Colors, Collocations and Culture a corpus-based English-Portuguese contrastive study

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Outline

1. Collocations: color word + noun
2. Colors: red, white & blue; green + yellow; black
3. Corpora for research
4. Colors in different domains
5. Cultural color collocations
6. Color collocations in translation
Motivation

- Blog for a publishing house
- Carnival
- Colors can be a problem for translators
- Adjectival color **collocations** only:
  - color word [adj] + noun
  - Literal combinations NOT addressed: red dress, blue eyes, green chair
Color collocations

red
white
blue
green
yellow
black
Corpus-based study

- Monolingual corpus
  - COCA: Corpus of Contemporary American English
  - Corpus do Português

- Bilingual corpus
  - CorTrad: Corpus de Traduções
  - English ↔ Portuguese
<table>
<thead>
<tr>
<th></th>
<th>CONTEXT</th>
<th>TOT</th>
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<tr>
<td>1</td>
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<td>10</td>
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</tbody>
</table>

SECTION: NO LIMITS

CLICK FOR MORE CONTEXT

1  2012  FIC  Bk:HotUnderPressure  A  B  C  then added the ginger and sliced shallots to the mix, along with a few red pepper flakes for kick. Then he puts...  
2  2012  FIC  WorldLitToday  A  B  C  natural, like black treacle ear mixed in sesame oil and rock frog in a red pepper pot, all of which seemed to h...  
3  2012  MAG  CountryLiving  A  B  C  pieces #3 tablespoons soy sauce #2 tablespoons balsamic vinegar #1 teaspoon crushed red pepper #2 heads esca...  
4  2012  MAG  CountryLiving  A  B  C  # Salt #1 tablespoon olive oil (preferably garlic-infused) #1 teaspoon crushed red pepper #2 heads escarole...  
5  2012  MAG  CountryLiving  A  B  C  # Cumin # Coriander # Curry # Cinnamon # Red pepper # Fennel seeds # TOSS. Cut chicken breast into...  
6  2012  MAG  GoodHousekeeping  A  B  C  powder # Cumin # Coriander # Curry # Cinnamon # Red pepper # Fennel seeds # TOSS. Cut chicken breast into...  
7  2012  MAG  GoodHousekeeping  A  B  C  # Salt #1 tablespoon olive oil (preferably garlic-infused) #1 teaspoon crushed red pepper #2 heads escarole...  
8  2012  MAG  GoodHousekeeping  A  B  C  made with 1 cup of frozen strawberries for breakfast (61 mg), three red pepper rings in a lunchtime turkey...  
9  2012  MAG  GoodHousekeeping  A  B  C  on medium. Add 2 cloves garlic, finely chopped, and 1/4 tsp. crushed red pepper; cook 1 minute, stirring. Add...  
10 | 2012  MAG  GoodHousekeeping  A  B  C  beef top sirloin steak, 12 oz. (1/2 in. thick) #1 tsp. red pepper (5 to 10 oz.) #1 can (15 oz.)...  
11 | 2012  MAG  GoodHousekeeping  A  B  C  C desired doneness. Transfer to cutting board. #1 To skillet, add red pepper and corn. Cook 3 minutes or until...  
12 | 2012  MAG  MensHealth  A  B  C  , cook for 3 minutes, and then add a medium poblano pepper and one red pepper, both thinly sliced. Cook...  
13 | 2012  MAG  MHQTheQuarterly  A  B  C  available food was Indian corn. Nearby springs supplied water, and some officers mixed red pepper with...
25 races, his record is 6 wins and 19 losses. RON-BROWNSTEIN-1E# Like the Red Sox in September, actually, it's very New England. GEORGE-WILL-1-ABC# (Off-camera) So in 2007, Mitt Romney As the Boston Red Sox begins spring training in Florida, little trouble back at Fen..."

A B C, the curse of the Bambino, which is this old thing that happened to the Red Sox fell on him. MATTHEW-DOWD-1-AB# (Off-camera) Your Cubs aren't doing any better than the Red Sox. GRAPHICS GEORGE-WILL-1-ABC# (Off-camera) As the Boston Red Sox begins spring training in Florida, little trouble back at Fen..."

A B C, center field very well, but we're not all the center fielders on the Red Sox. Some people are paid to do this. They're supposed to be..."

