

THE ROLE OF COLOR SYMBOLISM IN THE FORMATION OF NATIONAL IDENTITY: A LINGUOCULTURAL APPROACH

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Abstract

This article examines the role of color symbolism in the formation of national identity through a linguocultural perspective. The semantics of colors in various cultures, particularly in Uzbek and Spanish, and their reflection in phraseology are analyzed. The study follows the IMRAD methodology, allowing for a structured analysis of historical and cultural aspects of color perception, as well as the influence of religion and traditions on national color perception.

Keywords: Colour symbolism, national identity, linguoculturology, color semantics, phraseology, cultural codes, ethnocultural specificity.

Introduction

The formation of national identity is a complex process in which cultural symbols, including colors, play a crucial role. Color symbolism reflects a nation's worldview, traditions, historical experience, and mental attitudes. This article examines the impact of color symbolism on national identity using the examples of Uzbek and Spanish cultures. In language, color not only denotes shades but also serves as a key element of cultural consciousness, conveying specific associations and emotions.

The study is based on a comparative-analytical method, cognitive analysis, a linguocultural approach, and the interpretation of collected data. Uzbek and Spanish phraseological units containing color components are used as empirical material. Structural and component analysis methods are applied to identify cultural meanings hidden behind color terms. Additionally, a semantic analysis of color associations across different historical periods is conducted.

The analysis of Uzbek and Spanish phraseological units related to colors reveals significant differences in their symbolism. In Uzbek, white is associated with purity and holiness, whereas in Spanish, it can signify emptiness or mourning. The color red in Uzbek culture symbolizes joy, while in Spanish, it represents passion and aggression. Blue is perceived in Uzbekistan as a sign of wisdom and tranquility, whereas in Spain, it is associated with sadness and melancholy. Moreover, studies indicate that color perception varies depending on geographical location, religious traditions, and a nation's historical experience. The study results confirm that color symbolism is an essential part of the national cultural code. Different associations with colors are determined by historical, religious, and social factors. It is important to consider these differences when translating phraseological units to avoid losing semantic nuances. For example, in Spanish culture, black may be associated with elegance and formality, while in Uzbek culture, it is more commonly linked to mourning and sorrow. This distinction highlights the deep-rooted nature of color symbols in national consciousness.

Furthermore, the analysis of traditional tales, myths, and religious texts demonstrates that color symbolism is often used to encode moral values, cultural ideals, and historical events. For instance, in Islamic culture, green is associated with paradise, prosperity, and holiness, while in Spanish culture, it may symbolize youth and renewal. These differences are reflected in language, where idiomatic expressions convey shades of cultural perception.

The influence of globalization on color symbolism is also observed. Modern media and advertising introduce new interpretations of colors that may differ from traditional national concepts. As a result, some cultures experience a blending of traditional and modern meanings of colors, which requires further study in the context of intercultural communication.

The research confirms that color symbolism plays a significant role in shaping national identity. A linguocultural analysis allows for a deeper understanding of cultural characteristics, which is especially important in intercultural communication and translation. The perception of colors, embedded in language, reflects the worldview of native speakers and contributes to the formation of stereotypes related to national traditions. Future studies may focus on the role of color symbolism in advertising strategies and intercultural diplomacy.

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