

The study of colour and its translation into languages for specific purposes

Colour, which is an ever-present feature of our lives, is an enormously complex object of study. In an attempt to bridge the gap between the universal perception of colour by healthy individuals and the singularity of its denomination in the voice of each speaker, we propose to approach the study of this question starting from the consideration of colour as a sign in order to analyse it in the triple dimension that can be distinguished in any sign: form, meaning and use.

Moreover, this triple dimension can be associated with a speaker or a certain group of speakers. This configures a fertile field of study in which linguistic variation and the analysis of colour can be approached from a diatopic perspective (such as the different names of a colour in different Spanish-speaking communities), diachronic perspective (such as the evolution of certain colour names), diastratic perspective (such as the way in which an adult speaker and a child or a teenager, a man or a woman name a colour) or diaphasic perspective (taking into account its context of appearance). If that context is a language for specific purposes, then the colour can be *tinged* with new lexical, semantic or pragmatic valences.

If we add to this multifaceted object of study the interlinguistic translation, we begin to glimpse the challenge that the translation of colour designations can pose.

Therefore, this paper is intended to be an invitation to reflect on such a complex issue in order to systematise its study and to help professionals who deal with texts containing chromonyms and who may have to face the challenge of translating them.