BG Pulse Journal USA
ISSN:1947-2536 http://www.bgpulseusa.com/index.php/bg

COLOR DESIGNATION ASPECTS IN LANGUAGE AND CULTURE

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ANNOTATION:
"This is a linguistic, cognitive and linguocultural analysis of the color edition in language and culture". The inextricable link between the appearance and use of color names and the worldview of peoples, various social life is highlighted. The study examines the semantic properties of the weapon, the metaphorical and semantic meanings of the document, and its place in the language system. The emotional-affective nature of color, its use in phraseological units and cultural connotations are taken into account. The article substantiates the role of color categories in human thinking and perception, as well as their expression through the court from a cognitive point of view.

Keywords: color, color names, cognitive linguistics, semantics, color symbolism, phraseological units, cultural connotation, color categories, language landscape, color linguistics, metaphor, color perception, national culture.

In the world of linguistics, at present, in the process of globalization and intercultural communication of people, the question arises about all aspects of language, including the analysis of socio - and linguocultural meanings reflected in the language. Color is a category that attracts the attention of specialists from all over the world, whose scientific interests lie in completely different fields of knowledge: physicists, biologists, doctors, psychologists, artists, designers, art historians, philosophers, literary critics, linguists and many others. Structural and semantic differences in the field of color names are associated with differences in the world pictures of representatives of different cultures, with established historical and cultural, religious, climatic and other features.[1]

Color naming refers to how languages categorize and label colors in the visible spectrum. It is closely connected with lexical semantics and categorization processes in the human mind.

In the linguistic picture of the world, all the meanings expressed and recorded in the language are combined into one single concept of beliefs, forming a holistic worldview, which becomes common in the form of a linguistic norm for the speakers of this ethnic group. The national language is a spiritual component, it unites all those who speak it, brings them together and serves as a bridge between generations. Language is the most important component of culture, which serves to transfer experience and knowledge to the future generation. Culture organizes the thought of the linguistic personality, forms linguistic concepts and categories. Culture and language are inseparable concepts that have formed the linguistic picture of the world in the history of human civilization.

Color as a Linguistic and Cultural Element: Color terms in language serve as a bridge between cultural expressions and the linguistic representation of those expressions. Different languages encode color in unique ways, reflecting cultural values, historical contexts, and environmental influences. This variation highlights the relationship between linguistic color designations and

[1] Василевич А.П. Цветонаименования как характеристика языка писателя (К методике исследования) // Лингвистика текста и стилистика / Ред. П. Аристэ, Х. Лийн. Тартуский государственный университет, 1981. -С. 135-143

cultural symbolism. Colors often carry specific symbolic meanings in different cultures. For example, white may signify purity and peace in some cultures, while in others it could be associated with mourning. Similarly, red can symbolize love and passion or danger and aggression, depending on the cultural context. In linguistic studies, color terms are analyzed for their semantic range and syntactic behavior.

Examples of color designations in English were divided into the following categories: 4 color designations belonging to the category "inanimate nature": Electric Pink, Eternal Flame. 10 units corresponding to the "flora" category: Coral Charisma, Coral Ideal, Pearly Coral, Shimmering Coral, Soft Coral, Coral Craze; not a single example was assigned to the "fauna" category; 26 color values included in the category "fruits and vegetables". Garnet attraction is one of the most interesting examples, since "Garnet" in Russian means not only "dark red", but also "garnet". However, for the Russian version of the catalog, the translators have chosen the definition of "lingonberry" for this shade.

Of course, the study of the color picture of the world is of interest in the linguistic and cultural aspect, since color is one of the most important means of emotional impact on the reader, color meanings express the author's view of the world, and are also important for constructing a national picture of the world.[2]

Color designation is a powerful tool in modern English for expression, conveying emotions, moods, and concepts in a nuanced way. Here's how color can function as a means of expression:

1. Emotional and Psychological Impact: Colors often evoke specific feelings and psychological responses. For example:

- Red: Often associated with passion, excitement, and urgency. It can convey love or anger.
- Blue: Commonly linked to calmness, trust, and sadness. It may represent serenity or melancholy.
- Yellow: Typically evokes happiness, energy, and caution. It can symbolize optimism or warning.

2. Cultural and Symbolic Significance: Different cultures ascribe various meanings to colors, which can be used in English to reflect cultural values or references.

- Green: Can signify growth, envy, or sustainability. In some cultures, it's a symbol of prosperity or renewal.
- Black: Often associated with sophistication or mourning. It can denote elegance or grief, depending on the context.

3. Descriptive Language: Colors enhance descriptive language, allowing writers and speakers to create vivid imagery.

- Instead of saying "a beautiful sunset," describing it as "a fiery orange and pink sunset" provides a more detailed and evocative image.
- "Her dress was a vibrant cerulean blue," paints a precise picture, making the description more memorable.

4. Metaphorical Use: Colors are frequently used metaphorically to convey deeper meanings.

- Seeing red: Means being very angry.
- Feeling blue: Indicates feeling sad or down.
- Green with envy: Suggests jealousy.

