

## Abstract

The main purpose of this study were to determine 1) the metaphorical meaning of colors in Japanese expressions and 2) the affective meanings of white ,black ,blue ,red and yellow colors in Japanese. The tested expressions were selected from a number of dictionaries from which 205 color related expressions were first drawn, and were further selected into 52 expressions. A questionnaire was constructed to test the respondents' understanding of the 52 expressions. The subjects of this questionnaire consisted of 15 respondents of 3 different age - groups. It was found from the first questionnaire that only 13 expressions were understood by the respondents. The second questionnaire were then constructed based on the 13 expressions to determine the metaphorical meaning of colors given by different groups of respondents. The respondents were also asked to give the affective meanings of white ,black ,blue ,red and yellow , using semantic differential scale. The sample respondents who answered the second questionnaire consisted of 70 men and 101 women who resided in Ibaraki province, Japan. The subjects were further divided into 3 age – groups, namely less than 20 years old , 21-30 years old ,and 40 years old and over. The statistical analysis was carried out by means of percentage , arithmetic mean, standard deviation, t-test, and one – way ANOVA (F-test)

The results of the study reveal that in general, the metaphorical meanings given by the respondents corresponded to the meanings of the expressions. For the investigation of the affective meanings, it was found that the respondents' age did not have an influence on the respondents' evaluation of black ,blue ,red , or yellow , except for white. In addition, gender did not show any influence on the respondents' evaluation of white ,black ,blue , or red ,except for yellow. It was also found that the respondents had neutral attitudes towards white ,black, blue and yellow , but a slightly positive attitude towards red.