



## EXPERIMENTAL PRACTICE OF COLOR ASSOCIATION DETERMINATION

**Ranokhan Ubaydullayeva Ahmadaliyevna**

*Teacher Of Mother Tongue And Literature At The 2nd Specialized State General Secondary School  
Dangara District, Fergana Region, Uzbekistan*

### ABOUT ARTICLE

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**Abstract:** According to global linguistics, words that convey color are essential components of how objects look colorful in the mind. A person's memory preserves information about items and the colors they appear in. He or she later experiences associative memory restoration when exposed to an external trigger. One phenomenon being studied is language association. We discussed the connection of color associations with practice in this article.

### INTRODUCTION

Since the middle of the last century, the method of associative experiment has been effectively used in linguistics to check how a person has mastered language units, to determine the stock of lexical units, and the associations formed concerning certain lexical units. This method is widely used, especially in creating associative dictionaries.

#### Theoretical Framework

It is well known that in the 1970s, English psychologist F. Galton was the first person in the world of science to employ the associative experiment technique. He conducted this experiment on himself to see what connections certain words evoke in different people. The experimental methodology developed by F. Galton is still in use today in the fields of psychology, linguistics, education, and medicine.

Associative experimentation is a method used to ascertain the associations that language speakers form with words that express color, as well as to assess their level of knowledge regarding the semantic features of these words. It also identifies the factors that lead to associations with words that express color, and to ascertain the associations of associations, it is crucial to ascertain the degree of connection with the speakers' age, gender, nationality, and social status.

Methodology

The method of associative experience makes it possible to determine, in particular, individual, private, and collective, general manifestations of color association. Associative experiences help to compare the perception of colors of different peoples, to determine the national views and attitudes towards colors. According to A.A. Leontiev, the method of associative experience is the method that allows to reveal of the national and cultural characteristics of language units most truthfully. National-cultural values, national thinking, life experiences, and knowledge of people formed in the society and assimilated by the speakers of the language directly emerge in collective associations determined by associative experiences. This condition is also visible in collective responses to colors in associative experiments. Such reactions directly reflect the perception of colors, knowledge of colors, customs related to colors, and attitudes to traditions of the members of the language community. Therefore, through collective associations, it is possible to determine the ideas of the members of the language community about colors, and national-cultural views.

There are mainly three types of associative experiments in linguistics. The most widely used method is the free-associative experiment method. Such an experiment can be conducted on the most active words representing colors (white, black, red, yellow, green, blue, gray, brown, pink). According to this method, as soon as the test takers hear the words expressing the color, they immediately write down the first word that comes to their mind as a reaction to the questionnaire.

It is also successfully utilized in the building of associative dictionaries of different languages since it is quite convenient to execute a free-associative experiment. You may do a free-associative experiment on a variety of subjects. The replies to the phrases that symbolize the colors will be more varied the more participants there are in the experiment. Such responses aid in assessing how the country as a whole views colors and attitudes. The color associations of a given country cannot be universally applied based alone on the outcomes of individual subject investigations. Only via free-associative studies carried out in a group setting can the associative meanings of words representing color be ascertained.

By using the approach of directed associative experience, it is also feasible to ascertain the connections that emerge between words that represent color and color. When using this strategy, the examinees are given grammatical challenges related to color-expressing words. Future philologist-students, linguists, and researchers working in the field of linguistics might all be subjects of this experimental procedure.

## **RESULTS AND DISCUSSION**

The content of assignments can be in the following structure:

1. Remember the grammatical form (or forms) of the word red and record it on the questionnaire.
2. Remember the words that can be semantically connected with the word red and write them down in the questionnaire.

In order to ascertain the test subjects' connections with the word red, they write in the questionnaire the first or multiple answer reactions that come to mind while completing the activity.

It is also possible to conduct a related associative experiment on the subjects of the words expressing color. In this experimental method, the test takers are required to record associative responses to a word representing a color. Let's say that the subject has an eyebrow association with the word black. At the next stage, the association restored in memory with respect to the word eyebrow is recorded. Then, the next association, for example, bold, is determined in relation to this association. Associations are connected to each other in this order and form a linked chain. That is: black-brow-thick.

The importance of this experimental method is that it makes it possible to determine the semantic and associative closeness of the associations given to words representing color. In such a chain, the scope of associatively and semantically related units is determined, the composition of the associative chain, the structural structure of the units that form it is checked. Although this experimental method encourages test takers to act towards a goal, it encourages them to activate their memory, recalling their grammatical knowledge of color words, while the color words are new grammatical forms, helps to "discover" its new associative meanings.

It is possible to perform associative tests on phraseology, proverbs, and proverbs created with words that communicate color in a free, guided manner. It will be feasible to ascertain the examinees' level of familiarity with these units and their perspective on the information presented in them by using the experiment's outcomes. Associative experimentation is a simple procedure to carry out. Large audiences can participate in the experiment concurrently if scheduling the testers according to time doesn't pose an issue.

It doesn't take much time to experiment. For example, since there are not many words representing color, the experiment process does not take much time. In the course of the experiment, the test takers record their responses to each color-expressing word read and heard in the questionnaire. The examinee can spend no more than 10 seconds to write his own reaction to one word if it is not in the form of a phrase or a sentence or text. If the response is in the form of a long sentence, it will take more time to write it in the questionnaire.

Prior to starting associative studies, a list of test subjects, and a questionnaire including a list of words that represent color, the experiment's duration, and the target audience are all decided. It is best to carry out associative experiments in writing and on a large scale. The examinees will receive pre-made questions for this reason. Words that convey color are put in numbered columns on the questionnaire, and test takers are required to report their answer reactions that they can recall for each word. The test takers' age, gender, occupation, and venue of testing must all be specified on the questionnaire. When assessing replies based on the individuals' age, gender, or employment, this information is crucial.

When conducting associative experiments, it is important to pay attention to the age of the test subjects. Such an experiment can be carried out in children and adults. This experience is of great importance in determining children's perception of colors and their attitude to colors. In young children, associative experiences can be conducted orally.

An associative dictionary creation experiment involving adults is carried out. In most cases, persons between the ages of 21 and 27 engage in associative encounters with the intention of learning new languages, claims D. Lutfullayeva. Language owners have a large vocabulary and fully developed linguistic abilities at this age, according to scientists. They are able to exhibit the awareness and cognition of language that both the current generation and language owners possess."

Associative experiments should ideally be carried out in accordance with the guidelines for human experimentation. As an illustration, volunteers should be included in the experiment voluntarily, informed about it beforehand, not subjected to psychological coercion, and not under any kind of pressure while the experiment is being conducted.

During the free-associative experiment, the examinees should perform the following actions:

- 1) full attention to the experimental process, not being distracted, being ready to hear and perceive the stimulus word;
- 2) hearing the stimulus word and perceiving it (understanding its meaning);

- 3) to understand what image was formed in the mind when the stimulus word was heard, what words were restored in the memory related to this word;
- 4) record the associative units restored in memory in connection with the stimulus word in the survey questionnaire.

## CONCLUSION

To put it briefly, all of the associative experience method's specified varieties are crucial for understanding the associations that natural speakers of words that reflect color make.

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