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A PRAGMATIC STUDY OF WORD COMBINATIONS WITH COLOR COMPONENTS

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ABSTRACT

This article gives a broad opinion about the color component word combinations and talks about their specific aspects, psychological, socio-political features, and their use in speech acts. Also, the article presents a pragmatic analysis of word combinations which are expressed with the same and different color components in different languages. The analysis is enriched with examples in English and Uzbek languages.

KEYWORDS

Color, psychology, mentality, cultural life, speech act, pragmatics, pragma linguistics, discourse, cultural difference.

INTRODUCTION

Observing existence, we are surprised to see that the world around us consists of different colors. How much meaning lies in these colors? Why are these colors named so? Why is yellow not called red, or vice versa? Although at first the spiritual aspects of colors were studied by sciences, such as philosophy, psychology, pedagogy, now the etymology of colors, the history of origin, aspects of connection with national culture are not yet fully opened topics for the field of linguistics. Our ancestors were fascinated by this mysterious



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world of nature and studied it for centuries. Each color means a different world. "Why is nature made green? What is the reason for this? If nature is red or yellow, what would it mean? What colors raise a person's mood? Which one has a negative or positive effect? Can you determine the health of people or animals by their colors? If such questions concern the sciences of logic, philosophy, psychology, the history of creation, meaning, etymology of these words and why they have this form is a very interesting and often puzzling phenomenon for the science of linguistics. And in order to determine this, our linguists and scientists have been conducting scientific research and experiments at a certain level for years. Currently, even in some developed countries, special color institutes and scientific laboratories are working effectively in this regard. In this place, it is possible to highlight the world-famous color institute in Tokyo, Japan. Major scientists use color to "communicate" in a symbolic sense, to treat and educate people by means of colors, to think philosophically through colors, to understand the inner world of people through colors, as well as to increase the agricultural productivity of colors, in the economy and researches are being conducted about its position in the positive solution of other issues.

METHOD

The linguistic basis of the formation of color names is a topic that studies the complex relationship between language and perception. As colors play a crucial role in our daily lives, they directly influence our emotions, preferences and even our behavior. The way we perceive and categorize colors is inextricably linked to the language we use to describe them.

A person perceives nature and the world around them in color connects people with subjective judgments about the state of things, creates new objects, gives them not only form, but also color qualities. As a cultural constant is subjectivized and provided with national-cultural values, color serves development. "Color signs are included in the human linguistic representation of the world, which is realized in verbal devices, lexemes, phrases and phraseological units".

Linguistic research on color terms includes the following directions: study of modern languages at different levels of development; cultural aspect, the connection of color with culture; psychological properties of color; lexical-semantic color features; study of ethnolinguistic bases of color; learning the language of color symbols; the connection between color and sound, color and sound associations; learning color concepts.

In linguistics, color is expressed in the so-called color dictionary, i.e. color terms and color names describing color types.

Languages around the world vary in the number and specificity of color terms they use. Some languages, such as English, have relatively many color terms, while American Journal Of Philological Sciences (ISSN – 2771-2273) VOLUME 04 ISSUE 08 PAGES: 88-93 OCLC – 1121105677 Crossref O S Google S WorldCat[®] MENDELEY

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others, such as the Dani language of New Guinea, have only two primary color terms: mili (dark) and mola (light). This variation reflects cultural differences in how colors are perceived and classified.

RESULT AND ANALYSIS

The evolution of color names can also be influenced by social factors such as gender trends, technological advances, and cultural symbolism. For example, pink was originally considered a shade of red in Western cultures, but later it became associated with femininity and is now recognized as a color of its own.

In addition to physical and cultural origins, color names can be influenced by language processes such as metaphor and metonymy. Metaphorical extensions of color terms such as "feeling blue" or "seeing red" emphasize the emotional meanings that colors can carry. Metonymic extensions, on the other hand, use a color term to refer to something associated with that color, such as "blue" for money or "red" for danger.

In general, the formation of color names is a complex interaction of biology, culture, and language. By studying how colors are named and classified in different languages and cultures, researchers can gain insight into how we perceive and conceptualize the world around us.