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A B C, center field very well, but we're not all the center fielders on the Red Sox. Some people are paid to do this. They're supposed to be..."
red bell PEPPER
The Blue Devils Marching Band of Concord, Calif.

Our salad has strawberries, blue cheese, and walnuts.

The blue chips rose 7.3 percent for the week.

Karen always wears blue jeans to church.

A Toronto baseball team

The Blue Devils Marching Band of Concord, Calif.

American health-care insurance company

Duke University’s sports teams

The blue chips rose 7.3 percent for the week.
Main domains

- Food
- Sports
- Geographical Locations
- People / race
Also, you can substitute another blue cheese for Gorgonzola.

Stir in teaspoon salt and teaspoon freshly ground black pepper.

Make nachos or quesadillas with black beans, cheese, and salsa Delicious served with egg noodles and green peas.

Sprinkle with green onion; serve with toasted bread or crackers.

That's right. A breakfast dish having a sauce of green pepper, onion and tomato.

The man served us squares of focaccia with green olives buried in the salty bread.

Chop 1 large red bell pepper, 1 large green bell pepper, and l large yellow tomato.

Add 1 teaspoon salt, then green beans, to boiling water.

Put it on a plate with a nice green salad and you have a nice lunch or dinner dish.

Magnesium abounds in green vegetables, whole grains, nuts, and beans.

10 whole green chiles, roasted and skinned.
Food (2)

- **white rice**, **white pepper**, **white chocolate**, **white wine**, **white bread**

- **yellow cornmeal** – *fubá* (Br. E. “cornflour”)
- **yellow mustard** – *mostarda amarela*
- **yellow onion** – *cebola*
- **yellow pepper** – *pimentão amarelo*
- **yellow squash** – *abobrinha amarela*

- **red bell pepper** – *pimentão vermelho*
- **red snapper** (*Lutjanus campechanus*) – *peixe vermelho caranha ou cioba*
- **red meat** – *carne vermelha*
- **red pepper** – *pimenta vermelha, pimenta calabresa*
Food – differences across languages

- Different colors
  - red onion → cebola roxa
  - red cabbage → repolho roxo
  - red wine → vinho tinto

- No color
  - blue cheese → rockefort or gorgonzola
  - green beans → vagem
  - yellow onion → cebola
Sports: names of teams

- Thirteen members of its football team, the **Blue Devils**, came down with MRSA infections this year.
- Chicago **White Sox** vs. L.A. Angels at Tempe, Ariz., 5:05 p.m. (baseball)

- Detroit **Red Wings** – hockey team

- *Rochester Red Wings* – hockey and baseball teams *(minor league baseball team)*

- **Red Sox** – time de beisebol de Boston, o **Boston Red Sox**
**Geographical locations**

- Varna, Bulgaria, a small city on the shore of the **Black Sea** – *Mar Negro*.
- **Yellow River** – *Rio Amarelo* (in China)
- **Red Sea** – *Mar Vermelho*

**Politics**

- The film reflects the worldview of Palestinian Arabs who live within the **Green Line** following the establishment of the State of Israel in 1948.
- The "1949 Armistice Line" has become known as the "**Green Line**".

- BAGHDAD -- The heavily fortified **Green Zone**, or international zone, in Iraq's capital has in recent weeks come under an intensifying barrage of rocket attacks.
- At least nine people were killed in the attack near the heavily guarded **Green Zone**.
I see a white woman with a black child.

Small and elderly, she had the dusty yellow skin and fine features of the Vietnamese.

The one with the glasses and the red hair.
Metaphorical extensions

- **Blue** = good quality - positive connotation

- They did all this work to be a Blue Ribbon School.

- So, Denny got the blue ribbon in math. He got so into math that he stayed inside almost all the time. He hardly wanted to play with his friends anymore.

- Even before they were crowned blue chips, WalMart and Intel were well known on Wall Street.

- In the end, we settled on 20 companies that we believe have strong prospects for becoming the blue chips of tomorrow.

- However, the initial dichotomy between wetlands (i.e., blue water) and soil moisture dynamics (i.e., green water) still persists.

- Lakes, rivers, and groundwater are blue water stocks.

- Once in a blue moon somebody comes up with something I can use in a story.
Metaphorical extensions

- This is an economic **black hole**. = *buraco negro*
- It's all in the **black hole** known as your purse.

