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# Modeling Red Tastes: Quality Color Adjectives in English Color-Taste Synesthetic Metaphors

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## Abstract

The directionality hypothesis says that low senses [TOUCH, TASTE] usually describe high senses [SOUND, VISION] in synesthetic metaphors, so color-taste metaphors should be inaccessible; however, newer work suggests that some color-taste metaphors are acceptable because of the types of adjectives in them. In this study, we examine how adjectival classification of color terms affects color-taste synesthetic metaphors and provide a frame-based explanation for metaphors that violate the rule. English speakers (N = 116; M = 55, F = 55, NB = 4, N/A = 2) judged acceptability in an online questionnaire of color-taste metaphors with different adjective types. To confirm, we assessed the mean accessibility for the items (1 = accessible, -1 = inaccessible) wherein a mean of zero was the reference level and would suggest no significant influence. The results show that there is a significant color-taste directionality ( $p < .001$ ) for the metaphors.