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**ОТ ПЕРЦЕПЦИИ К ЭМОЦИИ. СИНЕСТЕМИЯ В БАЛКАНСКИХ ЯЗЫКАХ  
КАК ПРЕДМЕТ ЛИНГВИСТИЧЕСКОГО ИССЛЕДОВАНИЯ**

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**[From Perception to Emotion. Synesthesia in Balkan Languages as a Subject of Linguistic  
Research]**

**Abstract:** The article discusses the interaction between the perceptual modalities of taste and smell, sight and smell, sight and touch, etc. as a special metaphorical transfer, based on associations by similarity. The essence of the phenomenon of *synesthesia* and the possibilities for reflecting its manifestations with linguistic means are discussed. The analyzed Balkan sensory lexemes demonstrate the ability of a person to perceive, evaluate, and manage his emotions and to use emotional information as a guide to thinking and behavior. The collected Balkan linguistic material is used as an opportunity to direct research attention to still unused “access points” to the conceptual picture of the world of the Balkan peoples.

**Keywords:** perception; synesthesia; synestemia; metaphor; sensory modality; emotion

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