



CULTURAL PECULARITIES AND LINGUISTIC INFLUENCES ON COLOR TERMS :A COMPARATIVE STUDY OF UZBEK AND ENGLISH LANGUAGES

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Аннотация: Данная статья посвящена эмпирическому изучению цветовых терминов в узбекском и английском языках с этнографической точки зрения. Основная цель исследования – выявить этнографические особенности цветовых терминов в обоих языках и сделать выводы о влиянии культурно-исторических факторов на семантику и употребление цветовых терминов. Результаты исследования не только расширяют наши знания в области этнолингвистики, но и имеют практическое значение в переводе и межкультурной коммуникации.

Ключевые слова: цветообозначение узбекский язык, английский язык, этнографические особенности, культурное влияние, семантика, перевод, межкультурная коммуникация

Abstract: This article focuses on the empirical study of color terms in Uzbek and English languages from an ethnographic perspective. The main aim of the research is to identify ethnographic peculiarities of color terms in both languages and draw conclusions about the influence of cultural and historical factors on the semantics and usage of color terms. The findings of the study not only contribute to our knowledge in the field of ethnolinguistic but also have practical implications in translation and cross-cultural communication.

Keywords: color terms, Uzbek language, English language, ethnographic peculiarities, cultural influence, semantics, translation, cross-cultural communication.

Color terminology is an integral part of language systems, and its peculiarities can reflect the cultural and historical aspects of the community using the language. This article presents a comparative analysis of the ethnographic features of color terms in Uzbek and English languages.

Special attention is given to semantic nuances, the cultural influence on the usage of color terms, and potential challenges in translation between the two languages. This research can provide valuable insights for linguists, translators, and professionals in the field of cross-cultural communication to better understand the particularities of color terms in Uzbek and English languages and effectively apply this knowledge in their work.

Culture and language are closely intertwined, and one of the prominent manifestations of this connection is the specific way colors are designated. Uzbek and English languages have their own ethnographic peculiarities in color perception and may contain unique nuances in their descriptions.

Color designations reflect the universal properties of diverse languages (system organization) and the national specificity associated with extralinguistic factors (typicality of color),

linguistic factors (structural and lexical-grammatical features, ways of expression), and associative causes.

As we can see, the high frequency of lexical use of color designations, their evident national-cultural semantics, and significance for constructing a fragment of the language worldview attract the attention of various researchers.

Studies in this field allow us to learn about specific features of linguistic means of expressing color in different languages, as well as their connection with national-cultural peculiarities. For example, in some languages, colors are classified specifically by their brightness or saturation, while in other languages, they may be classified by other parameters such as shade or temperature. Studies also show that colors can have different associations in different languages and cultures. For instance, in one culture, a color may be associated with certain emotions or symbolize specific concepts, while in another culture, these associations may be completely different.

One of the primary colors shared by both languages is "white." In Uzbek, it is called "oq," while in English, it is "white." Note that both words sound simple and clear, but each language may have its own association with this color. For example, in Uzbek culture, "oq" is associated with purity and immaculateness, while in English culture, "white" can symbolize neutrality and absence of color.

The next color, "black," is "qora" in Uzbek and "black" in English. Like with white, each language may have a unique understanding of this color. "Qora" in Uzbek culture can symbolize power and authority, while "black" in English is often associated with sadness or mourning.

The color "green" is "yashil" in Uzbek and "green" in English. Both languages often associate this color with nature and freshness. "Yashil" in Uzbek can be associated with fertility and growth, while "green" in English represents vitality and moisture.

One of the most vivid and appealing colors, "yellow," is "sariq" in Uzbek and "yellow" in English. In Uzbek culture, "sariq" is associated with the sun and joy, while in English, "yellow" symbolizes happiness and energy.

The color "blue" is "ko'k" in Uzbek and "blue" in English. Both words denote the color of the sky and the sea, but each language may perceive this color differently. For example, "ko'k" in Uzbek can be associated with wisdom and harmony, while "blue" in English may represent calmness and trust.

The color "red" is "qizil" in Uzbek and "red" in English. "Qizil" in Uzbek culture is associated with fire and passion, while "red" in English can symbolize emotions and strength.

The color "purple" is "binafsha" in Uzbek and "purple" in English. Both words denote a color of luxury and status symbols, but each language may attach its own meaning to this color. For example, "binafsha" in Uzbek can be associated with mystery and mysticism, while "purple" in English may represent grandeur and opulence.

The color "brown" can be "malla" in Uzbek and "brown" in English. Both words denote natural shades and materiality, but each language may assign its unique interpretation to this color. For example, "malla" in Uzbek may be associated with earth and stability, while "brown" in English can represent warmth and durability.

Thus, Uzbek and English languages, with their ethnographic peculiarities in color designation, reflect national cultural associations and meanings. Understanding these

peculiarities helps to better appreciate cultural differences and deepen knowledge of the ethnic nuances in color perception.

The literature has shown that language plays a crucial role in shaping color perception and categorization. Different languages have different numbers and boundaries of color terms, and this linguistic diversity affects how individuals perceive and articulate colors. Researchers have examined the impact of language on color perception through studies conducted in various linguistic communities, both modern and traditional, further contributing to our understanding of the complex relationship between language, culture, and color designation.

Moreover, the literature has revealed the intricate interplay between perceptual color and conceptual structure. It highlights that color categories are not solely perceptual, but also influenced by cognitive and cultural factors. Color terms are not just arbitrary labels; they carry cultural meanings, associations, and often reflect social, historical, and environmental contexts.

While some studies argue for the existence of universal color categories, others highlight the importance of cultural specificity and variation. The debate surrounding color naming universals continues, with new research challenging previous assumptions and proposing alternative theories.

Overall, the literature on color designations in language underscores the need for a comprehensive and interdisciplinary approach to fully comprehend this intricate phenomenon. The findings from linguistic, psychological, and anthropological perspectives provide valuable insights into the nature of color categorization and its relationship with culture and language. Further research can continue to explore the nuances of color naming across cultures, expanding our knowledge and contributing to a more comprehensive understanding of human perception, cognition, and communication.

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