GENERAL USAGE OF COLORS IN MODERN ENGLISH

Rasulova Shahnoza Abduvasi qizi
Aniq va ijtimoiy fanlar universiteti
xorijiy tillar fakulteti magistranti

Annotation: In this thesis-in modern English, colors are used not only to describe their basic physical properties but also to convey broader cultural, emotional, and metaphorical meanings.

Keywords: society, linguists, ommunication, cuddly, self-identification, culture.

Language is the history of the people. Language is the path of civilization and culture. Culture manifests itself, first of all, in language. Language is the true reality of culture, it is able to introduce a person into culture. Language is a fixed view of culture on the universe and itself, " wrote A. I. Kuprin. The course of human thought in the analysis of the world and its evaluation are peculiar to only one language. Sociologists, historians, and linguists undoubtedly claim that a person belongs to the nation in whose language he speaks and thinks. Language is a means of communication between people, a product of human society. It is impossible to imagine the development of society without language and the development of language without society. It is not only a means of communication between people, but also between nations, as well as an instrument of interstate communication. Today's languages have evolved over the centuries as a result of complex historical processes. The language picture of the Uzbek language expresses the cultural and national experience that has historically developed over many centuries and is fixed in the vocabulary, phraseology and grammar. Thus, a comprehensive analysis and study of the characteristics and qualities of adjectives with color definitions from the point of view of linguistics is of great importance both theoretically and practically. In simple terms, the linguistic image of the world is a supra-individual (social) interpretation of reality that exists in the form of a structure of various concepts in the mind and is expressed at various levels of language. Although each of us may define a specific word (give it meaning) in slightly different way, it must be stressed strongly that the linguistic image of the world comprises the most widespread and

Proceedings of International Conference on Scientific Research in Natural and Social Sciences
Hosted online from Toronto, Canada.
Date: 5th December, 2024
ISSN: 2835-5326   **Website:** econferenceseries.com

prototypical understanding, the one that is most strongly established in social awareness. For example, the linguistic image of a cat (the main attributes of meaning ascribed to this animal) will be slightly different for different people. A farmer who cultivates crops will likely see the efficient extermination of rodents as the one of the main attributes of a cat. A resident of a large city, in turn, will see it more as a cuddly animal and favorite family pet (hunting of rodents being less of a relevant feature). Finally, a zoologist will see a cat primarily as a predatory mammal. Therefore, we can see that the image of a cat established in language may include various elements (semantic attributes), but we should stress again that the linguistic image of the world comprises the most widespread meanings and therefore the socially established ones. The linguistic representation of a given concept (such as a cat) becomes a stable part of the linguistic image of the world, if the concept being verbalized (together with its typical, most frequent semantic attributes) becomes universally recognizable and shared by many speakers of a specific language.[1]

We can therefore see clearly that the linguistic image of the world is a colloquial interpretation of reality, viewed from the commonsense philosophical perspective of average language users, ref lecting the mentality of such users and corresponding to their points of view and their needs. Hence, this perspective is always strongly anthropocentric and ethnocentric. It must be noted, though, that such colloquial, commonsensical rationality is a necessary (basic) foundation of the linguistic image of the world, yet not the only one. This image can be expanded and modified by various other types of rationality, above all by scientific and creative (artistic) rationality. An important role here is also played by the sociocultural contexts in which specific language users function (as exemplified above by the potential conceptualization of a cat by a farmer, a city inhabitant, and a zoologist). Such contexts also impact strongly on the understanding of reality, and by the same token on images of the world as expressed in language, via words and sentences. Therefore, the elements that make up the linguistic image of the world vary not only within various social communities, but also within ethnic groups – nations.[2] Different societies have different norms, cultural patterns, and ways of thinking, acting, and even feeling (also those ref lected in language). Some words play special

---

[1] Prof. Bogusław Skowronek. The Linguistic Image of the World.the magazine of the pas. 2022.P 19
[2] Prof. Bogusław Skowronek. The Linguistic Image of the World.the magazine of the pas. 2022.P-19.

Proceedings of International Conference on Scientific Research in Natural and Social Sciences
Hosted online from Toronto, Canada.
Date: 5th December, 2024
ISSN: 2835-5326   **Website:** econferenceseries.com

roles in a given culture: they name specific concepts and therefore speak volumes about a given ethnic group because they capture not only its attitude towards tradition, but also its national "self-identification" by showing the phenomena, objects, and behaviors that are crucially important in the understanding of the world for a given society.

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.

Colors play a significant role in both language and culture, serving as powerful symbols and carriers of meaning. They reflect a wide array of emotions, values, and cultural narratives. For instance, white often symbolizes purity and innocence across various cultures, while red may convey passion and intensity. Blue can signify tranquility and stability, but it may also represent sadness or melancholy in certain contexts. Understanding color designations and their cultural implications involves examining how colors are used in language, including their symbolic meanings and emotional impact. This analysis reveals both universal similarities and cultural-specific differences in how colors are perceived and represented across different societies.

The objective of this study was to analyze the semantic and contextual properties of color terms in the English language, their role in the linguistic system, and their impact on cognitive understanding. The research led to the following key conclusions:

Each color carries with it a range of meanings that can vary based on context, culture, and individual perception. In modern English, colors serve not just as descriptors but as symbols that convey complex emotions, cultural references, and societal messages. These associations enhance communication by embedding deeper

meaning into language, whether through idiomatic expressions, branding, or artistic representation.

List of used literature

1. Khojiev. Explanatory Dictionary of Linguistic terminologies. Tashkent: "Fan". 2002.
2. Niyozmetova R, The classification of English and Uzbek phraseological units: their similarities and differences, Молодой ученый. 2016.
3. Rakhmatullaev. Explanation Phraseological Dictionary of the Uzbek Language. Tashkent: "Teacher", 1978.
4. L.F. Chitova "Proper name idioms and their origins". Sankt-Petersburg Press. 2013.
5. Bogusław Skowronek. The Linguistic Image of the World. the magazine of the pas. 2022.
6. Ziyouz.com;
7. Google.ru.