

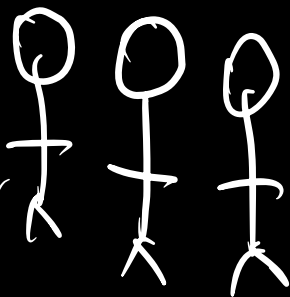
WHY IT IS A LINGUISTIC

ACCIDENT THAT WE

'THINK WE SMELL BADLY

GATSBY OFFICE ~ EVERY DAY

NORMEY PEOPLE



Fly noses = most beautiful
neuroscience in existence

ME

"Why noses?! Why not vision/hippocampus
like all the cool birds"

"Will ... why are you so lame"

3 REASONS

1. Fly nose \approx cerebellum

80% of neurons = cerebellar in humans

2. Olfaction is evolutionary ANCIENT
and rodents major sense

3. ALSO big for humans!



THAT YOU DON'T THINK SO IS PARTLY
DUE TO YOUR LANGUAGE!!

YOU'VE BEEN SAPIR - WHORE - ED!!

THE WIDE-VIEW BELIEF

HANS HENNING 1916:

Olfactory abstraction is impossible

VISION : white
OLFACTION : ?

People describe smells more

i) evaluative (good, stinky)

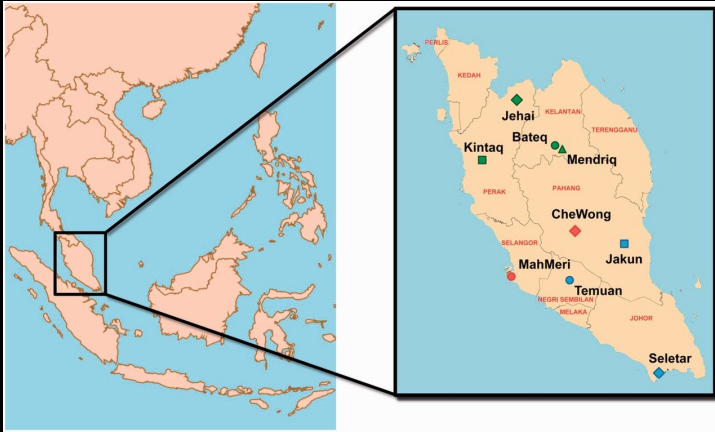
ii) comparative (like banana)

Even experts are only narrowly good, and not understood by non-experts.

↳ not language mediated

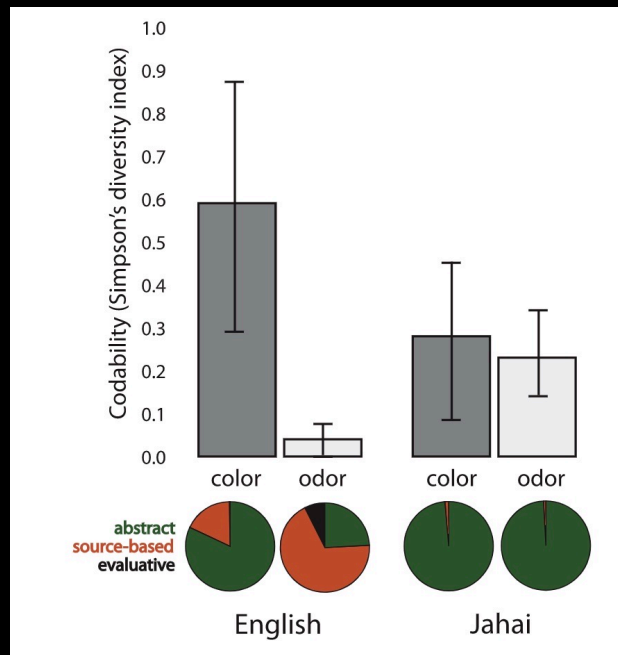
NOT TRUE IN ALL LANGUAGES

JAVAI



Odor terms	Approximate translation
<i>cŋəs</i>	'to smell edible, tasty' e.g., cooked food, sweets
<i>crŋir</i>	'to smell roasted' e.g., roasted food
<i>harim</i>	'to be fragrant' e.g., various species of flowers, perfumes, soap (Malay loan; original Malay meaning 'fragrant')
<i>ltpit</i>	'to be fragrant' e.g., various flowers, perfumes, bearcat
<i>haʔēt</i>	'to stink' e.g., feces, rotten meat, prawn paste
<i>pʔus</i>	'to be musty' e.g., old dwellings, mushrooms, stale food
<i>cŋəs</i>	'to have a stinging smell' e.g., petrol, smoke, bat droppings
<i>sʔŋ</i>	'to have a smell of human urine' e.g., human urine, village ground
<i>hapcŋ</i>	'to have a urine-like smell' e.g., urine (Malay loan; original Malay meaning 'foul odor, stench')
<i>pʔih</i>	'to have a blood/fish/meat-like smell' e.g., blood, raw fish, raw meat
<i>plʔeŋ</i>	'to have a blood/fish/meat-like smell' e.g., blood, raw fish, raw meat
<i>plʔeŋ</i>	'to have a bloody smell which attracts tigers' e.g., crushed head lice, squirrel blood

TEST :



- Use olfaction where we would look
- Use it for metaphors!

