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COLOR- BASED PHRASEOLOGICAL UNITS IN ENGLISH AND UZBEK MEDIA DISCOURSE: A COMPARATIVE PRAGMATIC ANALYSIS

Abstract. This article illustrates the pragmatic functions of color-based phraseological units in English and Uzbek media discourse. Phraseological units comprehending color components characterize significant elements of linguistic worldview and cultural symbolism, particularly in mass media texts where expressive and evaluative meanings are focused. The research objectives are to classify the most frequent color idioms used in English and Uzbek media sources and to analyze their semantic, pragmatic and also stylistic functions. The study contributes to cross-linguistics phraseology, media – linguistics, and pragmatic studies by emphasizing similarities and differences in the media demonstrations of color based phraseological units.

Keywords: Media discourse, pragmatics, color-based phraseological units, comparative linguistics, phraseology.

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INGLIZ VA O‘ZBEK MEDIA DISKURSIDA RANG KOMPONENTLI FRAZEOLOGIK BIRLIKLAR: QIYOSIY PRAGMATIK TAHLIL

Annotatsiya. Mazkur maqolada ingliz va o‘zbek media diskursida rang komponentiga ega frazeologik birliklarning pragmatik funksiyalari ilmiy jihatdan tahlil qilinadi. Ayniqsa, ommaviy axborot vositalari matnlarida ularning ekspressiv hamda baholovchi xususiyatlari yaqqol namoyon bo‘ladi. Tadqiqotning maqsadi ingliz va o‘zbek media manbalarida keng qo‘llaniladigan rang frazeologizmlarini aniqlash va ularni tasniflash, shuningdek, ularning semantik, pragmatik va stilistik funksiyalarini o‘rganishdan iborat. Tadqiqot natijalari frazeologiya, media lingvistika va pragmatika sohalarini boyitib, rang iboralarining media diskursda samarali kommunikativ va ta’sirchan vosita sifatidagi o‘rnini asoslab beradi.

Kalit so‘zlar: Media diskurs, pragmatika, rang komponentli frazeologizmlar, frazeologik birliklar, qiyosiy tilshunoslik, media lingvistika.

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ФРАЗЕОЛОГИЧЕСКИЕ ЕДИНИЦЫ, ОСНОВАННЫЕ НА ЦВЕТЕ, В АНГЛИЙСКОМ И УЗБЕКСКОМ МЕДИАДИСКУРСЕ: СРАВНИТЕЛЬНЫЙ ПРАГМАТИЧЕСКИЙ АНАЛИЗ

Аннотация. В данной статье рассматриваются прагматические функции фразеологических единиц с компонентом цвета в английском и узбекском медийном дискурсе. Целью исследования является выявление и классификация наиболее употребительных цветовых фразеологизмов в английских и узбекских источниках, а также анализ их семантических, прагматических и стилистических функций. В работе применяется сопоставительный подход, позволяющий определить сходства и различия в использовании цветовых выражений в двух языках. Полученные результаты вносят вклад в развитие фразеологии, медиа лингвистики и прагматики, демонстрируя роль цветовых идиом как эффективного средства воздействия и коммуникации в медийном дискурсе.

Ключевые слова: Медийный дискурс, прагматика, цветовые фразеологизмы, фразеологические единицы, сопоставительная лингвистика, медиа лингвистика.

INTRODUCTION

Phraseology, which was initially examined as a small branch of lexicology within general linguistics, has gradually developed into an independent discipline after numerous scholarly investigations and linguistic studies (Gaybullayeva, 2025). Phraseological units play a significant role in the lexical system of languages, reflecting cultural ethics, cognitive patterns and addition to, communicative skills. Amongst, color-based phraseologisms occupy an important place as their metaphorical potential and expressive role. Structurally, adjectives that represent color frequently appear in idiomatic expressions, proverbs, and sayings. In these contexts, they acquire figurative or additional meanings away from their literal meaning, often conveying pragmatic degrees or social and cultural effects. Such usage allows color terms to function not only as descriptors of physical appearance but also as markers of emotion, moral judgment, or evaluative attitude, enriching both the expressive and interpretive layers of language. For instance, phrase *"green with envy"* go beyond the visual sphere, reflecting psychological or social states, and demonstrating how color lexemes can serve as powerful tools in discourse to influence perception and understanding (Sodiqova, 2026).

LITERATURE REVIEW AND METHODOLOGY

Media discourse is one of the basic areas in modern linguistics. Color terms in media texts function not only as expressive elements but also as carriers of semantic, pragmatic, and ideological meanings.

