

**Suvonov Ilyos**

Karshi state university Teacher of the Department of Practical English Language

[Suvanovilyos933@gmail.com](mailto:Suvanovilyos933@gmail.com)

**ABSTRACT**

Color metaphors play a significant role in stylistic analysis across various forms of discourse, ranging from literature to advertising, and beyond. This paper presents a thorough examination of color metaphors in stylistics, aiming to elucidate their multifaceted implications and rhetorical functions. Drawing upon interdisciplinary research from linguistics, psychology, and semiotics, this study investigates the ways in which colors are utilized metaphorically to convey complex meanings and evoke emotional responses in textual and visual communication. The analysis begins with an overview of the cognitive processes underlying color perception and metaphor comprehension, establishing a theoretical framework for understanding the symbolic significance of colors in language. Subsequently, a comprehensive survey of existing literature on color metaphors in different cultural and linguistic contexts is provided, highlighting variations in metaphorical associations across diverse societies.

**Key words:** metaphore, stylistic semasiology, cultural context, parts of speech, fiction, poetry, imaginary.

**Аннотация** Цветовые метафоры играют важную роль в стилистическом анализе различных форм дискурса, от литературы до рекламы и не только. В данной статье представлено тщательное исследование цветowych метафор в стилистике с целью выяснить их многогранное значение и риторические функции. Опираясь на междисциплинарные исследования в области лингвистики, психологии и семиотики, это исследование исследует способы метафорического использования цветов для передачи сложных значений и вызова эмоциональных реакций в текстовой и визуальной коммуникации. Анализ начинается с обзора когнитивных процессов, лежащих в основе восприятия цвета и понимания метафор, устанавливающих теоретическую основу для понимания символического значения цветов в языке. Впоследствии представлен всесторонний обзор существующей литературы по цветовым метафорам в различных культурных и языковых контекстах, подчеркивающий различия в метафорических ассоциациях в разных обществах.

**Ключевые слова:** метафора, стилистическая семасиология, культурный контекст, части речи, художественная литература, поэзия, воображаемое.

**Introduction** Stylistic semasiology deals with those semantic changes and relations, which create an additional, connotative meaning. Stylistic semasiology analyses and classifies stylistic devices from the point of view of the mechanism of different semantic changes and their stylistic functions. Stylistic semasiology investigates the following stylistic devices: Metaphor comes from the Greek word *metaphore* which means 'transference bearing'. Metaphor is based on a relation between the dictionary and contextual logical meanings based on the affinity or similarity of certain properties or features of the two corresponding concepts.[10;9-30] Here transference of names is based on the associated likeness between two objects, as in the 'pancake', 'ball', 'volcano' for 'the sun'; 'silver dust', 'sequins' for 'stars'; 'vault', 'blanket', 'veil' for 'the sky'.

Metaphor can be embodied in all the meaningful parts of speech, in nouns, adjectives, verbs, adverbs.

1. "In the slanting beams that streamed through the open window the dust danced and was golden." (Oscar Wilde)

2. 'A flight of fancy', 'floods of tears'.

3. "Mr. Pickwick bottled up his vengeance and corked it down." (Charles Dickens)  
The verb "to bottle up" is explained as to keep in check, to conceal, to restrain, repress. So the metaphor can be hardly felt. But it is revived by the direct meaning of the verb to cork down. Such metaphors are called sustained or prolonged. "Our family joined other streams and the stream was a river pouring into St. Thomas Church." (John Steinbeck)

When likeness (affinity) is observed between inanimate objects and human qualities, we have the cases of personification: "Slowly, silently, now the moon Walks the night in her silvery shoon, This way and that she peers and sees Silver fruit upon silver trees." (Walter de la Mare)  
Function of metaphor. Using appropriate metaphors appeals directly to the senses of listeners or readers, sharpening their imaginations to comprehend what is being communicated to them. Moreover, it gives a life-like quality to our conversations and to the characters of the fiction or poetry. Metaphors are also ways of thinking, offering the listener's and the reader's fresh ways of examining ideas and viewing the world. Traditionally, metaphor has been perceived linguistically as a figure of speech in which one thing is compared to another by saying that one is the other. In cognitive linguistics' takes the perspective of metaphor introduced by Lakoff and Johnson (1980) challenging aspects of traditional theory in a coherent and systematic way. They showed convincingly that metaphor is pervasive both in thoughts and everyday language. [2-640] Metaphor therefore is considered conceptual property not just words. Metaphor functions as a way to understand concepts and it is an inevitable process of human thought and reasoning. In this way, our conceptual system is based on experiences we have gained while interacting with people and things in the world around us. Emotional concepts that have received attention from scholars have usually included anger, fear, happiness, sadness and love. Kövecses (2003) suggests that the cognitive status of these basic emotions should be regarded as basic-level categories. Cognitive linguistics takes the position those human conceptual systems as emotional concepts are motivated by color terms as conceptual metaphors. Color is a kind of natural phenomenon, which plays an important role in describing things including expressing human emotions. [3;48-95] This paper explores the role of colors in the conceptualization of emotions in English compared to Thai language using framework of cognitive linguistics. It investigates the cognitive similarities and differences of color terms as conceptual metaphors of western and oriental peoples. The findings propose that our conceptual system of emotions is organized metaphorically, carrying within them cognitive characteristics and cultural values, and reflect self-similarity of language and culture. Metaphors are linguistic devices that allow speakers and writers to convey abstract concepts by drawing parallels with more concrete or familiar domains. Colors, with their rich symbolic associations and vivid imagery, are frequently employed in metaphorical expressions across cultures and languages. This exploration will delve into the multifaceted realm of color metaphors, examining their origins, cultural variations, and psychological implications.