Anger shrinks! Shiny soul;
like "boiling with rage"

Generally olfaction is less well coded than other senses

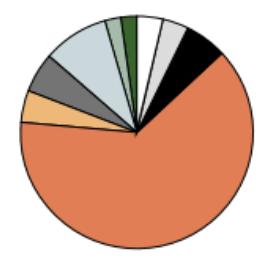
↳ rough varies

types of strategies used to describe odours



Jahai

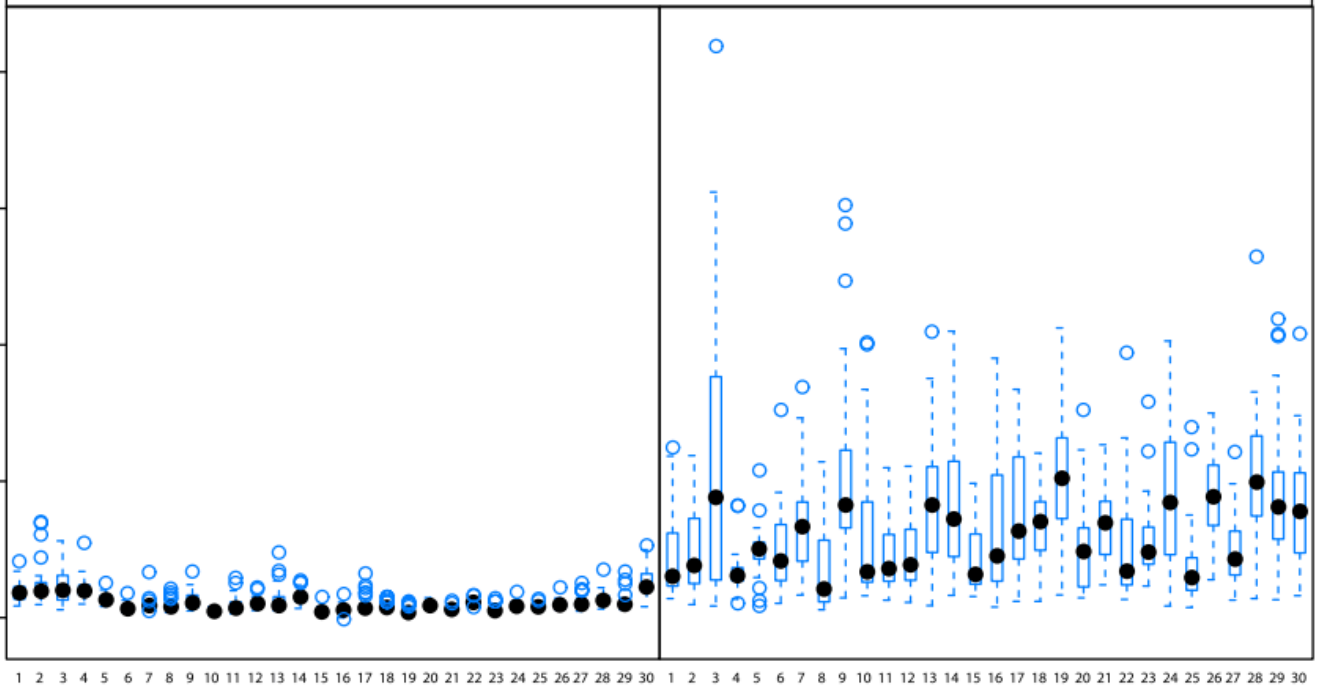
- abstract
- source
- scenario
- evaluative
- familiar
- intensity
- category
- crossmodal



Dutch

time to name odour (ms)

80000
60000
40000
20000
0



participant

All from Asifa Majid

Other highlights:

* Dutch tone = up or down

Turkish tone = intonation

↳ effects descriptions!

* Wine experts recognise colour smells & tastes more!

* Languages differ between space as:

- ego centric
- object centric
- absolute

↳ Google Yimithic speakers!