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EXPRESSION OF COLOUR TERMS IN DIFFERENT SYSTEMATIC LANGUAGES

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INTRODUCTION

Color perception and color naming are universal yet culturally nuanced phenomena that provide insight into the intersection of language, cognition, and culture. This paper examines the linguistic categorization of color terms, focusing on English, while drawing comparisons with other languages such as Russian, Setswana, and several Asian languages. Particular attention is given to the psychological, cultural, and idiomatic meanings of colors, with a detailed semantic analysis of the term *green*. The findings emphasize the centrality of color terms in shaping worldview, emotional experience, and cultural identity.

Relevance. This paper investigates the linguistic diversity of color terms, the cultural and psychological dimensions of color naming, and the specific idiomatic and symbolic roles of color names in English. Despite the universal biological basis of color vision, the categorization and naming of colors differ across linguistic communities. The linguistic expression of color varies significantly between languages due to cultural, environmental, and social influences. For example, while English distinguishes between *blue* and *green* as two primary terms, some Asian languages use a single term for both colors. Russian differentiates between *синий* (dark blue), *голубой* (light blue), and *зелёный* (green), whereas Setswana uses *botala* to cover both blue and green colours (Davies & Corbett, 1997). These cross-linguistic differences underscore the cultural relativity of color categorization and challenge the notion of strictly universal perceptual boundaries. Colors elicit specific emotional and psychological responses. Red is typically associated with intensity, excitement, and passion, while blue is linked to calmness and introspection. These associations are used in marketing, art, and design to influence mood and behavior. The symbolic meanings of colors often diverge across cultures. For example, white signifies purity and celebration in many Western societies, whereas in East Asian traditions, it may symbolize mourning. Thus, color symbolism is not fixed but embedded in local traditions, religious practices, and historical contexts.

Color terms in English are deeply embedded in idiomatic language. Expressions such as *feeling blue* (sadness), *green thumb* (gardening ability), *red tape* (bureaucracy), and *black sheep* (outcast) demonstrate how colors function metaphorically to express complex social and emotional concepts. Colors can reflect national and ideological values. In the United States, *red* is associated with both patriotism and danger. *White* signifies purity and is traditionally worn at weddings. *Green* is increasingly linked to environmental consciousness, political movements, and innovation. The English word *green* provides a case study in semantic complexity and cultural richness. Its meanings span both positive and negative connotations. Examples positive associations can be *Green light* (authorization or approval), *Green party* (environmental politics). As for negative/dysphemistic associations include *Green with envy*, *green-eyed monster* (envy or jealousy, as referenced in Shakespeare's *Othello*), *Green about the gills* (sickly appearance). Green fruits are often unripe; by extension, *green* refers to inexperience or lack of development in humans and ideas. Thus, *green* in English functions as a highly polysemous term, whose meaning shifts based on cultural context, metaphorical extension, and historical usage.

The primary aim of this study is to investigate the semantic, cultural, and psychological dimensions of English color terms. Specific objectives include:

- Conducting a semantic classification of color terms;
- Exploring idiomatic expressions involving color;
- Examining the cultural and symbolic significance of color meanings.

This research utilizes qualitative methods, including semantic analysis, cross-linguistic comparison, and cultural interpretation. Data were drawn from linguistic corpora, idiomatic dictionaries, and existing literature in linguistic anthropology and color studies.

RESULTS AND DISCUSSION

The analysis reveals that English color terms carry extensive semantic, cultural, and emotional significance. Color names are frequently used in metaphorical and idiomatic expressions, reflecting cultural beliefs and cognitive patterns. These findings support

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the view that while there may be universal tendencies in color categorization, local linguistic and cultural contexts heavily modulate their meanings and usage.

CONCLUSION

Color terms are not only descriptors of physical reality but also powerful linguistic tools that convey cultural values, emotional states, and historical meanings. The English language, with its wide array of color terms and idiomatic expressions, demonstrates how language encodes both universal and culture-specific experiences. Future studies may further explore how digital media, globalization, and multiculturalism are reshaping color semantics and symbolism in English and other world languages.

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