- A **black hole** is a region of spacetime from which nothing, not even light, can escape.

- It was very hard to get gasoline except on the **black market**. = *mercado negro*
- I bought this document on the **black market** for one hundred thousand dollars
Metaphorical extensions

- **Green = Sustainability**
- Berlin may soon have its first Green Party mayor.
- Corporate America is embracing green building, green chemistry, green engineering, and sustainability because there is money to be made and saved by using these concepts, and it feels good.
- The Dutch consumer demand for green power outstrips even the capacity of their growing wind farms.
- We need to move away from fossil fuels and toward green energy.
- Africa was largely left out of the green revolution, the postwar movement to push up crop yields in the hungriest parts of the world by promoting the use of new seeds and new farming technology.

All translated as verde. Except

- **green building = construção sustentável.**
Other figurative uses

- At the **green light** she presses hard on the gas and her hair whips behind her in the heat.

- This seems to be a **green light** for voters to do whatever they want. (= *sinal verde*)

- I don't want to tour the **White House** until my mom can. (= the building)

- The **White House** has yet to suggest a compromise plan. (= the government)
A whole generation of blue collar workers were enabled to go to college, become doctors, lawyers, and engineers, so that their children would grow up in a middle class family. Students attending South Central High lived in blue collar neighborhoods with two and three story tenement buildings, modest single family homes or federal housing projects.

In Ghana, professional associations of teachers, nurses, and other white collar workers frequently joined trade union protests.

No colarinho azul in Portuguese corpora!
And everybody thinks, oh, it's a white collar crime, it's an upper middle class, you know, reporter. That report states that in 2003 there were 4,795 convictions for white collar crime.

**white collar crime(s):**
- 44 occurrences in COCA
- out of a total of 189 for white collar
- blue collar crime(s) does NOT occur ONCE!!!
Cultural color collocations

Red brick

- Br. E. – reference to six main private universities: Birmingham, Liverpool, Leeds, Sheffield, Bristol, Manchester.

- Am. E. – building with red brick:

  "But it looked like a regular home, plain and simple two-story **red brick.**"

- **red velvet cupcake**
He said he has to get married in 10 days or he loses his green card, and they'll send him home.

Before the show in the Green Room (that's fancy for “backstage”).

"We Believe" signs and yellow ribbons were evidence of an area still clinging to hope. Seligmann grew up here in Essex Fells, New Jersey, an affluent neighborhood where yellow ribbons show support for his family.

The Masters 2005: Tiger Woods receives his green jacket from his great rival Phil Mickelson.

Green jacket, a prize awarded to the golfer who wins the Masters Tournament, held annually at Augusta National Golf Club.

Lance Armstrong took the overall leader's yellow jersey for the first time in the Tour de France.
The CorTrad corpus

Bilingual English-Portuguese parallel corpus

- **Literary corpus**: 28 Australian short stories with 3 versions of translation

- **Technical-scientific corpus**: Brazilian cookbook with 2 versions of translation

- **Journalistic (scientific news) corpus**: Portuguese → English (only version published online)

- Continuously being enlarged
CorTrad literário contos

O CorTrad é um corpus aberto, sujeito a alterações. Veja dados quantitativos para informações atualizadas sobre o conteúdo do corpus.

A parte literária do CorTrad consiste atualmente de 28 contos australianos traduzidos para o português por alunos do Curso de Especialização em Tradução *latu sensu* da Universidade de São Paulo, no 2º semestre de 2003. A tradução foi proposta como trabalho final da disciplina Tradução Literária, ministrada por Stella E. O. Tagnin. A disponibilização do CorTrad na rede é um projeto conjunto entre o COMET, a Linguateca e o NILC, usando o sistema DISPARA.

