

## COGNITIVE ASPECTS OF ACTUALIZATION OF METAPHORICAL MEANING OF COLOR NAME "RED" IN GERMAN, RUSSIAN AND TATAR LANGUAGES

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### ABSTRACT

In last decades the metaphor became more and more considered as an important mean of formation of language picture if the works representing by itself the verbalized system of world view of particular nation. The objective of this research is the comparative characteristic of metaphorical symbolism of color name "red" in phraseological fund of German, Russian and Tatar languages. Phraseological and paraemiological funds are preserving information about material and spiritual culture, world view of native language speakers. Color naming often participates in formation of meaning of phraseologisms and paraemias by virtue of actualization of hidden estimate senses characteristic to them. As material of this comparative research of multi-meaning of color names acted adjectives "rot", "красный" and "кызыл" in German, Russian and Tatar linguistic cultures. We analyzed 300 set phrases with components "rot" from national corpus of German language, 207 proverbs and sayings with component "красный", 71 proverbs and sayings with component "кызыл". On the basis of analysis of lexicographic sources and data of corpus researches we came to a conclusion that red color plays an important role in perception of the surrounding world. Semantic of red color in comparing languages is characterized, on one side, by sufficiently high degree of similarity, from another side – by differences that are stipulated by cultural peculiarities, different view of the world by representatives of German, Russian and Tatar ethnic-cultural social media. Theoretical significance of the work is concluded in the fact that results of research are presenting by themselves a certain contribution in development of typological language studies, contrastive semantics, comparative-typology language studies, lexicography and cognitive theory of metaphor.

**Key words:** Color symbolism, metaphor, phraseological meaning, language picture of the world

### 1. INTRODUCTION

At present day in linguistic literature exist a rather large number of works, who subject of study are color names as elements of culture codes (Bedoidze 1997, Vezhnitskaya 2011, Zolnikova 2010, Mitonova 2010 and others). As subject of this research served phraseologisms, proverbs and sayings including component of color name "rot", "красный" and "кызыл" in German, Russian and Tatar linguistic cultures that previously were not a subject of comparative analysis, which determines scientific novelty of this work. Besides it is necessary to underline that color name "red" is one of the most frequent color names in many languages of the world and is characterized by high sense and symbolical load, which determines actuality and theoretical significance of this research.

Many Russian and foreign scientists were busy in studies of cognitive nature of idioms meaning (Baranov 1991; Teliya 1996; Dobrovol'skij, Piirainen 2009; Davletbaeva 2015; Ayupova, Bashirova 2015 and others). In opinion of many researchers namely in phraseological fund is most brightly expressed national-cultural specifics of a language, in connection with it the comparative analysis of phraseological units is perceived as the most perspective in plan of comparison on national pictures of the world, detection of universals and unique properties of language, comparison of national conceptual systems (Kulkova, Galimulina 2015). From the point of view of cognitive approach to description of meaning of phraseological units "metaphorical transfer represents itself as concept algorithm of expressed on language level process of reconsideration of concepts, in basis of which lay regular rules of transformation of this basis cognitive structure" (Shevchenko 2010). The main objective of this research is detection of semantic closeness degree, similarities and differences in symbolical filling of color name "red" in phraseological fund of Russian, German and Tatar languages, and also study of peculiarities of metaphoric models of phraseological meaning in languages compared.

### 2. MATERIALS AND METHODS

As material for this research serves phraseological units selected by method of continuous sampling from the most authoritative lexicographic sources of Russian, German and Tatar languages (Birikh 1999,

Afonkin 2003; Dahl 1989; Safiullina 2001, Исәнбәт 2010; Bayer 1989, Duden 2007; Graf 1956; Röhrich 2001). In total were analyzed 300 set phrases with components "rot" from national corpus of German language, 207 proverbs and sayings with component "красный", 71 proverbs and sayings with component "кызыл".

At analysis of phraseological units were applied general and particular linguistic methods of research, such as component analysis, method of structural and semantic analysis, comparative method, method of phraseological analysis.

Comparative analysis of researched material allowed to detect common metaphoric meaning of color name "red" in composition of phraseological units of German, Russia and Tatar language. So, in all three compared linguistic cultures the color name "red" is a symbol of fire (*den roten Hahn aufs Dach setzen, посадить красного петуха на кровлю // to seat a red rooster on the roof, кызыл этәче ничәва аның, ум чыга күрмәсен*). Since the times of French revolution, the adjective "red" achieved a symbolic meaning of a certain political orientation ("revolutionary", "Communist", "Soviet") that even today is preserved in composition of some phraseologisms: *rote Zelle, красный комиссар // red commissar, кызыл туй*.

