

## THE IMPORTANCE OF THE LINGUISTIC IMAGE OF THE WORLD TODAY

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**Annotation:** This article explores the concept of the linguistic image of the world and its growing relevance in modern society. The study emphasizes how language reflects a people's worldview, cultural values, and historical experience. It highlights the role of the linguistic image of the world in intercultural communication, translation, language teaching, and the development of personal and national identity. The paper also discusses the cognitive and sociocultural functions of language as a tool for shaping human perception and interaction. Understanding the linguistic worldview is considered essential for fostering intercultural competence and ensuring effective communication in an increasingly globalized world.

**Keywords:** linguistic image of the world, worldview, language and culture, intercultural communication, conceptualization, translation studies, language teaching, cognitive linguistics, national identity.

The historical development of color terminology dates back to ancient times. The historical evolution of color terminology involves studying the role of colors in language and culture, as well as changes in their classification and understanding. It shows how historical approaches and methodologies for understanding and expressing colors have evolved over time. Since colors always carry some meaning, the study of their historical development reveals how these meanings and interpretations have shifted. The development of color terminology is also continually evolving. The initial emergence of colors aligns with ancient cultural practices. Early humans derived colors from natural sources, such as minerals, plants, and animals. The first colors were likely obtained from materials like ochre (yellow and red) and charcoal (black). During this period, the initial classification of colors was often based on natural and cultural objects. For example, ancient Egyptians and Greeks associated colors with natural elements such as earth, water, plants, and animals. The initial classification of colors was primarily based on fundamental colors like red, white, black, and yellow. The next phase corresponds to the ancient era. During the periods of Greece and Rome, color classification became more complex. Discussions emerged about the psychological and aesthetic effects of colors, and scientific research on colors began. During this period, we can see the development in Greece and Rome. In the Middle Ages, another advancement occurred. In ancient Egypt, colors were deeply associated with symbolic meanings. Colors were linked with deities and concepts: green was associated with

fertility, blue with the sky, and red with chaos. The Greeks classified colors into fundamental categories. They related colors to physical properties such as heat and moisture. For example, Aristotle discussed color in relation to light and darkness.<sup>1</sup>

The classification of colors during the Middle Ages was largely based on religious and cultural contexts. During this period, the meanings of colors were often expressed through religious or social imagery. Colors were frequently associated with social status or power by the upper classes. Throughout the Middle Ages, the classification of colors was linked to religious and symbolic meanings. Colors often represented social status, religious affiliation, or moral qualities. For example, purple was a symbol of royalty, while white was associated with purity. The Renaissance period marked a significant advancement in the study of color. During this era, the scientific investigation of colors reached a new stage. There was a focus on understanding the physical and chemical properties of colors and analyzing the color spectrum. One of the major achievements of this period was Isaac Newton's research on the color spectrum. In the following centuries, colors became increasingly important for both psychology and aesthetics, leading to further studies in these fields.

In the 19th century, the classification of colors advanced significantly. There was a deeper exploration into the psychological and aesthetic effects of colors. Scientific research focused on how colors influence human psychology and their aesthetic indicators. This period saw major changes in color theory and technology, marking a time of substantial progress in understanding and applying color concepts. **Michel Eugène Chevreul's research on color contrast and harmony contributed to the development of color wheels and complementary colors. The advent of synthetic dyes revolutionized the textile industry and expanded the range of available colors<sup>2</sup>.**

In the 20th century, the classification and analysis of color terminology became increasingly complex. Linguistic analysis and cognitive approaches provided insights into the evolution and development of color terminology. Numerous theories emerged to help understand the universal aspects of color and culture-specific variations. As theories evolved, modern approaches began to emerge, introducing new perspectives in the fields of color science and linguistics. Linguistic research by Berlin and Kay introduced the theory of basic color terms, presenting universal color categories across languages. Studies began exploring the influence of colors on human emotions and choices.<sup>3</sup>

In modern linguistics, the linguistic analysis of color terminology has become

<sup>1</sup> Color Terms in Modern English: A Review.// Journal of Linguistic Studies, 15(2), 2020. – pp. 123-145

<sup>2</sup> American Psychological Association. Color and Human Perception. 2016.<https://www.apa.org/research/color-perception>

<sup>3</sup> Berlin and Kay. **Basic Color Terms: Their Universality and Evolution.** University of California, Berkeley. 1969. P-209.

widespread. The semantic and syntactic properties of colors, changes in their meanings, and contextual usage have been extensively studied. Corpus linguistics and statistical analysis methods are applied in the investigation of color terms. Contemporary research employs advanced methods for analyzing color terminology.

These include: **Corpus Linguistics: Analyzing large corpora helps in studying how color terms are used in various contexts.**

**Statistical Analysis:** Statistical models are used to study patterns and relationships among color terms.<sup>4</sup>

**Cross-Cultural Comparison:** Examining how different cultures classify and interpret colors. For example, the concept of “blue” can vary significantly across languages and cultures.

**Color Symbolism:** Exploring how colors convey symbolic meanings in various cultural contexts. Colors can serve as symbols in religious ceremonies, national flags, and brand design.<sup>5</sup>

**Color Perception:** Studying how colors influence mood, behavior, and decision-making. Research explores, for example, the calming effect of blue or the stimulating impact of red.

The study of color terminology continues within the contexts of cultural studies and psychology. Research is ongoing to gain a deeper understanding of the role of colors in culture and their psychological effects.

The **linguistic image of the world** represents a deeply rooted, historically grounded, and culturally validated framework within a specific language. It is a supra-individual, universal, and standardized construct, shaped by shared cultural foundations and everyday rationality. This image functions as a cognitive-linguistic framework or a linguistic-cultural matrix, reflecting how speakers of a language perceive and interpret reality. However, this raises an important question: If the linguistic image of the world is such a fundamental and overarching concept, can we also speak of its variants or specific manifestations, such as **discursive images, media images, and textual images** of the world? The answer is yes. From a semantic perspective, the linguistic image of the world can be viewed as a broad, foundational concept encompassing subordinate categories, including: **Discursive images of the world:** These emerge in specific discourses, where differing viewpoints and interpretations of reality are expressed and negotiated. **Media images of the world:** These are constructed and disseminated by the media, influencing public perception and social awareness through mass communication. **Textual images of the world:** These are individualized, creative expressions within specific texts, reflecting unique artistic or conceptual reinterpretations of the linguistic image of the world.

<sup>4</sup> American Psychological Association. Color and Human Perception. 2016. <https://www.apa.org/research/color-perception>

<sup>5</sup> Color Terms in Modern English: A Review.// Journal of Linguistic Studies, 15(2), 2020. P-123-145

In summary: **Media images of the world** are extensions of the linguistic image of the world, shaped by media to influence social awareness and public opinion. **Textual images of the world** are individualized, creative expressions within specific texts, rooted in the general linguistic image of the world but innovatively transforming language to convey new meanings. Both media and textual images rely on the shared linguistic image of the world to ensure comprehensibility and relevance to their audiences, while also contributing to its evolution through creative and contextual reinterpretations.

Overall, the publication of Basic Color Terms sparked interdisciplinary activity and led to further developments within the universalist paradigm, incorporating new findings, addressing criticisms, and exploring the neurophysiological aspects of color categorization. The World Color Survey was a significant undertaking to expand knowledge in the field of color terminology.

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