be treated as a negative characteristics).

## Free Sentiment Analyzer



# 5.4. Data / results interpretation

A natural question that comes to mind is the relation between the above mentioned theories and data for the sake of the present work. It must be then highlighted that the research question assumes that colours can be treated as opinion markers and evaluation (in other word opinion) can be expressed by these terms. So, when analysing the above results of the corpus analysis and the sentiment analysis, a number of factors must be taken into consideration. The first one concerns the quality of phrases, a green light, a greenhorn, green with envy since they possess the following features that have impact on their understanding:

- (a) all of the above mentioned phrases are both highly conventional and metaphorical, to the extent that they are treated as fixed phrases both in their form and meaning;
- (b) in each of them *green* has a different function:
  - in a green light, green function a modifier for a noun in a NP (art. Adj N)
  - in a greenhorn, green is part of a compound noun (Adj + N)
  - in *green with envy*, green is part of a VP and is complemented with a PP (Adj + PP).

For the sake of the current analysis, the present author claims that characteristics mentioned above in a play a more significant role than these in b as far as expressing opinions is concerned. The claim is based on the assumption that axiological charge that is responsible for presenting views is part of the conventional meaning connected with these phrases. The reason for this is the fact that in phrases a green light or a greenhorn, either green or light or horn are neutral in their axiology but when the nouns are combined with green their axiology changes, mostly because of associations and individual experience connected with the concept of green. At this point, it should be also signified that as far as these phrases are concerned it can be a matter of arbitrarily assigned meaning for a fixed phrase that is context-dependent. However, another situation is with green and envy since envy is already prototypically marked as negative; so, it seems plausible to claim that axiology connected with envy already has its strong negative

value and *green* either functions as a modifier that strengthens this value or adopts it from envy.

Additionally, bearing in mind the research question of the present work connected with the representation of opinion by means of colours, it must be highlighted that in the opinion of the present author opinionated statements are partly construed by means of valuating. In the case of the analysed phrases and following Krzeszowski (1997), valuating (and as the result opinion) is present at two levels. The first level is the conceptual valuating in which a given concept is placed on a plus-minus scale. As follows, a green light, green with envy and greenhorn in their metaphorical sense acquire their axiological dimension and gain their power to express opinion at the moment of a metaphorical mapping- so at the level where absolute values are generated for these phrases. Obviously, if they are used in particular contexts with reference to particular people/ objects this valuating changes to the exemplary valuating and the absolute values turn into concrete values that are required in particular contexts (e.g. when language users use these expressions towards particular people or in particular situations). However, it must be stressed that no matter which of the two levels are taken into account, the axiology of phrases is preserved and by means of this axiology a certain opinion is presented as well.

#### 6. Conclusions

As discussed above, valuative and assessing language is a useful tool in forming and expressing opinions. The research question of the present work focuses on the possibility of colour terminology, in particular *green*, to present opinions. As the corpus analysis and the sentiment analysis for the selected phrases have proved, colour terminology when used in its metaphorical sense can be used in opinionated texts. Additionally, if the meaning and aim of these phrases is scrutinized, the opinion seems obvious in the case of *greenhorn* (so calling someone a greenhorn equals our opinion about this person). With *green* 

with envy or a green light opinion seems a matter of the interpretation of the whole communicative situation, including the context for these expressions. Furthermore, the sentiment analysis presented above gives evidence that the above terms are not neutral. Additionally, using software for sentiment analysis is a useful method in the qualitative analysis of language to support the research of the axiological charge in opinionated language expressions.

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