

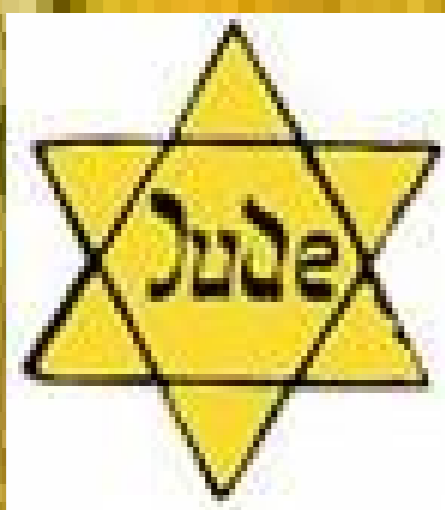


# YELLOW

M<sup>a</sup> ÁNGELES BAZA TABERNERO  
ÁNGELA M. ESCOBAR HÓDAR  
MARTA RODRÍGUEZ MONTERO

## YELLOW IN CULTURE

“Envy is so thin and yellow since bites and does not eat”.  
Yellow has had different meanings in the several cultures.  
In Middle Age, prostitutes, single mothers, debtors, heretics and Jewish were obliged to dress in yellow in order to show their shame.  
Nowadays, yellow is a sacred colour in Oriental Religions, but represents jealousy, envy and treason in Occidental ones.

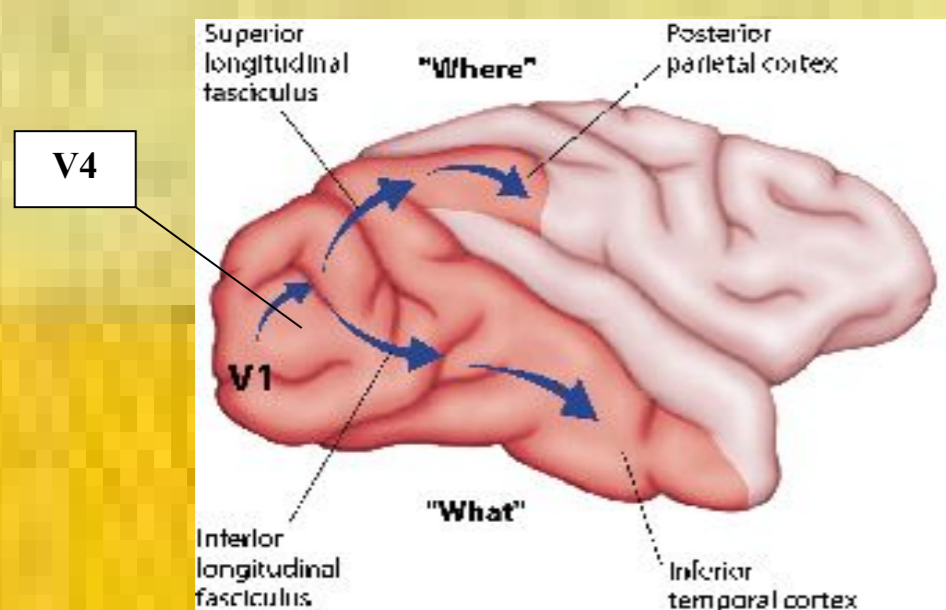


## YELLOW IN SCIENCE

Some studies (p.e. Nunn et al., 2002), show, using the fMRI, the activation of areas on the V4 and V8 of the left hemisphere in synesthetes subjects when they hear Spoken Words.  
Similar patterns of activation in V4 have been also founded in Synesthesia grapheme-color cases during the visual presentation of letters and numbers (Hubbard et al.)

Some experimental data suggest that photisms are strongly related to emotions and can modulate synesthetes' judgments about people and objects (Milan, E.G. et al). It has been demonstrated that perception of an incongruently colored stimulus such as a word gives rise to an affective reaction that in turn influences emotional rating performance in synesthetes.

