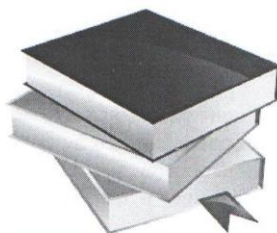


КАЗАХСКИЙ НАЦИОНАЛЬНЫЙ УНИВЕРСИТЕТ  
ИМЕНИ АЛЬ-ФАРАБИ

УНИВЕРСИТЕТ ИМЕНИ ВИТАУТАСА ВЕЛИКОГО

ТЮМЕНСКИЙ ГОСУДАРСТВЕННЫЙ НЕФТЕГАЗОВЫЙ  
УНИВЕРСИТЕТ



ҚАЗІРГІ ГУМАНИТАРЛЫҚ ҒЫЛЫМЫНЫҢ  
ӨЗЕКТІ МӘСЕЛЕЛЕРІ

АКТУАЛЬНЫЕ ПРОБЛЕМЫ СОВРЕМЕННОЙ  
ГУМАНИТАРНОЙ НАУКИ

ACTUAL PROBLEMS OF MODERN  
HUMANITARIAN SCIENCE

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В сборнике рассматриваются наиболее актуальные проблемы современных общественно-гуманитарных наук – теоретические и методологические проблемы литературоведения, фольклористики, лингвистики, философии, политологии, педагогики, психологии, вопросы перевода. Большое внимание уделяется инновационным методам обучения. Значительное место отводится тенденциям развития гуманитарной мысли на рубеже XX-XXI веков. Раскрывается понятийный аппарат научных дисциплин.

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Адресовано преподавателям, докторантам и магистрантам высших учебных заведений и всем, кто интересуется проблемами современных общественно-гуманитарных наук.

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analysis of linguistic categories helps the students to understand its grammatical nature, eliminate possible errors due to the interference of the native language.

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### **IDIOMS, SET EXPRESSIONS ABOUT COLOURS IN ENGLISH LANGUAGE**

We live in a world surrounded everywhere by colors. Colors have strong impact, huge influence on us. It is color which differs us from dogs and other beasts, we distinguish it, they do not. Colors in daily routine is quite divergent and various, colors can have immense affect on our moods. For instance, according to psychologists, red color is one of the mentally profound, beefed-up colors, it spurs a quicker heartbeat and breathing. Apart from it is considered a symbol of love, power. Red color epitomizes audacity and gallantry, tenacity, fervency, endurance, energy, virility, excitement, warmth. On the other hand red implies brazenness and confrontation, defiance, aggression, visual influence, invasion, strain. Since it is an acute color, red clothing might not help people in agreements, negations or confrontations. Red vehicles are visible objective for thieves. Red is the most romantic color, red roses are given to beloved close people. The Chinese adore this color, it is believed red brings luck and success, wards away evil spirits. The red packet which is presented every Chinese on New Year Eve is a badge of blessing and prosperity in the coming New Year. Red is also a color in Chinese wedding culture, because during wedding they tend to be glad and happy and by wearing red things, which will help bride and bridegroom who are getting married chasing out the bad luck on the day they're getting married. Red in here denotes victory, jubilation, joy, cheerfulness, delight and for the newlyweds, this red color is regarded an efficacy as red embodied the Fire element in Chinese metaphysics. As for yellow color, it is hue of assurance, certainty, optimism, dignity, self-esteem, extraversion, emotional strength, friendliness, devotion, amicability, creativity. The shortcomings of it are insanity, fear, angst and dismay mental frailty, depression, dejection, restlessness. Yellow is a memory reminder. A mark of yellow in every place might help in bearing in mind where you left your key, folding umbrella or a bibelot. Besides yellow has compelling effect on nervous system, raises blood pressure and pulse rate, but not as strong as red does. Together with red and blue, yellow is supposed to be primary color. Yellow is the color of sun, dandelion, light and easiness. It retains vigilance and attentiveness, sharpness and alertness, promotes motor skills, its significant point is communicative. On the walls in the house it has a positive influence on general well-being and health. It can make a man be open, gracious, humane towards life and other people, close to him and even strangers. Cultural meaning of the given color is rather distinctive. Say, in Thailand yellow is acknowledged favorable and inclinable as the blazing bright yellow flower "cassia fistula" is a national symbol. Other than, yellow is thought the royal color, the color of Monday which is the King's birthday. In Middle east it is a color of happiness, joviality and welfare. Whereas in the land of the rising sun – Japan, yellow is an indication of aristocracy, beauty and elegance. In France it is jealousy, in Greece is sadness, misery and sorrow, whereas in Europe it stands for fearfulness, weakness, hazard warning.

The science of color is called chromatics, chromatography, colorimetry, or just color science /1, p. 15/. It comprises the perception and noesis of color by eyes and brain. Colorimetry is "the science and technology used to calibrate and describe physically the human color perception. Many outstanding scientists and scholars investigates color science. Amidst them we can find Johann Wolfgang von Goethe. Goethe's 1,400-page treatise on color was published in 1810. According to Goethe: "That I am the only person in this century who has the right insight into the difficult science of colors, that is what I am rather proud of, and that is what gives me the feeling that I have outstripped many." Goethe conceives that the susceptibility of color reaching our brain are also shaped by our perception – by the mechanics of human vision and by the way our brains process information. Thus, pursuant to Goethe, what we see of an object depends upon the object, the lighting and our perception.

Every nation's folklore is full of color theme. Let us take English literature. Songs, rhymes, lullabies, riddles, tongue twisters, folktales, myths, jokes, and proverbs. Tongue twisters about different colors are represented as an example here. "Red leather yellow leather", "Red lorry, yellow lorry", "Red bulb blue bulb, red blood blue blood", "Black bug bit a big black bear. But where is the big black bear that the big black bug bit?", "Pooped purple pelicans", "New cheese, blue cheese, chew cheese please", "A curious cream-colored cat crept into the crypt and crept out again. Did the curious cream-colored cat creep into the crypt and creep out again? If the curious cream-colored cat crept into the crypt and crept out again, where is the curious cream-colored cat that crept out again?". Now it is a turn to proverbs. "He who cannot paint must grind the