Abstract

Four forward priming experiments were carried out to examine the role of phonology in Chinese character recognition. Experiment 1 & 2 found phonemic priming effect in naming but not in semantic categorization. On the other hand, graphic priming effects were found in both experiments. These results indicate that phonological activation is task-dependent. It will only be activated is the task demand this information, like reading aloud. In Experiment 3 & 4, we further controlled the materials, experimentation procedure, apparatus but manipulate subject's task only. As before, phonemic priming effect was found in naming but not in semantic categorization. These converging results indicate that meaning is accessed via the direct visual route and activation of phonology is very much task-dependent in Chinese character recognition.