



THE OCCURRENCE OF ASSOCIATIONS REPRESENTING OBJECTS IN RELATION TO UNITS REPRESENTING THE CONCEPT OF COLOR

Ranokhan A. Ubaydullayeva

Teacher Of Mother Tongue And Literature At The 2nd Specialized State
General Secondary School Dangara District, Fergana Region, Uzbekistan

ABSTRACT

Words denoting color that exist in the languages of the world express the color of something - an object, a person, animals, plants, as well as various objects in nature. When such words are heard, these colorful objects are restored in human memory. Because objects have an image in the mind with their color.

KEYWORDS: Snow, banana, memory, color and object, sign, linguistic mind, relationship, association.

INTRODUCTION

Therefore, the concept of color associatively brings to mind the object to which it belongs. For example, the memory of the word snow when hearing the word white, and the word banana when hearing the word yellow proves that these words are in an associative relationship and take place in the linguistic mind as associative units. So, the relationship between the color and the object to which it belongs or the object and the color to which it belongs causes the formation of an association. Such an associative relationship occurs between a word representing color and a word denoting the name of an object (in a broad sense). If a color is a permanent sign of a certain object, the same association is formed in all languages with respect to the word denoting this color. However, if a color is observed in different objects, different associations are formed in relation to this color.

THE MAIN FINDINGS AND RESULTS

The results of the associative experiment conducted by Y. Alimova on Russian, Finnish and Chinese test subjects show that 40 out of 120 Russian informants, 34 out of 50 Finnish test subjects and 19 out of 50 Chinese test subjects gave a snow response to the color white. Regarding the word blue, 77 Russian informants, 23 Finnish and 34 Chinese informants presented the same sky response. 55 Russian informants, 22 Finnish and 15 Chinese informants noted the association of grass with the word green. These results show that different peoples have the same response to words that mean the constant color of an object [1].

Different aspects can be observed in the responses of Russian, Finnish and Chinese examinees to the words pink and purple. In the experiment, 15 out of 120 Russian test subjects were polite (nejnost) to the word pink; 9 of them associated the word purple with a flower, and 7 associated with a violet. 9 out of 50 Finnish testers for the word pink are panthers; 6 of them had a reaction to a rose, 5 to a pig. For the word violet, 3 Finnish testers wrote the word velvet, and 2 wrote the word fialka. Out of 50 Chinese test subjects, 8 reported love to the word pink, 6 to roses,

and 6 to flowers. For the word purple, 7 of the Chinese testers gave the word eggplant, and 7 gave the word grape [2]. The results show that when the same color is repeated in different objects, different associations arise in relation to this color.

CONCLUSION

In this place, the differences in the symbolic meanings of colors in these nations also led to different associations. In other words, the fact that the color pink is a symbol of tenderness for the Russian people, and love for the Chinese people, was also reflected in their reactions.

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