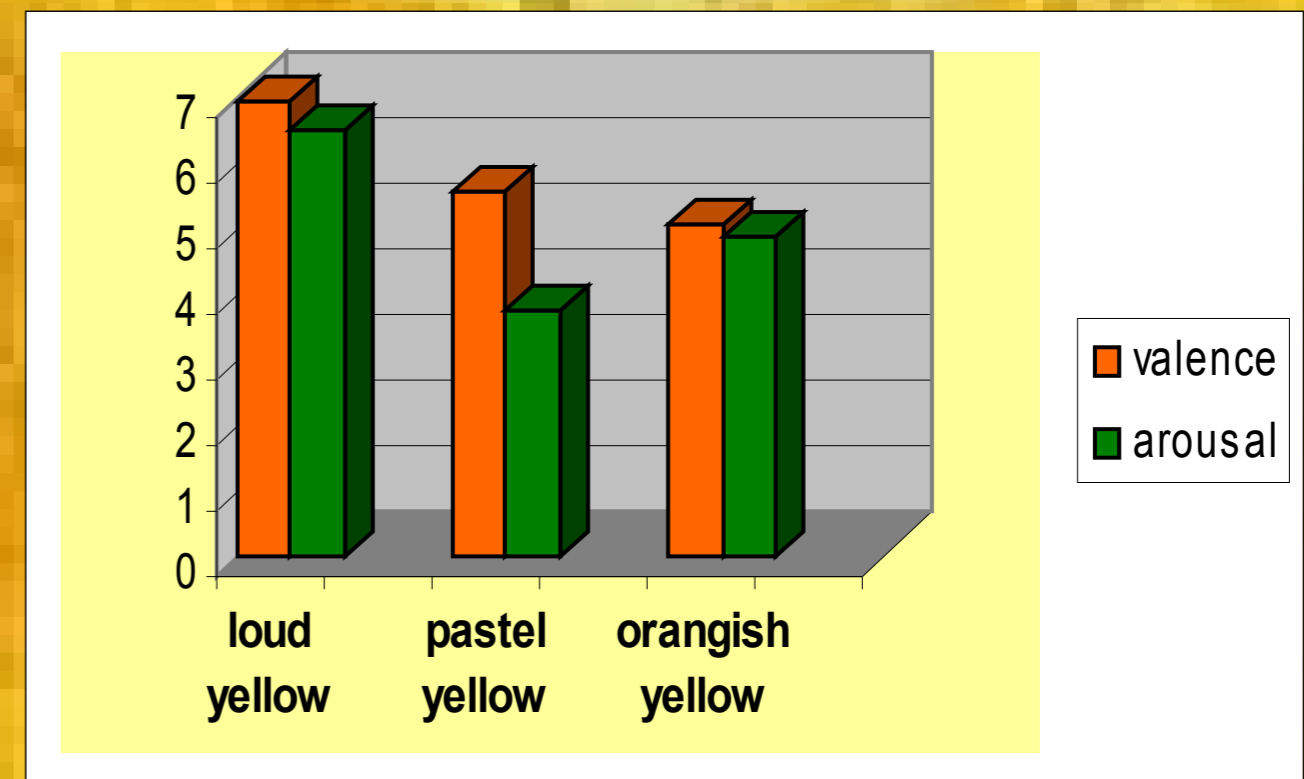
In fact, a recent theory suggests an existence of hyperconnectivity between limbic regions and cortical areas responsible for color processing in synaesthetes (Ramachandran & Hubbard, 2001b)



The synesthesia more common is “letter-colour”.  
If the V4 area (where the colour is processed) is injured, the person becomes achromatic.

## OUR INVESTIGATION

We have compared the value with the patient R. (synesthete) give to different tones of yellow with the results of normal patients (non-synesthetes).



**Subjects:** 26 (men and women non synesthetes).

**Method:** they have been shown three tones of yellow (loud, pastel and orange coloured).

**Results and Discussion:** V= 5.8 and A= 5.0. These results aren't significant of the ones obtained by the synesthete patient R. (V=5; A=5.4).

The majority of the subjects prefer bright colours rather than dark colours.

(V: valence; A: arousal)

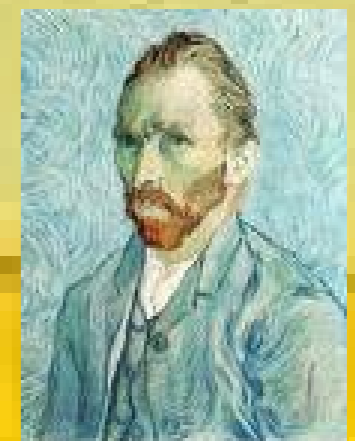
## YELLOW IN SYNESTHESIA

Aura: colour and meaning that has and covers a person. Yellow is one of the colours that the synesthetes see on people and define them as sociable, clever, learning and creative, all of them positive qualities. On the other side, negative qualities are founded, critical with themselves and with others, mental deficiency, anger, envy, etc.

The patient R. (synesthete) sees yellow as sharp sound, a soprano voice, a trumpet, high notes on the piano, a whistle, sharp things, envy and also, curiously, happiness.



VS.



“ Colours have an inner sound that looks like the sound of a trumpet; colours such as yellow make a brighter art production”  
**Kandinsky** (synesthete)

Yellow was his favourite colour. For him, “yellow means the light with which I dream with in the hearts and in my art productions”  
**Van Gogh** (non-synesthete)