It is necessary to note that in sufficiently large quantity of researched phraseological material the component "red" is the major bearer of positive estimation connotation of phraseological units. The most representative group of phraseologisms with positive estimation meaning in phraseological pictures of the world of Tatar, German and Russian nations is formed by units where color name "red" has a symbolic meaning "beautiful, wonderful" (*красна девица // beautiful maiden, не красна изба углами, красна пирогами // house is praised not for cleannes but for hospitality, весна цветами красна, осень снопами // spring is beautiful for flowers, autumn is beautiful for harvest, Sie ist so roth wie eine Rose, кызың кызганы кызыл чикмән*). Besides, in Russian and Tata languages this color name is used for characteristic of eloquence, a skill of beautiful speech (*красную речь красно и слушать // a beautiful speech is sweet for ears, красное слово // witticism, кызыл сандык эчендә күкеле сәгать кычыра*).

In result of secondary metaphorization the adjective "red" in some set phrases gives a phraseologically connected meaning "better" (*красная цена // the best price, красный товар // the best merchandise, кызыл мал*), and also the meaning "grand, ceremonial, honorary" (*красная дорожка // red carpet, ein roter Teppich, кызыл почмак – красный уголок // red corner, красный диплом - кызыл диплом // diploma with honours*). Besides, the color name "red", as the brightest color name, can act in metaphorical meaning of something important, at which should be put a special emphasize (*sich etwas im Kalender rot anstreichen, проходит красной нитью // run like a golden thread - der rote Faden - кызыл жеп булып сузылу, кыз бала кызыл комач*).

In German linguistic-color picture of the world the adjective "rot" can act as a symbol of health (*heute rot, morgen tot, Salz und Brot macht Wangen rot, Graben und Hacken macht rote Backen*). It should be noted that in German language is absent a special word for naming the color of face, whily in Russian language there is a lexical unit "румяный" // "high-colored", in which, besides the color shade, is also present a positive estimation component.

The red color in Russian idiomatic picture of the world is since old times associated with active activity, cheerfulness and is a symbol of joy, holiday, fun (*красная пора // serenity season, красная суббота // red Saturday, красный день календаря // red day of calendar, на миру и смерть красна // trouble shared is trouble halved*). Also in Russian language was detected a symbolical meaning of red color as a sigh of wealth and prosperity (*временем в красне, порою в черне // at times in red, at time in black; полюби-ка нас в черне, а в красне и всяк полюбит // love me poor, everybody can love a rich one*).

As is noted by many researchers, in phraseological fund of any language dominates a negative estimation, which is stipulated by social-psychological factors, first of all, more acute reaction of a man for negative sides of life (Arsentieva 1993, Arutyunova 1988). This tendency also clearly expresses itself on example of phraseologisms, containing color name "red", major part of which serves for expression of negative connotations, or for characterizing of negative emotional states of a man.

IN all three researched linguistic cultures the color name "red" as a characteristic of appearance of a moan or an animal can have a metaphorical meaning "cunning, sly" (*roter Bart, untreue Art oder Schelmenart; рыжий да красный – человек опасный // red man is a dangerous man, төлкенең хәйлә туныкызыл, кыз авызында кызыл тел, төлке дигән жәнлек бар, йоны кызыл, арты күк*).

On the other side, there is a whole range of similar phraseologisms, in which the adjective "red" is used for characteristic of such emotional state as "shame", because reddening in such cases is a natural physiological reaction of a man (*rote Ohren haben/kriegen, покраснеть от стыда // redder in shame, оятлы кызарыр, оятлы агарыр*). Йөзә кызылны ояттып булмас).

In German and Russian languages the red color can serve for naming of object of irritation (*ein rotes Tuch für jmdn. sein/ wie ein rotes Tuch auf jmdn. wirken, nur noch rot sehen, как красная тряпка для быка // red flag for a bull*). Similarly to natural colors of flora and fauna, this color name often acts in idiomatic picture of the works as a symbol of danger, a symbol of borderline that should not be crossed due to treat for life, as a symbol of prohibition (*einer Sache (jem.) rotes Licht geben, красный свет // red light*).