### Pesquisar no corpus

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<th>Original</th>
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</thead>
<tbody>
<tr>
<td>Primeira tradução</td>
<td>principal</td>
<td>ver</td>
</tr>
<tr>
<td>Tradução revisada</td>
<td>principal</td>
<td>ver</td>
</tr>
<tr>
<td>Tradução publicada</td>
<td>principal</td>
<td>ver</td>
</tr>
</tbody>
</table>

- Ignorar maiúsculas/minúsculas

### Resultado

<table>
<thead>
<tr>
<th>Concordância</th>
<th>Distribuição das formas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Distribuição dos lemas</td>
<td>Distribuição da categoria gramatical (PoS)</td>
</tr>
<tr>
<td>Distribuição do tempo verbal e/ou do caso pronominal</td>
<td>Distribuição de pessoa e/ou número</td>
</tr>
<tr>
<td>Distribuição do gênero morfológico</td>
<td>Distribuição da função sintática</td>
</tr>
<tr>
<td>Distribuição por obra</td>
<td>Distribuição por autor</td>
</tr>
</tbody>
</table>
### CorTrad literário contos

Expressão de busca: "red" %c
Resultado escolhido: **concordância em contexto**
Corpus pesquisado: **originais** (versão 4.2)

44 ocorrências.

<table>
<thead>
<tr>
<th>Original</th>
<th>Primeira tradução</th>
<th>Tradução revisada</th>
<th>Tradução publicada</th>
</tr>
</thead>
<tbody>
<tr>
<td>She was <strong>red</strong> in the face.</td>
<td>Ela estava com o rosto inflamado.</td>
<td>Ela estava com o rosto inflamado.</td>
<td>Ela estava com o rosto inflamado.</td>
</tr>
<tr>
<td>They call out from the car.  She still lives in <strong>Red</strong> Hill, we won’t be long.</td>
<td>Eles gritam do carro: &quot;ela ainda mora em Red Hill, nós não vamos nos demorar.&quot;</td>
<td>Eles gritam do carro: &quot;Elas ainda moram em Red Hill, não vamos nos demorar.&quot;</td>
<td>Eles gritam do carro: &quot;-- Ela ainda mora em Red Hill, não vamos demorar.&quot;</td>
</tr>
<tr>
<td>At the table reserved for us the waiter is asking,  <strong>Red</strong> or white, sir?</td>
<td>Na mesa reservada para nós, o garçom, para minha tristeza, pergunta «tinto ou branco, Senhor?»</td>
<td>Na mesa reservada para nós, o garçom, para minha tristeza, pergunta «tinto ou branco, senhor?»</td>
<td>Na mesa reservada para nós, o garçom, para minha tristeza, pergunta «tinto ou branco, senhor?»</td>
</tr>
<tr>
<td>The <strong>red</strong> team have red mousse on their hair and pink-zinc war paint.</td>
<td>O time vermelho usa uma espuma vermelha no cabelo e uma pintura de guerra cor de rosa metálico.</td>
<td>O time vermelho usa uma espuma vermelha no cabelo e uma pintura de guerra cor de rosa metálico.</td>
<td>O time vermelho usa uma espuma vermelha no cabelo e uma pintura de guerra cor-de-rosa metálico.</td>
</tr>
<tr>
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<td>O time vermelho usa uma espuma vermelha no cabelo e uma pintura de guerra cor de rosa metálico.</td>
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<td>O time vermelho usa uma espuma vermelha no cabelo e uma pintura de guerra cor-de-rosa metálico.</td>
</tr>
<tr>
<td>The mothers have <strong>red</strong>, blue, yellow or green ribbons on their hats and</td>
<td>As mães usam fitas vermelhas, azuis, amarelas ou verdes em seus chapéus.</td>
<td>As mães usam fitas vermelhas, azuis, amarelas ou verdes em seus chapéus.</td>
<td>As mães usam fitas vermelhas, azuis, amarelas ou verdes nos seus chapéus.</td>
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<td>Original</td>
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<td>Tradução revisada</td>
<td>Tradução publicada</td>
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<td>-------------------------------------------------------------------------</td>
<td>-----------------------------------------------------------------------------------</td>
<td>----------------------------------------------------------------------------------</td>
<td>----------------------------------------------------------------------------------</td>
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<tr>
<td>During the day my mother read Theyre a Weird Mob and ate raisins and</td>
<td>Durante o dia minha mãe lia Theyre a Weird Mob e comia uva passa e lagostim frio</td>
<td>Durante o dia minha mãe lia Theyre a Weird Mob e comia uva passa e lagostim frio</td>
<td>Durante o dia, minha mãe lia Theyre a Weird Mob e comia uva passa e lagostim frio</td>
</tr>
<tr>
<td>cold crayfish dipped in red vinegar.</td>
<td>com molho de vinagre vermelho.</td>
<td>com molho de vinagre vermelho.</td>
<td>com molho de vinagre tinto.</td>
</tr>
<tr>
<td></td>
<td></td>
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<tr>
<td>She was red in the face.</td>
<td>Ela estava com o rosto inflamado.</td>
<td>Ela estava com o rosto inflamado.</td>
<td>Ela estava com o rosto inflamado.</td>
</tr>
<tr>
<td>They call out from the car: ` She still lives in Red Hill, we won't be</td>
<td>Eles gritam do carro: «ela ainda mora em Red Hill, nós não vamos demorar».</td>
<td>Eles gritam do carro: «Ela ainda mora em Red Hill, não vamos demorar».</td>
<td>Eles gritam do carro: -- Ela ainda mora em Red Hill, não vamos demorar.</td>
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<td>long.</td>
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<td>At the table reserved for us the waiter is asking, ` Red or white, sir?</td>
<td>Na mesa reservada para nós, o garçom para a minha tristeza pergunta «tinto ou bra</td>
<td>Na mesa reservada para nós, o garçom para a minha tristeza pergunta «tinto ou bra</td>
<td>Na mesa reservada para nós, o garçom para a minha tristeza pergunta «tinto ou bra</td>
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<td>`</td>
<td>nco, senhor?»</td>
<td>nco, senhor?»</td>
<td>nco, senhor?»</td>
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<tr>
<td>Each faction is dressed in their color: red, yellow, blue, green.</td>
<td>Cada time está vestido com uma determinada cor: vermelho, amarelo, azul, verde.</td>
<td>Cada time está vestido com uma determinada cor: vermelho, amarelo, azul, verde.</td>
<td>Cada time está vestido com sua cor: vermelho, amarelo, azul, verde.</td>
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<tr>
<td>I told her instead that I went to a commune once in Phoenix, Arizona,</td>
<td>Em vez disso contei que estive em uma comunidade em Fênix, no Arizona, onde todo</td>
<td>Em vez disso contei que estive em uma comunidade em Fênix, no Arizona, onde todo</td>
<td>Em vez disso, contei que uma vez estive em uma comunidade em Fênix, no Arizona,</td>
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<tr>
<td>where everyone was smoking dope and I was drinking Lone Star beer</td>
<td>mundo todo usava drogas e eu bebia cerveja Lone Star.</td>
<td>mundo todo usava drogas e eu bebia cerveja Lone Star.</td>
<td>onde todo mundo usava drogas e eu bebia cerveja Lone Star.</td>
</tr>
<tr>
<td>and they had a pet Red Indian who noticed this and came over to me and</td>
<td>Eles tinhav um índio mascote que percebeu isso e se aproximou de mim dizendo:</td>
<td>Eles tinhav um índio mascote que percebeu isso e se aproximou de mim dizendo:</td>
<td>Eles tinhav um mascote, o Pele Vermelha, que percebeu isso e se aproximou de mim</td>
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<tr>
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Other “colorful” translation problems