In world linguistics, color theory and symbolism have been studied in historical aspect. Cognitive information related to color in the linguistic mind, mental lexicon, cultural signs were analyzed based on a synchronic approach in a comparative, cross-sectional aspect. Concepts related to color in different languages, national-cultural relations are covered on a conceptual basis. The relationship with the human factor, which is considered the main issue of the anthropocentrism direction, requires the analysis of the semantics of colors from an etymological point of view, the interpretation of the formation process of new concepts, the analysis of the meaning possibilities, cognitive properties, and pragmatic value based on traditional methods and modern computer technologies. In world linguistics, the mythological worldview related to colors, universal and specific signs of color semiotics, meaning aspects of lexemes denoting color, and linguo-poetic features have been studied.

The semantics of lexemes denoting color is distinguished by its wide scope, conceptual diversity, formation of associative field, reflection of cognitive knowledge, pragmatic meaning and psycholinguistic approach. The study of the semantics of lexemes denoting color is important in illuminating the linguistic landscape of the world, in analyzing the mental characteristics of the language, the cognitive bases of understanding concepts, and in explaining the historical linguistic processes in lexeme semantics. From this point of view, the analysis of the semantics,

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etymology and pragmatic features of color symbolism and color-related lexical units, which play an important role in the interpretation of cultural relations, is of urgent importance. Independence made it possible to establish the historical roots of the Uzbek language, research its ancient sources, and compare the development of the Uzbek language with genetically related languages. At the current stage of development, the role of lexemes denoting color in human life, the semantic processes related to color, the study of the functional aspects of color semantics in proverbs, phrases, wise words, and artistic texts are important in elucidating the accumulative, emotionalexpressive properties of language units in addition to communication.

Color component words can have a different meaning when analyzed alone, and a completely different meaning when analyzed pragmatically. Of course, this aspect is closely related to the culture and traditions of a country. Because an expression that is in active use in one country may be completely foreign to another country. For example, let's analyze the phrase "black

sheep". In the sentence "I have ten black sheep", the expression "black sheep" does not express a figurative meaning. It is only indicated that the color of the sheep is black. However, in the following sentence: "Rachel is the black sheep in the family because she is an artist whereas everyone else is an economist", this phrase deviates from the meaning of color and expresses a collocational meaning. The collocational meaning of the phrase "Black sheep" is as follows: it is used when describing someone who acts differently than the expected norm. It's usually used in conjunction with "family" as in he's the black sheep of the family. But in the Uzbek language, this phrase is not exactly translated, but replaced by another idiomatic unit, because there is no such figurative unit in the Uzbek mentality. In the Uzbek language, the expression "guruchning kurmagi" (rice paddy) is mainly used to express this meaning. For example, Guruchning kurmagi bor, yomonning to`g`mog`i bor, this proverb means that everything has a negative side.

Besides, there are some other idioms related to color that are different in Uzbek and English languages.

Red-handed (qizil qo'lli)	Qo'li egri (wrong hand)
Green with envy	Hasaddan yonmoq (to to be on
(hasaddan kulrang rangga	fire because of envy)
kirmoq)	
Yellow-bellied (sariq	Quyonyurak (rabbithearted)



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qorinli)	
Blue mood (ko'k	Kayfiyati tushkun (in a bad
kayfiyat)	mood)
White lie (oq yolg'on)	Arzimas yolg'on (unimportant
	lie)
Green planet (yashil	Ona tabiat, ona zamin (mother
sayyora)	nature)
Blue collar worker (ko'k	Qora ishchi (black collar)
yoqali ishchilar)	
Grey area (kulrang hudud)	Qizil hudud (red area)

However, even though culture and traditions differ from each other, some idioms related to the colour are expressed similarly in different languages.

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White wedding	Oq to'y
Red in the face	Yuzi uyatdan qizardi
Black market	Qora bozor
Yellow journalism	Sariq matbuot

CONCLUSION

To sum up, color has a special role in linguistics, because word phrases, idioms with a color component can be interpreted differently in different languages although those colours are seen and perceived similarly in the world. In the analysis of color component word phrases we relied on modern directions of linguistics such as pragmatics and discourse. And we must not forget that the word



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combinations related to colors are closely related to the lifestyle and cultural life of a nation.

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