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FORMATION OF COLOR ASSOCIATIONS THROUGH SYNONYMS, ANTONYMS AND HOMONYMS DENOTING COLOR

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Abstract
This study investigates the formation of color associations through synonyms, antonyms, and homonyms denoting color. It explores how language shapes our perception and cognition of color, examining the nuanced relationships between words and their corresponding hues. By analyzing linguistic data and experimental findings, this research sheds light on the intricate interplay between language and color cognition, offering insights into the mechanisms underlying the formation of color associations.

Keywords Color associations, language, cognition, synonyms, antonyms, homonyms, perception, semantics, experimental psychology, linguistic analysis.

INTRODUCTION

In the associative experiments carried out by Uzbek speakers, it was observed that color associations are formed through synonymous and antonymic variants of words expressing color. It is known that synonymous units are located next to each other in the linguistic mind as semantically compatible or close units, so when one of them is mentioned, the other is involuntarily restored in memory. For example, the word dark is the word winter; the word "face" involuntarily brings to mind aft (or bashara, turq words). Response reactions that took place from the linguistic mind and were restored in memory under the influence of stimulus words (dark, face) are associations, and they appear based on the synonymous relationship of these stimulus words with these words. This situation is also observed in relation to synonymous words expressing color.

In the Uzbek language, there are words expressing color and entering into a synonymous relationship. In our language qizil – ol, lolarang, qirmizi; yashil – ko'k (compared to green color), bargrang; sariq – malla (mallarang), tillarang, za'faron; moviy – havorang, osmonrang, ko'k (in the sense of blue), pushti – gulobi synonymous lines like. When one of these synonyms is mentioned or heard, the other comes to mind associatively.

Synonymous association is important in fiction to avoid word repetition and create impact. For example:

Har butoq zumrad kabi ko'k, osmonrang yaprog'i,

Qistasa "Sev!" deb husayni, sevmayin qolg'aymi men? (G'.G'ulom. "Bog'")

In this poem, the word blue comes in the meaning of blue and forms a synonymous line with the word

azure. Synonymous relationship created the associative nature of such words.

It is characteristic that synonymous lines formed as a result of verbal synonymy are also associatively restored in memory. In the Uzbek language, there is a colloquial synonymy between the word oppoq, which means color, and the analogies like milk, snow, and cotton, which are used in a figurative sense and express the meaning of white. Such synonymous units are assimilated by the language owners and are easily restored in their memory due to the fact that they have a place in their linguistic consciousness. In this regard, Uzbek speakers may have associations with the word "white", "snow", "milk", "cotton". On the other hand, a white association arises in relation to the words like cotton, milk, and snow. Such an association is also based on the synonymous relationship of language units. In the same way, the word "black" is used in a figurative sense, and it enters into a synonymous relationship with the metaphorical standard of coal, which means "black". In this regard, the natives of the language have an association of coal with the word black.

A color association is also formed on the basis of the feature of mutual antonymy of words expressing color. It is known that antonyms are closely related units, not only semantically, but also due to their associative properties. In this regard, when an antonym is heard or read, its opposite is easily restored in memory. For example, the word "good" involuntarily restores the word "bad" in the memory, the word "sad" the word "happy" and the word "smart" the word "stupid". Even without thinking, these words come to mind very quickly. This situation means that the associative relationship is very strong in words with an antonymic relationship.

Color association also occurs based on the mutual antonymy of the words expressing color. In the Uzbek language, the antonymy feature of the words expressing color is mainly observed in the words white and black. Based on this sign, the word white is the word black; and the word black restores the word white in our memory.

The sign of homonymy of words expressing color brings to mind another homonym through one homonym. There are not many homonyms in the Uzbek language that express color. In particular, the word "blue" has the characteristic of homonymy. The word "blue" is used in the meaning of color, sky, green. On the basis of this sign, the association of blue, which represents the color of the word blue in the meaning of the sky, or the association of blue, which represents the color of the word blue in the meaning of grass, can be formed. Also, the word "ol" means the color red when used in poetic speech. The word ol expresses the meaning of a verb when it expresses the concept of action.

The following lines are found in the poem "Apple" by the Uzbek poet E. Vahidov:

Meva berdi yetilib bu yil

Men ardoqlab o'stirgan nihol.

Olmalarki, shafaqday qizil,

Lekin nomi olma emas, ol.

It gave fruit and ripened this year

It's a plant that I grew up with.

Apples as red as dawn,

But the name is not apple, get

At first glance, it seems that the synonyms of red and gold are used in this poem. But in the last line of the poem, the word al is used in the sense of action. The poet uses the word game, uses the words apple - take in the sense of action, creating a contextual antonymy.

CONCLUSION

In conclusion, the formation of color associations through synonyms, antonyms, and homonyms denoting color is a complex interplay between

language, cognition, and perception. Through linguistic analysis and experimental studies, we have explored how language influences our understanding and categorization of color. Synonyms, antonyms, and homonyms play a crucial role in shaping our perception of hues, highlighting the intricate relationship between linguistic representations and color cognition. Understanding these mechanisms not only enhances our knowledge of language and perception but also sheds light on the cultural and psychological factors underlying the formation of color associations. Further research in this area can provide deeper insights into the dynamics of language and cognition, offering valuable implications for fields such as linguistics, psychology, and neuroscience.

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