<table>
<thead>
<tr>
<th>English</th>
<th>Portuguese</th>
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<tr>
<td>It was to be <strong>black tie</strong>.</td>
<td><strong>O traje é a rigor.</strong></td>
</tr>
<tr>
<td>She never refused to go to Melbourne, but it was her hoodoo city, a <strong>black jinx</strong>.</td>
<td>Nunca se negava a ir a Melbourne, mas era uma cidade de azar, <strong>mau agouro</strong>.</td>
</tr>
<tr>
<td>The dog knew they were coming, and barked <strong>blue murder</strong>.</td>
<td>O cachorro sabia que eles estavam vindo e latiu <strong>desesperadamente</strong> (desperately).</td>
</tr>
<tr>
<td>(...) would quarrel with her till <strong>the white hours</strong>(...)</td>
<td>de discutir com ela até <strong>o amanhecer</strong> (dawn)</td>
</tr>
<tr>
<td>(...) knowing about <strong>brown rice</strong>(...)</td>
<td>entendia de <strong>arroz integral</strong></td>
</tr>
</tbody>
</table>
Final remarks

- Main collocational domain: food
- Color is present in all kinds of texts.
- Surprisingly more common in scientific journalism than in literature
- Can be a problem for translators
  - Different color in target language
  - No color in target language
  - Cultural collocations – no equivalent
  - Idiomatic color combinations
Thank you

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