

THE ROLE OF COLOR PSYCHOLOGY IN EXPRESSING HUMAN EMOTIONS IN LITERATURE**NAYIMOVA MARJONA ULUG'BEK KIZI**

Asian University of Technology
Master's student, Faculty of Linguistics
nayimovamarjona027@gmail.com
+998880077833

ANNOTATION

This article analyzes the role of color psychology in expressing human emotions in literature. Colors are not only a means of external depiction, but also serve as an important artistic tool in expressing the inner experiences, mental state and mood of characters.

The article explains how authors use colors to describe emotional situations and psychological states, without directly naming them. Through colorful images, readers can feel the emotional state of the characters and better imagine the scenes in the story. Color psychology helps to connect language with human emotions and makes literary texts more expressive and meaningful.

Keywords

Color psychology, literature and emotion, culture and color, color and mood, means of artistic depiction, symbolic meaning of colors, emotional expression, Uzbek poetry and colors, psychology of the hero, artistic image, emotional mood.

INTRODUCTION

Colors play an important role in our lives. They are not only visual elements, but also symbols of emotions, thoughts, and psychological states. In literature, writers use colors to describe the setting of events, express emotions, and show the inner world of their characters. Through color descriptions, readers can better imagine scenes and understand the emotional meaning of a literary work.

Before the emergence of color psychology as a field of psychology, it was used as a method of treatment as early as 2000 BC. The ancient Egyptians practiced color "healing" through crystals and painted room therapy. According to one of the first medical treatises, the *Nei Xin*, the practice of color therapy was widely used in those times.¹

Carl Jung was interested in the structure and significance of colors in the 20th century, as well as the psychotherapy of colors as art. Jung's research was devoted to analyzing everything from mandalas to the works of Picasso, even the universal appearance of golden colors. Charles A. Riley II noted that "golden colors represent high spirituality and intuition." Studying colors from the perspectives of different cultures and eras, as well as the mandalas created independently by his clients, K. Jung tried to develop a language, or code, of colors. He delved deeply into the mysterious world of colors and found the key to alchemical transmutation.²

The scientist's research made a significant contribution to the development of modern color psychology. The interpretation of color psychology is based on six principles:

1. Each color represents a specific sign.
2. The signs of colors are based on either an acquired sign or a natural hereditary sign.
3. The perception of colors reflects a person's evaluation.
4. The process of evaluating colors encourages certain behavior.
5. Color usually exerts its effect automatically.

¹ <file:///C:/Users/ii/Downloads/1-306-308.pdf>

² Антоненко Е. Ю. Язык цвета / Е. Ю. Антоненко — «Фолио», 2011

6. The sign and effect of color are interrelated.³

Color psychology studies how different colors affect human emotions and behavior. For example, black is often associated with sadness, fear, and loneliness, while white usually symbolizes purity, peace, and hope. However, black “is a color of contradictions. Black people are always ready to show their best (at work, in competitions, and in romantic relationships). However, such people have difficulty achieving their goals, because their views are not objective, they only consider themselves to be always right. They like stability, but at the same time they are ready for adventures - as long as the consequences are not bad. They like sincerity, they do not like to live by agreement”.⁴

Different colors such as red, green, black, white, blue, and yellow have their own emotional meanings and help readers understand the atmosphere of a literary work more deeply. For example, dark colors often represent sadness, fear, or loneliness, while bright colors represent happiness, hope, or love. We can see that colors are used to directly express emotional states in the works of Abdullah Qahhor.

For example, in Abdullah Qahhor's story "The Patient," colors are mainly depicted in dull and dark tones. The almost complete absence of bright colors in the story enhances the plight of the sick woman, the atmosphere of poverty, and despair. Through the depiction of a dark, gloomy environment, sadness, suffering, and depression are deeply felt by the reader. Here, dark colors serve to express sadness and despair.

Another example is Abdullah Qahhor's story "The Thief." In this work, an atmosphere of fear and anxiety is created through night, darkness, and dull colors. The psychological state of the characters, poverty, and injustice are enhanced by color images. At the same time, the absence of some bright images shows the hardship of life and the hopeless state of man.

Red represents love, anger, or intense passion, and such people tend to be confident and stubborn, while blue is often associated with calmness and deep thinking. People who like blue are often modest and flexible. These emotional meanings of colors help writers create strong images and make their stories more expressive and meaningful.

