

## THE LINGUOCULTURAL SIGNIFICANCE OF COLOR DESIGNATION IN THE MODERN ENGLISH LANGUAGE

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### Abstract

Color plays a crucial role in visual information, as it is often the first aspect people notice, such as the color of someone's clothing, skin, or hair. Although there are limited linguistic studies on this topic, insights can be gained through introspection by analyzing how color terms function in various contexts. Numerous scientific studies focus on color, and this article aims to explore the characteristics of the English linguistic worldview through color-related phraseological units. The author concludes that examining these units helps to better understand the distinct national traits of the English and the origins and nuances of their worldview.

**Keywords:** cultural linguistics, adjectives, vocabulary, color designation, phraseological unit, black, white, red, color definitions

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.

Color names are considered in such works of foreign, Russian and domestic researchers as Neroznak V. P., Gak V. G., A. P. Vasilevich, Yu. V. Normanskaya, V. K. Kharchenko, N. V. Serov, Mukhamadiev E. M., Nabiev M. N. Color is the most important part of all visual information. It is the color of the clothes of the person you meet, the color of his face, hair, etc., that is remembered first of all. For example, the statement: "I don't remember what she was wearing, but she was wearing red, and this

red burned my soul and kept me awake at night." One of the issues related to color naming is the question of how to combine words that denote color into groups. A. P. Vasilevich illustrates a fairly large sample size and the use of the possibilities of the color naming language in Russian speech and for the convenience of analysis uses the following classification: a) simple adjectives (red, turquoise); b) shades (bright red, poisonous green); c) two-part words (red-blue, emerald-green); d) phrases (the colors of the sea wave, the colors of autumn leaves). At the same time, the author notes that shades, two-part words and phrases in dictionaries are almost completely absent.

Modern science presents the problem of reflection of the objective world by a person and his interaction with him in the form of a ratio of two worlds: a conceptual picture of the world and a linguistic picture of the world. The conceptual picture of the world includes a national cultural picture of the world, which is specific and different for different peoples. In the national picture of the world, a color picture of the world can be distinguished, which is also included in both the conceptual and the linguistic picture of the world, therefore the lingua-color picture of the world is called. The isolated nature of individual scientific works does not allow presenting an integral linguistic-color picture of the world of a separate ethnic group, a number of aspects remain outside the field of view of researchers. The purpose of our study is to highlight and describe the features of the English linguacolor picture of the world using the example of colorative phraseological units. A phraseological unit is a combination of at least two verbal signs existing in the lexical system of a language, characterized by separate design, nominative, stability, idiomatic and connotative. The system of color designation in modern English is characterized by significant ramification and complexity, especially in that part of it, which consists of the names of color shades.

As the analysis of the factual material shows, the following colors can be attributed to the coloratives of the English lingua-color picture of the world: red, orange, yellow, green, blue, indigo, violet / purple, white, black, brown, pink, gray. In the second half of the 20th century, the colors "cyan, magenta, terracotta, khaki" penetrate into the English language, which is associated with the development of computer technologies, but which were not found in the composition of English phraseological units.

The linguocultural significance for the English ethnos, for example, of blue is expressed in the categories: national identity, religion, clothing, etc. Blue is the color of royalty, monarchy, noble birth, the color of the British Conservative Party and the dominant color of the British flag. About disinterested people who are not capable of any meanness or dirty deeds, the British say: Blue eyed boy / girl, meaning the character of an angel, who, in the minds of the British, has blue eyes. Democratic

views and a broad outlook in English are called blue sky thinking. Blue in England symbolizes devotion in love, fidelity, the bride at the wedding is supposed to wear something old, something new, something borrowed, something blue.

Many phraseological units of the English people have their roots in the distant past, when the British Isles were inhabited by the Angles, Saxons, Britons, and others. Folklore reflected the influence of different cultures on the English language. It was from time immemorial that the idea of black as negative and gloomy came from (black-letter day — a tragic day, black beast — an object of hatred, black ingratitude — black ingratitude, a black look — a look full of discontent, to be in a black mood — be in a bad mood, etc.).

### Conclusion

Considering all of the above, we can say that color is one of the categories of cognition of the world and means of understanding it. Color carries a deeper meaning than it seems at first glance, therefore, the study of ethno-coloristic, which is reflected in the phraseological composition of the language, makes it possible to more clearly understand the peculiarities of the national characters of various peoples, the origins and features of mentalities in the perception of the picture of the world in everything the variety of its colors. The perception of color is determined by the social, ethno cultural affiliation and individual characteristics of each person.

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