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# I. TEXT IN LINGUISTICS, STUDY OF LITERATURE, HISTORY OF CULTURE



## WAYS OF EXPRESSING COLOUR IN ENGLISH

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**Summary.** This article is devoted to the consideration of colour designations in modern English. The chosen topic is justified by the fact that the problem of adjectives that represent colours is the subject for disputes among linguists.

**Keywords:** colour designations; semantic structure; cultural picture.

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Many aspects of today's reality are apprehended by the means of colour. Colour is an important part of the conceptual picture of the world, it influences on the physical and emotional state of a person. Colour science studies the theory of using the colour in various fields of human activity.

Colour is the category of knowledge that corresponds to space, time, motion, and culture. The concept of colour, which is found in every culture, has a special meaning for different nations. People perceive the world around them through colours, because colours give different feelings to people. Colour has become an important component of culture as a language, because culture enriches the meaning of colour. Therefore, colour terms have a wide range of values.

The concept of colour is originated in the ethnic community, as well as figurative and symbolic values. The symbolism of colour is used in various spheres of life, including religion, sports, national symbols, etc. Colour symbolism is based on everyday human experience. The symbolic meaning and interpretation of coloured symbols changes over the time, the original meanings are lost and other ones are acquired. Thus, colour plays a crucial role and in conveying values and emotions.

Colour is the most important characteristic of an object. It makes the object brighter and gives it an emotional expression. Colour is a complicated phenomenon based on many reasons. Multicolouring from the physical point of view is made by the interaction of light and an object.

Among the physical characteristics of the colour we can name tint, lightness and saturation. Tint is the main characteristic of the colour, which is expressed by the words such as "red", "green", "blue" and helps us to distinguish different colours. Tint depends on the length of the light wave reflecting or absorbing by an object. Except black, white and grey, which are achromatic, all the other colours are chromatic. Lightness is a location of the colour on the scale from black to white. It is described by the word "dark" or 'light'. The level of

chromaticity is defined by the saturation. These physical qualities explain why the colours can be divided into coloured and uncoloured.

Luria believe that colour perception is a universal function [1]. But we should avoid the total opposition of cultural and universal features, because colour as the component of the world's image can be found in all the features. It's an integral part of the subject image content and is a part of the material.

Every person can feel different emotions to one colour according to his personal denotation. Every colour has its own meaning fixed in culture and the meaning is based on the material. Colour level always has unique meaning on the personal sense, which is formed during human's life and activity. Different colours have different meanings. For example, red colour increases pressure and pulse, a rush of blood, as according to M. Lusher, from the times of primitive man it symbolizes the danger of attack [2].

The most meaningful colours have their own verbal expressions. The language hasn't got a term for particular colour if this colour is out of importance for this culture.

There are two the most effective ways of finding out the meaning of each colour. The first one is connected with the usage of linguistic methods, that deals with comparative study of fiction; different literary and scientific sources of the colour and the comparative analysis of phraseological units with colour component. The second one is holding the experiment with the representatives of each culture. Each colour is perceived differently by people, for example:

1. Blue colour is directly connected with the associations of the objects and phenomena of wild life and inanimate nature. In the culture of many nations, the blue colour connected with the blue sea and has the similar interpretation such as magic, spiritual purity, life, freedom. Also blue colour is associated with something strong, independent, magical. The blue colour has got high percent of emotional associations in the English language, this phenomena can be explained by the fact that the semantic field of blue colour in English culture contains the terms of sadness and grief. Therefore, we can assert that in English culture the semantics of blue colour is predominantly negative.

2. In English culture, the "red" colour is a very strong word with associations such as "fire", "blood" and "symbol", sometimes "violence", "murder" or something "dangerous". Sometimes the "red" colour is associated with congratulations, kindness, praise, wedding day, red carpet, etc. Red colour has many associations with emotions in all cultures. This can be explained by the fact that red colour is traditionally connected with love, passion, anger. Red is a symbol of passion, fire and power. Most ancient people believe that the red colour give strength and power for them.

3. It is obviously that colours had an effect on the culture of people. The choice of certain colours in the cultures of different nations is largely determined by the geographical location of the countries. In the southern countries there is a prevalence of bright and rich colours. In the North people prefer white, gray,

green, blue, brown colours because they often see snow, evergreen trees, and water.

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2. Люшер М. Цветовой тест Люшера. М., 2006.

## НАЦИОНАЛЬНО-КУЛЬТУРНАЯ СПЕЦИФИКА ФРАЗЕОЛОГИЗМОВ С КОМПОНЕНТОМ, ОБОЗНАЧАЮЩИМ ДЕНЕЖНЫЕ ЕДИНИЦЫ, В РУССКОМ И АНГЛИЙСКОМ ЯЗЫКАХ

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**Summary.** The article is devoted to the comparative analysis of phraseological units with a component denoting the names of monetary units in Russian and English. Considered their structural and semantic specifics and ways of representing national and cultural symbols.

**Keywords:** linguistic world picture; phraseological system; phraseological coherence; phraseological unit definition; the carrier of phraseological language.

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В настоящее время в лингвистической науке все большую популярность приобретает такое направление, как сравнительный анализ языковых систем, позволяющий проследить сходства и различия мировосприятия тех или иных народов не только в языковом аспекте, но и в части культуры, традиций, истории и быта. Фразеологический фонд каждого языка является своеобразным и ценным источником знаний о культуре народа, его поведенческих особенностях, морально-этических, духовно-нравственных нормах, истории, традициях, миропонимании, менталитете и мировоззрении. Именно поэтому изучение таких языковых компонентов, как фразеологические единицы, является актуальным направлением в современной лингвистической науке [4, с. 227].

В рамках изучения лингвокультурологического наследия интересно наблюдать, как деньги из универсального мерил ценности, из способности быть сопоставимым в цене и даже уравнивать вещи, став компонентом фразеологизма, получили способность оценивать нематериальные объекты, стоимость которых может быть выражена только метафорически: *зарывать талант в землю, тридцать сребреников*.

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