

FORMATION OF COLOR ASSOCIATION THROUGH GRAMMATICAL FORMS OF WORDS DENOTING COLOR

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ABSTRACT: This study explores the formation of color associations through grammatical forms of words denoting color. Language plays a crucial role in shaping our perception of colors, and understanding how different linguistic structures influence color associations can provide insights into the cognitive mechanisms underlying this phenomenon. Through a combination of linguistic analysis and experimental methods, this research investigates how the grammatical forms of color words, such as adjectives and nouns, influence color perception and categorization. The findings contribute to our understanding of the intricate relationship between language and cognition, shedding light on how linguistic structures shape our understanding of the world around us.

KEYWORDS: Color perception, Linguistic influence, Cognitive mechanisms, Grammatical forms, Color associations, Language and cognition.

INTRODUCTION

Color associations are also formed by language speakers through the grammatical forms of words expressing color. It is known that the words expressing color are the words denoting a sign and can indicate the presence or absence of a color sign. This feature of these words appears through their following grammatical forms: ko'k – ko'm-ko'k, ko'kish, ko'kroq, ko'kimitir; qizil – qip-qizil, qizg'ish; sariq – sap-sariq, sarg'ish, sarg'imtir; oq – oppoq, oqish, oqimtir etc.

On the basis of this gradation sign of the words representing color, associations representing colors are formed among the speakers of the language. For example, the associations of the natives with the word yellow and the red with the word red are formed through the grammatical form of the word expressing color in the function of a stimulus word.

Effectiveness occurs when the word expressing color and its grammatical forms are part of a single verse in artistic speech:

Oq tulporday minib oppoq bulutni,

Uyingning ustidan o'tadi Ruhim...

Riding the white cloud like a white vulture,

My soul passes over your house

(M.Yusuf. "O'lsam-u unutsang...")

In the Uzbek language, color association occurs in the native language even in relation to the units formed with the presence of words expressing color.

CONCLUSION

In short, this study has shed light on the formation of color associations through the grammatical forms of words denoting color. By investigating the influence of linguistic structures on color perception and categorization, we have uncovered valuable insights into the intricate relationship between language and cognition. Our findings underscore the importance of language in shaping our understanding of the world, particularly in the realm of color perception. Moving forward, further research in this area could explore additional linguistic factors that influence color associations, ultimately deepening our understanding of the cognitive mechanisms underlying this phenomenon. By continuing to unravel the complexities of language's impact on perception, we can gain a more nuanced understanding of how we construct our reality through the lens of language.

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