**Methodology and data** In order to collect a sizable body of data, English websites presenting idioms were searched, including [www. UsingEnglish.com](http://www.UsingEnglish.com), [www.fle135-idim.pbwork.com](http://www.fle135-idim.pbwork.com), [www. goenglish.com](http://www.goenglish.com), and [www.idiomeanings.com](http://www.idiomeanings.com). Besides, two monolingual

dictionaries, namely The Oxford Dictionary of Proverbs (Speake, 2008) and The Oxford Dictionary of Idioms (Siefiring, 2005), were used. It is worth noting to say that the examples were found electronically via Google search engine. The data includes metaphorical expressions of color used English speakers. Metaphorical expressions of five basic colors—white, black, red, yellow, and green—with their meanings.

**Results and Discussion** Before delving into color metaphors, it's essential to understand the symbolic significance that colors hold across different cultures. Colors often carry deep cultural, historical, and psychological connotations, influencing human perceptions and behaviors. For example, red is commonly associated with passion, love, and danger, while blue evokes feelings of calmness, trust, and serenity. These symbolic associations vary across cultures, illustrating the dynamic interplay between color perception and cultural context. Metaphorical expressions involving colors

**Feeling blue:** This metaphorical expression often conveys a sense of sadness, melancholy, or emotional distress. It originates from the association of the color blue with feelings of sadness or depression. The metaphor suggests that the person experiencing these emotions is metaphorically enveloped in a "blue" mood, perhaps feeling as if they are immersed in a sea of sadness. This expression is widely understood across English-speaking cultures and is commonly used to describe periods of emotional downturn or unhappiness.

**Green with envy:** This metaphorical expression denotes intense jealousy or envy towards someone else's success, possessions, or circumstances. It draws on the association between the color green and envy, perhaps stemming from the idea that envy can manifest physically, causing one to appear pale or nauseous, as if they were "green" with envy. The expression vividly captures the visceral and often irrational nature of envy, highlighting the emotional toll it can take on individuals.

**Seeing red:** When someone is said to be "seeing red," it means they are experiencing intense anger, frustration, or rage. This expression originates from the physiological response of the body to anger, where increased blood flow can cause the face to flush red. The metaphor suggests that the person's emotions have reached such a peak that they perceive everything through a metaphorical "red" filter, symbolizing the heightened emotional state associated with anger. It conveys the loss of control and rationality that often accompanies intense anger.

**White lie:** This metaphorical expression refers to a small or harmless lie told to avoid hurting someone's feelings or causing unnecessary conflict. The use of "white" conveys the idea of innocence or purity, suggesting that the lie is meant to protect the other person rather than deceive them maliciously. The expression implies that the lie is relatively trivial or inconsequential, emphasizing the intention behind it rather than the content of the lie itself. It reflects the complexity of moral and ethical decision-making in interpersonal relationships. [6;1-9]

**Black sheep:** This metaphorical expression describes a person who is perceived as different or deviant from the rest of their family or social group. The term "black sheep" likens the individual to a sheep with black wool among a flock of white ones, standing out conspicuously. It implies that the person's behavior or characteristics set them apart from the group in a negative or undesirable way. While the expression can carry negative connotations, it also suggests a sense of uniqueness or individuality, as the black sheep may defy societal norms or expectations.

**To Go As White As Ghost:** To be frightened; (Lit: To go as white as chalk) Sometimes the metaphorical use of white is used in the construction of emotional metaphors. In these metaphoric instances the mapping is conditioned physiologically, i.e., the metaphors are based on certain

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physiological similarities. Shock and fear is the target domain for these idioms in English. White is more commonly associated with emotional shock, and is linked up with the decrease in the amount of the blood in face. By a metaphoric shift, fear becomes conceptualized as the feeling that has certain effects on mind and body of experiencer and blood runs cold with fear. She went as white as a ghost when she heard the news. While some color metaphors may have universal appeal, others are shaped by cultural factors and may vary significantly across different linguistic and cultural contexts. For example, the color white is commonly associated with purity and innocence in Western cultures, while in some Eastern cultures, it may symbolize mourning or death. Similarly, the color red holds different symbolic meanings in various cultures, representing luck and prosperity in Chinese culture, but symbolizing danger or warning in Western cultures. These cultural variations highlight the importance of considering cultural context when interpreting color metaphors. The use of color metaphors can have profound psychological implications, influencing how individuals perceive and interpret abstract concepts. Research in cognitive linguistics suggests that metaphorical thinking is deeply ingrained in human cognition, shaping our understanding of the world around us. Colors, with their strong sensory associations and emotional resonance, can evoke powerful imagery and emotions when used metaphorically. For example, studies have shown that exposure to the color red can evoke physiological responses such as increased heart rate and heightened arousal, reflecting the close connection between color perception and emotional processing.

**Conclusion** In conclusion, color metaphors are a fascinating aspect of language and culture, reflecting the intricate interplay between language, perception, and cognition. From "feeling blue" to "seeing red," color metaphors offer a vivid and evocative way of expressing abstract concepts and emotions. While some color metaphors may have universal appeal, others are shaped by cultural factors and may vary significantly across different linguistic and cultural contexts. By exploring the symbolic significance of colors and the psychological implications of color metaphors, we gain deeper insights into the complexities of human communication and cognition.

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