

SYMBOLIC MEANING OF ACTIVE COLORONYMS IN ENGLISH LANGUAGE

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ANNOTATION

This article explores the symbolic expression of active coloronyms, delving into how color words transcend their literal meanings to convey complex symbolic messages across various contexts. This article provides a comprehensive overview of the symbolic expression of active coloronyms, illustrating their rich meanings and cultural significance. It reveals how understanding these aspects can enhance our appreciation of the roles that colors play in communication, design, and human experience.

Key words: coloronyms, symbolic meaning, linguists, methods, examples, colors.

INTRODUCTION

Linguists are of great interest in the properties of compatibility between the names of colors and the objects and phenomena they define; phraseology based on color vocabulary, semiotics of color in the context of artistic representation, mythology, folklore, color symbolism. There is an increasing interest in identifying nationally specific features of color vocabulary in languages of different systems. In general, it is difficult to name an area of linguistics or psychology in which color vocabulary is not involved.

MAIN PART

The first method is characterized by the widespread use of the lexeme “color designation” (in the works of V. A. Moskovich (1960), M. F. Muryanov (1979), N. B. Bakhilina (1975), V. Turner (1983), T. I. Shkhvatsabaya and L.V. Polubichenko (1985), A.I. Belova (1988), N. Lindren (1997), A. Vezhbetskaya (1999), T.I. Vendina (1999), V.G. Kulpina (2001), S. G. Ter Minasova (2000), O. A. Kornilova (2003), L. R. Gataullina (2005), S. A. Pitina (2005), E N. Polyakova (2006), etc.

The second method is the use of the phrase НИЖЕ “color name” and the lexeme “color name” (see the works of V. A. Moskovich (1960), R. M. Frumkin (1984, 2001), A. P.

Vasilevich (1987), T. A. Mikhailova (1994), etc.). These expressions can be correlated with the term “color naming” in foreign linguistics.

The method is the use in Russian linguistics of the phrases “color term”, “Term of color”, first used in the work of B. Berlin and P. Kay “Basic Color Terminology” (“Basic Color Terms: Their Universality and Evolution”, 1969). When analyzing the works of domestic linguists, it was revealed that this expression is a borrowing and is used, in particular, in the works of V. G. Kulpina (2001), T. I. Vendina (1999) and other authors as a synonym for the concept “color designation”.

Coloronyms are words that denote colors and are often used symbolically to convey various meanings and associations. Below is a list of common coloronyms along with their symbolic expressions: **Red: Symbolism:** Passion, love, anger, danger, power.

Examples: "Red roses symbolize love." "A red flag is a warning of danger." **Blue: Symbolism:** Calmness, sadness, loyalty, trust, wisdom. **Examples:** "Feeling blue means feeling sad." "Blue skies represent calm and peace."

Green: Symbolism: Nature, growth, renewal, envy, health **Examples:** "Green symbolizes nature and life." "Green with envy means being very jealous."

Yellow: Symbolism: Happiness, energy, caution, cowardice, hope. **Examples:** "A yellow sun represents happiness and energy." "A yellow traffic light signals caution¹."

Black: Symbolism: Power, elegance, death, evil, mystery. **Examples:** "Black is often associated with mourning." "A black cat is considered a symbol of bad luck in some cultures."

White: Symbolism: Purity, innocence, peace, cleanliness, simplicity. **Examples:** "A white dove is a symbol of peace." "White wedding dresses symbolize purity²."

Purple: Symbolism: Royalty, luxury, wisdom, spirituality, creativity **Examples:** "Purple robes were worn by royalty." "Purple is often associated with creativity and imagination."

Orange: Symbolism: Energy, enthusiasm, warmth, caution, autumn **Examples:** "Orange represents energy and enthusiasm." "Orange leaves in autumn symbolize change³."

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CONCLUSION

The exploration of coloronyms shows how much colors affect many parts of our lives. By looking at colors from different angles—linguistic, psychological, anthropological, and semiotic—we see that color words are more than just names for what we see. They carry deep meanings that shape how we perceive things, feel, and engage in cultural practices. The use of color in marketing, branding, design, and therapy demonstrates its practical importance in influencing how we interact and experience the world.

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