From a cognitive linguistic viewpoint, colors are an important part of conceptual systems. *George Lakoff and Mark Johnson* debate in Conceptual Metaphor Theory that colors assistance structure abstract thinking and understanding (Lakoff and Johnson, 1980).

Within discourse analysis, *Teun A. van Dijk* studies media texts as tools that figure social cognition and ideology (van Dijk, 1998). He emphasizes that color expressions often carry evaluative and manipulative meanings.

Similarly, *Norman Fairclough* highpoints in "Critical Discourse Analysis" that linguistic elements, including color terms, are closely linked to power and ideology (Fairclough, 1995).

In Uzbek media discourse, color lexemes also function as vital stylistic devices. Expressions like "oq yo'l," "qora niyat," and "yashil makon" reflect not only meaning but also cultural values, demonstrating the linguocultural significance of colors.

The methods are used in this research include discourse analysis and content analysis. Additionally, comparative method was applied to find similarities and differences between Uzbek and English color expressions in media discourse.

RESULTS AND DISCUSSION

The findings of the study expose that color terms are broadly used in media discourse and perform numerous semantic and pragmatic functions. The analysis shows that colors are often used metaphorically rather than literally.

In recent years, giving attention to the collaborations between phraseology and media language. However, the comparative analyses of color-based phraseologisms in English and Uzbek media discourse remains ineffectually explored. This research seeks to fill this gap by examining how color idioms function pragmatically in the mass media in both languages. This table illustrates idioms and its usage in media.

Table 1.

Idioms and their usage in media

Idiom	Meaning	Usage in media
Black market	Illegal underground market	Used in economic and crime news
Blacklist	To place on a list of banned entities	Used in politics and technology news
Green light	To give permission	Used in political and economic decisions
Green economy	Environmentally sustainable economy	Used in environmental topics

In recent language use, phraseological units comprising color components function as an effective means of improving communicative proficiency. In particular, expressions such as "*qora ro'yxat*", "*oq sahifa ochmoq*" "*qora kunlar*" are widely used in mass media to convey complex information in vivid and easily understandable form. These expressions not only spread information but also carry an emotional and expressive influence to the audience (Sodiqova, 2026).

The increasing use of color-based phraseological units is particularly obvious in journalistic style and daily communication. On social media platforms, it reflects the demands of modern communication, where shortness and influence are highly valued. In previous, such figurative expressions were hardly ever used in formal texts. However, as language is becoming simpler and more flexible, they are now steadily appearing in official documents as well. Its illustrations that formal communication is becoming clearer and easier for people to understand.

In newspapers, magazines, and online media, color-based idioms often appear in headlines, critical articles, and opinion sections (McCarthy and O'Dell, 2017).

Their usage adds vividness and descriptions to the text, making it more engaging and memorable for the readers (Moon, 1998). Moreover, such expressions help to attract readers' attention and facilitate quicker comprehension of the content, which is especially important in today's fast- paced information environment.

In the Uzbek press, such expressions are especially common in headlines and analytical articles. For instance, a newspaper headline like:

"Qora ro'yxatga tushgan kompaniyalar moliyaviy qiyinchiliklarga duch keldi" speedily conveys crucial information to readers. Similarly, a journal article stating *"Yashil chiroq: new project is ready to launch"* highlights that a project has been accepted and ready to proceed. These idiomatic expressions add vividness and imagery to texts, convey the author's attitude, and capture the reader's attention. At the same time, they make the information more memorable and easier to understand (Saidov, 2018). For instance: *"White House blocks news outlets from media briefing"*.

White symbolizes the government institution, conveying formality and authority through the color white. In Uzbek media, the headline *"Yashil Makon milliy loyihasi doirasida…"* illustrates how color-based lexemes are employed to convey thematic and symbolic meaning.

Linguistic analysis of this headline shows that the word *"Yashil"* functions as a lexeme in media discourse, representing concepts such as ecological awareness, sustainability, and environmental initiatives. In English, similar *"green" idioms, such as green agenda or go green,* are widely used in journalistic and media contexts to express ecological and socially responsible ideas concisely and effectively. This demonstrates the communicative rule of color-related idiomatic expressions in making compound topics immediately understandable and figuratively rich for the audience.

CONCLUSION

This study determines that colors are an important linguistic tool in media discourse. They perform not only semantic but also pragmatic and ideological functions. Color terms are used to notify, evaluate, and influence to the audience.

While Uzbek and English share many similarities in color semantics, differences in cultural customs and traditions were also identified. In future, research may focus on the use of colors in other types of discourse, such as advertising and political communication.

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