Besides, in German idiomatic picture of the world the red color can act a symbol of fail (*rote Laterne*), a symbol of loss and financial unprofitableness (*rote Zahlen schreiben, in die roten Zahlen kommen/geraten, in den roten Zahlen sein*).

In Russian and Tatar phraseological pictures of the world the adjective "red" can serve not only for naming of outwardly beautiful, attractive objects, but also can be used for naming of excessive luster and tinsel

(бар кызыл да кыз булмый; красно, пестро а (да) толку нет // nice and motley, but useless). In Tatar language in separate sub-group could be distinguished phraseologisms where the meaning of color name "кызыл" can achieve a negative tone, being the symbol of deceiving outward beauty (Алданма кызыл алмага. Кызыл алма эчтән корт. Үзе кызыл, үзәге корт. Кызыл алманың эче кортлы булучан. Кызың күзе кызылда. Тиле кызылга сокланыр. Тиле – кызылны, акыллы акны ярата).

Only in material of Tatar language were detected such metaphorical meanings of color name "кызыл" as "gossips" (кыз бала артыннан кызыл көчек иярчен), meaning of "punishment" (минем сыерны синеке сөзсә, хакын түлә; минеке синең сыерны сөзсә, китер әле кызыл китапны), and meaning of something unreal, impossible, unworkable (кызыл кар яугач или Алла боерса, исән булсам, кызыл кар яуса).

### 3. CONCLUSIONS

On the basis of analysis of component composition of phraseologisms of three languages that belong to different systems, we managed to distinguish 13 metaphorical meanings of color name *rot*, 9 meanings of color name *красный* and 11 meaning of color name *кызыл*.

Comparative analysis of metaphorical naming of color names in German, Russian and Tatar languages allowed to detect common models of metaphorization of phraseological meaning. So, for example, metaphorical meaning "beautiful" is present in all three compared languages, differences are expressed in quantitative proportion of presented phraseologisms (In Russian – 30 PhU, in Tatar – 15 PhU, in German – 2 PhU). At this in Tatar language the color name "кызыл" often has in these units a negative estimation due to additional seme "deceiving outward beauty" (7 units). In all three compared languages were established such metaphorical meanings as "shame" and "danger" that can be explained by universal physiological emotional reactions of a man to external irritants. Phraseo-semantic group "a cunning, sly man", in which component "red" is correlated with external sign - red color of hair of a characterized man, is also rather representative in researched languages (in German – 28, in Russian – 13, in Tatar – 10 PhU and PU).

At the same time in every compared language are presented differential and metaphorical meanings of researched color name. So, for example, in German language are detected symbolical meaning of color name that are absent both in Russian and in Tatar languages: it is the meaning of "health" and the meaning of "loss, financial unprofitableness" (13 and 10 PhU respectively). In Russian language in 30 PhU and PU is represented the symbolical meaning "happiness, joy" and "wealth", Color symbolic of Tatar color name "кызыл" also shows several differential meanings with negative connotation, such as "unreality", "gossip" and "punishment" that are presented in 8 PhU.

In semantic content of color names in phraseology of researched languages, similar metaphoric models were detected in language pairs Russian-German, Russian-Tatar languages, features of differences are prevailing over features of similarity in German and Tatar languages, which can be explained by absence of direct language contacts of these linguistic cultures. The maximum similarity both at structural and on semantic levels is observed in Russian and Tatar languages, which is also explained by extra-linguistic factors and close interaction of these language communities.

As to connotation orientation of color symbolism in compared languages, it can be noted that in Russian language prevail positive estimation of metaphoric meaning of color name "red", and in German and Tatar language is noted a larger number of symbolic meaning of pejorative orientation.

### 4. RESUME

Therefore it can be stated that the red color plays an important role in linguistic-cultural code of compared languages. Metaphorically, semantic of red color is characterized, on one side, by a certain degree of similarity and gives evidence of presence of universal categories, commonality of certain national values in compared languages. On the other side, comparative analysis of phraseologically connected meaning of color name allowed to determine differential models of metaphorization of color symbolic that are stipulated by cultural peculiarities, different world view of representatives of German, Russian and Tatar ethno-cultural social media. Securing of symbolical meaning on color names is stipulated, first of all, by action of factors of extra-linguistic nature.

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