

## THE UNIQUE FEATURES OF COLORS IN LANGUAGE AND CULTURE

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**Annotation:** *This article examines the unique role of colors in language and culture, highlighting how they serve as both linguistic and cultural symbols. It explores the semantic meanings of colors across different societies and how these meanings are reflected in idioms, national identity, and cultural values. The study emphasizes the cultural relativity of color perception and its importance in communication, translation, and intercultural understanding. Through linguistic and cultural examples, the article demonstrates how colors not only describe the world but also shape the worldview and identity of a people.*

**Keywords:** *color symbolism, linguistic worldview, cultural perception of color, color semantics, intercultural communication, phraseological expressions.*

In the field of linguistics, the ongoing process of globalization and intercultural communication has brought attention to various aspects of language, including the analysis of socio- and linguocultural meanings embedded within it. Color, as a linguistic and cultural category, has garnered interest from experts across diverse disciplines such as physics, biology, medicine, psychology, art, design, philosophy, literature, and linguistics. The structural and semantic differences in color terminology reflect the distinct worldviews of different cultures, shaped by historical, cultural, religious, climatic, and other contextual factors.

Within the linguistic worldview, all meanings expressed and preserved in a language converge into a unified system of beliefs, creating a cohesive perspective that becomes a shared linguistic norm for a particular ethnic group. The national language serves as a spiritual bond, uniting its speakers and acting as a bridge between generations. As a vital component of culture, language facilitates the

transmission of knowledge and experience to future generations. Culture shapes the thought processes of individuals, influencing the formation of linguistic concepts and categories. Language and culture are inseparable, having jointly contributed to the development of the linguistic worldview throughout human history. Language, as an integral part of culture, is the primary tool for understanding and assimilating cultural knowledge.

In the linguistic worldview, language is seen as a mirror of culture, reflecting the world of individuals and entire nations, including their traditions, customs, mentality, and values. The linguistic system of a community, encompassing folklore, proverbs, sayings, phraseological units, chronicles, and oral and written expressions, functions as a cultural repository. This repository stores the accumulated knowledge, skills, and material and spiritual values of a people. Generations inherit and internalize the cultural experience of their ancestors through this linguistic framework. Language plays a crucial role in shaping individuals as cultural beings, enabling them to grasp the mentality, customs, and traditions of their community. Culture is transmitted through language, sustained by the collective knowledge of past generations. Thus, language is both a product of culture and its essential, inseparable component.

**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 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. Basic color terms (BCTs) are often foundational in a language's color lexicon, while extended color terms (ECTs) offer additional nuance. The usage and structure of these terms can

reveal much about how different languages categorize and perceive color. Colors frequently appear in idioms, metaphors, and phraseological units, providing insights into cultural attitudes and psychological associations. For example, phrases like “seeing red” or “feeling blue” not only convey emotional states but also reflect culturally rooted color-symbolic meanings. Comparative studies of color terms across languages can reveal both universal and culturally specific aspects of color perception. Such studies often examine how different cultures use color in communication, the symbolic meanings attached to various colors, and the impact of these meanings on cultural practices. The way color is used in language and culture helps define cultural identity and communal values. Understanding these aspects can provide deeper insights into how societies perceive their world, articulate their experiences, and express their cultural heritage.

**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. In Catholicism, blue symbolizes divine love and prudence, and it often appears in religious art. However, blue can also be associated with melancholy and mourning in English folklore, where it is used in some burial rituals.

**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. 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.<sup>1</sup>

### References

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