

# THE FORMATION OF COLOR ASSOCIATIONS THROUGH STABLE UNITS FORMED WITH THE PARTICIPATION OF WORDS EXPRESSING COLOR

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## Abstract

This research investigates the formation of color associations through stable units formed with the participation of words expressing color. Language plays a significant role in shaping our perception of colors, and the formation of stable units—linguistic constructs involving color words—provides a framework for understanding how these associations are established and maintained. Through a combination of linguistic analysis and experimental methods, this study explores how stable units influence color perception, categorization, and conceptualization. By uncovering the cognitive mechanisms underlying the formation of color associations through stable linguistic units, this research contributes to our understanding of the intricate interplay between language and cognition.

**Keywords** Color perception, Linguistic influence, Cognitive mechanisms, Stable units, Color associations, Language and cognition, phraseology, analogical devices, figurative expressions, proverbs, and riddles.

## INTRODUCTION

It is known that words expressing color participate in the creation of phraseology, analogical devices, figurative expressions, proverbs, and riddles. Such units provide information about the people's life experience, culture, traditions, knowledge and ideas about the world. In this respect, it is recognized as a linguistic and cultural unit.

It is interesting to note that the color scheme of the words expressing color used in them does not always disappear. It is this feature that creates an associative connection of such units with words expressing color. For example, in the Uzbek language, the simile “white as milk” is used in relation to the color of the face and expresses the meaning of its whiteness. This simile is a stable simile, and because it is fixed in the minds of speakers and is always used in relation to the word white, it directly brings to mind the association of

white as milk.

Similarly, although the figurative expression white gold is applied to cotton, it also contains information about the white color of this raw material. In this respect, an association of white gold is formed in relation to the word white.

### The Main Findings and Results

In the Uzbek language, some phraseological units formed with the participation of words representing color are also observed associatively with words representing the concept of color. Although phraseologisms are considered as a whole unit, in some of them the color scheme of words expressing color does not disappear completely. Accordingly, this type of phraseology enters into an associative relationship with words expressing color. For example, the expression “white wrap” formed with the word “white” has an

ethnic character and means “engagement”. According to the custom of Uzbeks, during the engagement ceremony of a boy and a girl, the boy gives the girl a white cloth, a white scarf, a dress, etc. This phraseology is also related to the concept of color. Such a relationship leads to the formation of the association of white wrapping with the word white.

In the same way, the phraseology of wearing black has an ethnic character, in which the color scheme of the word black does not disappear completely. When a person passes away, the phraseology of wearing black is used in speech in relation to wearing black clothes and wrapping a black scarf as a mourning dress. Since this phraseology has the meaning of “black”, it is directly associated with the word black. Because of this, native speakers have an association of black clothes with the word black. However, we cannot say that all phraseologisms formed with the participation of words expressing color have an associative relationship with words meaning color. For example, white heart, black intention, white blessing. In the white and black words included in such phraseology, the color scheme disappears completely, and a new meaning emerges in the combination..

In the Uzbek language, some similes created with the participation of words representing color enter into an associative relationship with words meaning color due to the fact that they are connected with the concept of color.

In the Uzbek language, a number of analogical devices mean the concept of color. For example, in speech to create the meaning of white sutdek (sutga chayilganday), qordek, bulutday, devorday, sadafday, momiqday, murdadek; expressing the meaning of black, charosdek, saqichday, ko‘mirday, qo‘rg‘oshinday, cho‘yanday, zulukday; to express the meaning of red, anorday, qonday, shafaqday, olovday, loladay, qizg‘aldoqdek, xo‘rozning tojisiday, qalampirdek; expressing the meaning of green, zumradday; to express the meaning of yellow, mumday, tilladek, za‘faronday comparison standards are used. With the help of such benchmarks, unique national similes are created. As noted by N. Mahmudov, “... the people’s perception of the world and identity, that is,

national-cultural and national-connotative information, are embodied directly in the same standard of analogy”[9]. For example, the Uzbek people compare the whiteness of the face to the state of its being washed in milk, showing the Uzbek figurative imagination. Therefore, the symbolic national thinking of the people is manifested in analogical devices.

Such similes representing color are stagnant and bring to mind the words that directly represent the concept of color. For example, compared to the word white, like snow, like a corpse, or like gold compared to the word yellow; The occurrence of associations such as bloody and tulips in relation to the word red occurs as a result of the restoration of stable similes in human memory.

It is characteristic that through similes the attitude of the people towards the object of simile is also reflected. For example, a positive attitude is reflected in the simile of eyes as black as black, which is used to describe the blackness of the eyes, while a negative attitude appears in the simile of the face as black as coal. This attitude is also reflected in associations. The speaker's negative assessment of the blackness of the face is reflected in associations like coal, lead, etc.

In the Uzbek language, the words expressing color enter into an associative relationship with the figurative expressions formed with their participation. A word representing the concept of color used in a figurative expression brings to mind this figurative expression when this word is heard. For example, compared to the word black, black is gold; In the recovery of associations of white and gold in relation to the word white, the word expressing color, which is part of the pictorial expression, has an important place.

In the Uzbek language, the words meaning color have an associative relationship with proverbs formed with their participation. Although the words expressing color in such proverbs are mostly figurative and do not represent color, they play an important role in forming associations related to proverbs. For example, in relation to the word “black” among native speakers Yuzning qoraligi uyat emas, Yuzi qoralik uyat. Ko‘ngli qoraning yuzi qora; in relation to the word red,

Qizil tilim bo'lmasa, Qishlar edim elimda. Qizil yuzni sarg'aytma, Aziz qo'lni qavartir proverbs can come as a reaction. Such reactions are mainly observed in native speakers who know proverbs well, use them a lot in their speech, and respond to every sentence with a proverb.

### CONCLUSION

In the Uzbek language, the words that mean the concept of color enter into an associative relationship with riddles formed with their participation. For example, in relation to the word black, Kara batir is trembling, Sagirlari is shiny, which is formed with this word. (Black satin) riddle can be restored in the memory of the speaker as a response reaction. Or to the word red, it can appear as a response reaction to the riddle "Tomato" (Tomato). As for the dark red combination, the tree is dark red, An apple is ripe. If I split it in two, the beads fell (Pomegranate) response can be given. Of course, the occurrence of such reactions is related to factors such as the knowledge of riddles by the native speaker and the fact that he uses them a lot in his speech.

So, in the Uzbek language, various associations of color and other contents can occur through the units formed with the participation of words expressing color.

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