Colors in literary works are not used only for decoration. They have deeper meanings, helping to show the psychological state of the characters and the overall mood of the story. By choosing certain colors, authors can manipulate the emotions of readers and make them experience happiness, sadness, fear, or hope along with the characters. In this way, color becomes an important linguistic and artistic tool in literature.

This article focuses on the role of color psychology in expressing human emotions in literature. It explains how different colors are used to depict emotional states and how they help readers understand the hidden meanings of literary texts. The research also shows that the meaning of colors can vary depending on culture, time, and social background. Therefore, analyzing colors in literature allows us to see how language, emotion, and culture are closely intertwined.

Yellow can represent happiness, light, or sometimes anxiety. Yellow is often favored by creative people. Because such people are sincere. However, when people who like this color experience any trouble or anxiety, they do not tell anyone and overcome it alone.

By studying the psychology of colors in literary works, we can gain a deeper understanding of human emotions and the creative techniques used by writers. This topic is important for literary analysis because it reveals how simple elements such as colors can powerfully and artistically express complex feelings and ideas.

Uzbek poets have also written many poems and works using color names. For example, Abdulla Oripov uses colors to express deep philosophical ideas and strong inner feelings in his poems such as “Uzbekistan” and “Munajat”. He often uses white light, dark night, and blue sky.

³ Базыма Б.А. Цвет и психика. Монография. Харьков, 2001

⁴ <https://odam.uz/news/ranglar-psixologiyasi-rang-va-fe-l-atvor>

White light indicates purity, trust, and hope for the future. Dark night represents moments of silence, sadness, and deep thought. Blue sky gives a feeling of calm and spiritual freedom. In his poetry, colors are not only a part of nature, but also a symbol of the human soul and thinking. Abdulla Oripov explains human life, destiny, and emotional world in a simple but meaningful way through these colors.

In addition, Hamid Olimjon uses colors to show love, beauty, and harmony in his poems about nature, such as "Zaynab and Amon." He often depicts green fields, colorful flowers, and blue skies. These colors create a romantic and lyrical mood in his poems.

In his famous poem about apricots, the poet writes that the apricot tree near his window is blooming white. Its buds adorn the branches and welcome the morning. The gentle morning wind carries the pleasant scent of flowers. These images show that nature is full of life and beauty. Hamid Olimjon expresses joy, love, and peace in the human heart with colors.

We can also cite the works of Erkin Vohidov as an example. In his poems such as "Breath of Dawn" and "Uzbegin", he used colors to express feelings of patriotism and national pride. He describes the white dawn, the blue sky, the golden sun, and the green fields. These colors are symbols of the Motherland, hope, and pride. The white dawn shows a new beginning and a bright future. The blue sky shows freedom and peace. The golden sun represents happiness and progress. The green fields show life, wealth, and the beauty of the earth. Through these colorful images, Erkin Vohidov represents Uzbekistan as a beautiful and sacred Motherland.

Colors play an important role in expressing emotions and ideas in the poems of these three poets. Abdulla Oripov explains philosophical thoughts and inner feelings with colors. Hamid Olimjon uses colors to show the romantic and lyrical beauty of nature and life. Erkin Vohidov expresses love for the homeland, hope, national pride, and pride with colors. Although their styles are different, all three poets use colors as an artistic tool to make their poems more impressive, meaningful, and attractive to the reader. The colors in their poems help the reader imagine the pictures of nature, feel emotions, and understand the poets' messages more clearly. The poets express human feelings, spiritual life, and love for the homeland through the colors white, blue, green, and gold. This proves that colors are not only a pictorial element, but also a powerful symbol in literature.

CONCLUSION

In conclusion, it can be said that color psychology is an important tool for expressing human emotions in literature. Colors help writers show the inner feelings and psychological state of characters. Dark colors usually represent sadness and fear, while bright colors represent hope, happiness, and love.

The work of Uzbek poets such as Abdulla Qahhor, Abdulla Oripov, Hamid Olimjon, and Erkin Vohidov shows that colors make a literary text more emotional and meaningful. Studying colors in literature helps students understand the connection between language, emotions, and culture.

REFERENCES

1. <file:///C:/Users/ii/Downloads/1-306-308.pdf>
2. Антоненко Е. Ю. Язык цвета / Е. Ю. Антоненко — «Фолио», 2011
3. Базыма Б.А. Цвет и психика. Монография. Харьков, 2001
4. <https://odam.uz/news/ranglar-psixologiyasi-rang-va-fe-l-atvor>