[2] https://cyberleninka.ru/article/n/the-linguistic-and-cultural-aspects-of-color-meanings-in-the-language-picture-of-the-world-based-on-the-material-of-english-and

5. Branding and Identity: In marketing and branding, colors are strategically chosen to influence perceptions and emotions.

- Coca-Cola's red: Conveys excitement and energy, aligning with the brand's image.
- Tiffany's blue: Symbolizes luxury and elegance, becoming a hallmark of the brand's identity.

6. Social and Political Statements: Colors can also represent social or political movements.

- Rainbow colors: Often associated with LGBTQ+ pride and diversity.
- Black Lives Matter: The use of black and yellow in the movement's branding conveys strength and solidarity.

7. Literary and Artistic Expression: Authors and artists use colors to enrich their works and convey themes.

- In literature, colors can symbolize different aspects of a character's journey or the mood of a scene.
- In visual arts, colors are used to create mood, highlight contrasts, and draw attention to particular elements.

The designation of colors in language and culture involves several critical aspects that reflect how different societies perceive and use color. These aspects encompass linguistic, cultural, and psychological dimensions:

Linguistic Aspects. Color Terminology: Different languages have varying numbers and types of color terms. For example, some languages have basic color terms for primary colors like red, blue, and green, while others may have more nuanced distinctions or additional color categories.

Semantic Variation: The meanings and connotations of color terms can differ across languages. For instance, the color "white" may symbolize purity and peace in one culture but signify mourning and death in another.

Metaphors and Idioms: Colors are often used metaphorically to express emotions, states of mind, or cultural values. Phrases like "feeling blue" or "seeing red" demonstrate how color terms can convey abstract ideas and feelings.

Cultural Aspects: Symbolism and Meanings: Colors carry different symbolic meanings in various cultures. For instance, red is associated with luck and celebration in Chinese culture, while it may signify danger or aggression in Western contexts.

Rituals and Traditions: Colors play a significant role in cultural rituals and traditions. Wedding dresses are traditionally white in many Western cultures, while in some South Asian cultures, they are red. Similarly, colors used in festivals, religious ceremonies, and national symbols often reflect cultural significance.

Aesthetics and Art: Cultural preferences for color in art, fashion, and design can vary widely. What is considered aesthetically pleasing or fashionable in one culture may not hold the same value in another.

Psychological Aspects: Emotional Impact: Colors can evoke specific emotional responses. For example, blue is often associated with calm and tranquility, while yellow can stimulate feelings of happiness and energy. These associations can be influenced by both cultural conditioning and individual experiences.

Cross-Cultural Comparisons: Color Categorization: The way colors are categorized can differ across cultures. Some cultures might have a single term for what others would separate into different categories, such as the distinction between light and dark shades.

Color Naming Systems: The development of color naming systems in different languages can reflect broader cognitive and cultural patterns. For example, some languages have extensive color vocabularies, while others have more generalized terms.

Understanding color designation in both language and culture provides insight into how colors influence and are influenced by human cognition and societal norms. It highlights the intersection of linguistic, cultural, and psychological factors in shaping our perceptions and uses of color.

Cultural Significance of Colors: Colors hold deep cultural significance and are often associated with various meanings and symbols across different societies. These meanings are shaped by historical, religious, and social contexts:

White: In many cultures, white represents purity, cleanliness, and new beginnings. In European and American cultures, white is commonly used in weddings and celebrations, while in some Asian cultures, it may be associated with mourning and funerals. In Turkic languages, white can signify "honor" or "good intentions," reflecting its association with purity and virtue.

Red: Red often symbolizes passion, love, and energy. In many cultures, it also signifies danger or aggression. For instance, in Chinese culture, red is a color of luck and prosperity, widely used in festivals and celebrations. It also has a strong emotional impact in other cultures, denoting both love and risk.

Blue: Blue is frequently linked to tranquility, stability, and depth. In English-speaking cultures, blue signifies constancy, devotion, and intelligence. Historically, blue tattoos were used by the Bretons to invoke fear in enemies.

Green: Green is commonly associated with nature, growth, and renewal. In various cultures, it represents life and prosperity. For example, in Islamic culture, green is associated with paradise and is considered a sacred color.

Yellow: Yellow often represents sunlight and energy. In many cultures, it conveys joy and prosperity, though it can also signify caution or deceit in some contexts.

The role of colors in cultural identification is significant, reflecting the cultural heritage, values, and communal identity of different societies. The use of color terms in language and culture provides insight into how colors influence and are influenced by cultural practices. Comparing color usage across cultures helps to identify similarities and differences in how colors are perceived and represented. This comparison deepens our understanding of color's role in global and local cultural contexts. Understanding the linguistic and cultural aspects of color designation enhances our comprehension of how colors function as symbols and expressions in various cultures, reflecting their social, historical, and emotional dimensions.

