

## PUNJABI COLOR CATEGORIES: AN ANALYSIS OF WORLDVIEW OF RURAL COMMUNITY IN GUJRAT, PAKISTAN

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### ABSTRACT

*Keeping in view the dominantly prevailing Universalists and Relativists' perspectives in anthropology, present research aims at understanding Punjabi color terms. 11 colors have already been identified by Berlin and Key [1] in their monumental work which was shown to the respondents on a color chart and their responses were measured. The following selection criterion was likewise adopted: i) Punjabi speaking natives; ii) having age between 30 to 50 years; and iii) illiterate; for the inclusion of the respondents. Keeping in view this criterion Punjabi speaking rural people were selected through purposive sampling. On the basis of the responses of the respondents two major color groups emerged, the group-I represents 7 basic colors with Punjabi names while group-II shows 4 remaining colors which have no specific native color terms either respondents take it from the physical objects or from the other languages. Present community resides at sixth stage with seven color term.*

*Keyword: Punjabi language; Color terms; Sapir-Whorf Hypothesis; Universalists' Perspective; Relativists' Perspective;*