

RESEARCHING THE IMPORTANCE OF CULTURE IN PERCEPTION OF COLOUR

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Annotation. *Linguistic culture considers the concept of color as one of the important cognitive categories in the understanding of the world surrounding a person, a “cultural code” that reflects many things and phenomena, that is, “knowledge that allows to eliminate “cultural color blindness” as a result of the interaction of different peoples.” linguist A. Belov. Colors have their own expression (concept) in each nation, which is manifested in language in connection with non-linguistic factors, in particular, the nation's knowledge of the world, and each nation (the owner of the language) imagines certain events in the world through color. For example, green color represents “luck” in the USA, and “nobility” in Bashkirs, black color in Europeans, and white color in Japanese have symbolic meanings of mourning. Here, the perception of colors in different ways by each nation is reflected in associations, that is, associations are manifested differently depending on the national-cultural thinking of the owners of different languages.*

Key words: *colors, color spectrum, culture, human morality, manuscripts.*

Introduction. At the same time the types of colors and the number of color words are relatively connected the language we speak and name the color words. In this part of the paper I try to research this aspect of the culture in the understanding of color spectrum. In ancient Turkish language the color notion was not named as "rang" «it was called as “bod”. After the Turkish ethnic groups accepted the religion of Islam, it also effected their culture as well as the language they used. The Persian language entered the nation's culture, as a result of that the word "bod" went out of utilization and the Persian word “rang” took the possession of it completely. Nowadays the verb “bo'ya” and the noun “bo'yoq” goes back to the old notion “bod”. In ancient Turkish language there were some colour expressions like “qara” it meant black and it is accounted that it was used to indicate the gray.

What are the colors found in human morality? It plays an important role in the formation of spirituality. Because color is for the soul every minute can have a positive or negative effect. Where there is light there will be color. For example, let's say that the light in your house went out in the evening everywhere seems to be deep darkness. You are depressed, you fall into stress, abstraction appears in a person. Pupils enlarge, heartbeat changes, this situation has a negative effect on people's health. When we look at the opposite, every spring when you go out for a tulip ride, fresh air besides, different colored flowers and grass on the hills, a clear sky seeing the white snow on the top of the mountain, your spirit will rise, to life and your love for nature will increase. Therefore, it is ancient as written in the manuscripts, our healers

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travel to the hills in early spring recommended to do. Alisher Navai, Abu Rayhan Beruni, Ibn Sina, Kamaluddin Behzod, Firdavsi, Zahiriddin Muhammad Babur and other our famous ancestors in the world wrote a lot about the colour, its types, names, symbolic meanings, and the impact on human health along with they conducted different research on the theory. Husayn Vaiz Koshifi said about the color of the clothes: the colors are various. Each color represents its own meaning. If they ask what the white dress means, say: white cloth is the color of the day. That's why such a dress removes hatred and enmity from the heart, they give light to people. If they say what the blue dress means, then say: blue is the color of water. Therefore, people dressed in this color are generous and they must be lovers of life. Who likes this color they should be as clean and pure as water and close to every heart. If they say what the black dress means, say: black color is the night and the color eye's pupil, so the hearts of those who wear such clothes are full of secrets. If they ask about green clothes, say: green color is the color of sincere and mature people. Help someone who wears such clothes and it should help the needy people as much as possible. In Western countries, green is often related to the environment, progress, and luck. The color is safe and healthy, promoting growth and longevity. However, green brings up negative connotations in Indonesia, where it is regarded as a forbidden color, representing exorcism and infidelity. In China, green can also indicate infidelity, where the expression "wearing a green hat" means a man is being cheated on by his wife. (No self-respecting man wears a green hat in China.) Green is the national color of Mexico, where it stands for independence and patriotism. In South America, however, green is the color of death. The color also has strong associations with Islam, and green is currently used in several national flags as a symbol of that religion. Orange represents autumn, warmth, and harvest in Western cultures. However, in the Middle East, it is associated with mourning and loss. Many Eastern countries link orange to love, happiness, and good health. In Indian cultures, orange (specifically the yellow-orange hue) is considered sacred. For the Japanese, orange symbolizes love, courage, and happiness. Yellow is a bright, cheery color associated with happiness, optimism, and warmth in the U.S. However, yellow also has an array of negative connotations in other parts of the globe. In Egypt and much of Latin America, the color is linked to death and mourning. For Germans, yellow symbolizes envy and jealousy. Golden yellow hues are associated with money, status, and material success in many countries. In certain African countries, the color is worn only by those who rank highly in society, due to its connection with money and success. In the U.S, brown is an earthy color that is stable and dependable. Food containers are traditionally brown, and the color is used by delivery companies like UPS. In the Middle East, brown is also viewed as a comfortable color that is harmonious with the earth. However, in some Latin American countries, such as

Colombia and Nicaragua, the color can be met with disapproval. Eastern countries and India associate brown with mourning.

Conclusion. This source explains that some languages use fewer or more words for colors. Shown through a study, cognitive scientists have found that languages (more than 100 studied), tend to divide the “warm” part of the color spectrum into more color words, such as red, orange, and yellow, as compared to the ones, which include blue and green. This leads to a more consistent labeling of warmer colors by different speakers of the same language.

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