The study of color linguistics theoretical aspects is related to the scientific direction of “color linguistics”. Linguists distinguish a comparative historical study of color vocabulary (evolutionary direction), the psycholinguistic component of color names, cognitive aspects, linguistic-cultural, and nominative terminological aspects of color vocabulary.[3]

These aspects provide a deeper understanding of how color terminology interacts with linguistic and cultural factors, highlighting the complexities of color expression and perception across different languages and cultures.

The interest in defining color naming culture-specific features in multisystem languages is one of the relevant themes in linguistics. Numerous colors, their names, and symbolic sense are a peculiar reflection of mentality and culture for any nation. When designating nominatively, the

[3] Z. A. Kaskatayeva. Sh. Mazhitayeva. Z. M. Omasheva. N. Nygmetova. Z. Kadyrov Colour Categories in Different Linguistic Cultures.vol.12.2020.-p-1-13

ambiguity and multi-functionality of each color become an important part of the socio-mental world view, which has different ways of expression in different languages. The color naming unit peculiarities in multisystem languages, i.e., Kazakh, Russian and English, are the target of the research. The study focuses on the metaphorical and symbolic use of color naming groups in Kazakh, Russian and English. The research material provided a list of color namings, made up of a continuous sampling of definition, phraseological, bilingual Kazakh, Russian and English dictionaries, including fiction books. Based on the material of Kazakh, Russian and English languages, the authors attempted to define meanings of color spectrum most significant components for different cultures. It is wellknown that color namings are an important phenomenon, reflecting the traditions and customs of different peoples. The authors have attempted to examine and describe the criteria for designating colors in a particular society, as well as to determine the role and place of this category in a language system.[4]

The study of the color picture of the world is of interest in the linguistic and cultural aspect, since color is one of the most important means of emotional impact on the reader, color meanings express the author's view of the world, and are also important for constructing a national picture of the world. There are some patterns that link color values in diff erent cultures of the world. It is worth noting that there are diff erences in color symbols in diff erent languages. It depends on the historical past of the people, its geographical location, etc. Despite this, we trace some similarities using examples of phraseological units with elements of color designations. An important factor is that color has a psychophysiological effect on a person. English, "red" has a positive connotation to a greater extent. This is their common feature, although in both languages there are more or less negative characteristics of this color. The similarity can also be seen in phraseological units with the color component. There are quite a lot of equivalents in both Uzbek and English. Along with the common symbolic features that still prevail, there are also distinctive features that are associated with Uzbek and English history and culture.[5]

The experiment conducted by B. Berlin and Kay on the basis of 20 languages from different language groups, they were able to identify 11 basic colors for all selected languages (white, black, red, green, yellow, blue, brown, purple, pink, orange, gray). Color designation of concepts, words and connections between them makes a basis for differences in cultures: "Culture is a meaning-bearing and meaning-transmitting aspect of human practice and its results, a symbolic dimension of social events that allows individuals to live in a special life world that they all more or less understand, and perform actions whose character is understood by everyone else".

Following the ideas of A.T. Khrolenko we may state that "culture is a world of meanings" and colors are also considered as meanings. The national culture includes a color language of a person and a "color consciousness"[6]. Despite the fact that the perception of a particular color by different people has a universal character, unconscious relations between individual colors and certain images may be found out. "Social stereotypes and ethnopsychological features are imposed on the "physiological" meaning of color, thereby causing certain associations characteristic only of this linguistic community"[7].

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[5] Zaraiskiy A. A.. The linguistic and cultural aspects of color meanings in the language picture of the world. 2023, vol. 23, iss. 1, pp. 42–47

[6] Khrolenko A. Osnovy lingvokul'turologii [Fundamentals of Linguoculturology]. Moscow., 2004. P-184

[7] Rogulina E. National Cultural Semantics of Color in Spanish Phraseolog. Moscow, 2006.P-20

If we analyze “red”, we will see that in different countries and in different cultures it has different meaning. The same concerns the white color in the countries of the East and Continental Europe. Main colors are limited by such names as white, black, red, blue, green, yellow and purple. Actually, it is culture that helps us to defi ne the number of main colors. In practice it seems to be a rather diffi cult task to classify different colors as basic ones.

T.A. Mikhailova believes that it is impossible to expect a strict identity of color paintings of different people, not in contact with each other and at different stages of their development.[8]

Conclusion: In conclusion, color designation constitutes a complex system of closely interconnected language and culture. Color names are not only a means of expressing physical phenomena, but also an important linguistic unit that reflects human thinking, emotions and cultural values. The difference in the semantic and symbolic meanings of colors in different languages is determined by the historical development, social life and cultural experience of peoples.

The results of the study show that colors perform not only nominative, but also emotional, expressive and cognitive functions in the linguistic system. Color designation units express national worldviews through phraseologisms, metaphors and cultural symbols. At the same time, there are also commonalities in colors between different languages, which are explained by the universal aspects of human thinking.

Thus, the study of color designation is located at the intersection of linguistics, cultural studies and cognitive sciences, which allows for a deep understanding of the complex relationships between language and culture.

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