

The Symbolism of Color in Literature of Magical Realism

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Abstract: Great cultural importance is given to the color designation. As a component of culture, color acquires a complex and diverse system of meanings, interpretations, and becomes the embodiment of cultural values. The color environment, the color vision of the world in any era is interpreted in accordance with "color cultural" attitudes. The article examines the concept of color in language, culture and literature. The opinions of a number of scientists on the issue of color symbolism in language are presented. The symbolism of color in the literary direction of "magical realism" is analyzed on the basis of novels of Garcia Marquez, Laura Esquivel and Isabel Allende.

Key words: form of perception, color perception, color designation, color symbolism, artistic text, emotional landscapes, magical realism.

The language is a treasure of features of the culture of the people who speak this language. All life experience and all cultural achievements are recorded in the language; they find a mirror image in it. The cultural component is found in units of all levels of language, but it is especially evident in vocabulary, phraseology, aphorisms, rules of speech etiquette, and it can be also manifested itself through color.

Therefore, when studying any language, especially a folk one, it is necessary to take into account: any language has its own peculiarity, its own culture, i.e. it manifests itself in the form of a specific national language expressing the national spirit and reflecting the peculiarities of the way of life and traditions of the people. This feature is typical only for natural languages; artificial languages do not have the worldview of a particular native speaker, which could be reflected in them [5; 13].

The world is given to a person through a wealth of forms of perception, which are provided with the ability to distinguish different qualitative characteristics of objects in the surrounding world, and among them a significant place is occupied by color. The concept of color is one of the central ones in relation to man and reality.

The connection of color with objects is formed the basis of theories of the origin of color concepts, and color symbols. The theory of A. Vezhbitskaya identifies a number of basic prototypical referents that exist in the speaker's perception when speaker calls a particular color: "day", "night", "sun", "fire", "vegetation", "sky", "earth" [1;37].

Color can have a communicative meaning, as it conveys a certain specific feeling and evokes appropriate emotions.

Monroy notes that the human eye is unable to establish clear boundaries of the color scheme of the surrounding reality, as well as the lexical stock of any language will be insufficient to describe these colors. We have to be content with more or less general color definitions. For example, the term "verde botella" colors (bottle green) does not mean that all bottles are green or the green shade of all bottles is the same, but nevertheless this color designation causes all people to have approximately the same associations [6;24].

Any emotional state can be activated, i.e. excited, complemented, or emphasized by appropriate color combinations. Characterizing the relationship between color and emotion, it is usually noted the

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following feature: "color causes emotions," therefore, colors should be stored in memory in exactly the same form as we see them.

Color is perceived by natural form, therefore, such expressive characteristics as warm red, cold blue, close yellow, distant blue, light white, heavy black, acquire stable associations over time. For example, in art, an expressive color form creates an impression, and a sign concretizes it and lead it in a certain direction. The expressiveness, for example, of red has a twofold meaning – good and evil, heat and burning, force and violence, passion and bloody militancy. The sign focuses our feelings on a specific phenomenon [1; 232].

Often, the original meaning of a word is manifested in the symbolism of color and thus is preserved in the language, carrying out an "increment of meaning", serving in the literary language to create an image, and its concretization.

Colors in literature are widely used by writers to convey deeper meanings, evoke emotions, and create vivid imagery. Colors can represent a wide range of human experiences and emotions, helping to enhance themes and character development. The literary usage of colors enriches literary texts and adds layers of meaning that can significantly enhance the reader's understanding and emotional response. By paying attention to the colors used in literature, readers can uncover deeper connections between themes, character arcs, and the overall message of the work. Understanding color symbolism is key to a fuller appreciation of the writer's craft and the intricate worlds they create. One of the bright example of literature directions which use methods of allegory and symbolism is magical realism.

Ortega y Gasset, a prominent philosopher, emphasized, "magic realism, with its fantastical elements, serves to reinterpret reality, revealing hidden truths and emotional landscapes that may not be apparent in a purely realistic narrative" [7;98].

As magical realism is a literary genre that combines reality with elements of magic, creating unique worlds in which ordinary events are interconnected with amazing ones, in this context, the symbolism of color plays an important role, adding additional layers of meaning and emotion to the works.

For example, red usually symbolizes passion, energy, and love. In magical realism, red often symbolizes strong emotions or conflicts. It can indicate blood, passion and changes the lives of characters. For example, in Gabriel García Márquez's "One Hundred Years of Solitude," red can symbolize both the fervor of love and the bloodshed associated with family feuds [2; 23-125].

The passionate relationships in "" by Laura Esquivel often it is mentioned red to signify desire and the transformative power of emotion [4; 3-111].

The blue color symbolizes tranquility, spirituality, and dreams. Also, the blue color can be used to reflect the deep inner life of the characters, their aspirations and experiences. In many works of magical realism, blue can represent the mystical and the divine. For instance, the blue skies and waters in Márquez's works often evoke a sense of longing or nostalgia [2;190]. In "The House of the Spirits" by Isabel Allende, blue reflects moments of spiritual clarity and connection to both the past and the otherworldly [3;4-123].

The green color symbolizes life, nature, rebirth, and sometimes envy. In works of magical realism, green can symbolize life, connection with nature and magic. Nature can act as an active participant in events, bringing unexpected twists to the plot. Green is frequently associated with the natural world, representing the lushness of Macondo, the town established by the Buendía family. It symbolizes life and renewal but also reflects the characters' inner emotions and conflicts, especially during moments of jealousy [2;45].

The symbolism of yellow is ambiguous, it can mean joy, optimism, betrayal. Also, yellow can be associated with sunlight and happy moments. However, in the context of illusions and deception, yellow can also highlight instability and threaten characters' dreams. In Esquivel's work, yellow often reflects the warmth of familial bonds but also hints at the fragility of those relationships [4;55].



Black is a mystery, death, evil, loss; it is often used to create an atmosphere of mystery and tension. It can symbolize fears and hidden sides of the personality, as well as portend unpleasant events.

The symbolism of the white color is purity, innocence, a new start. In magical realism, white is often associated with hope, new beginnings, or spiritual purity. He may represent characters seeking redemption or a search for meaning. White can represent a sense of peace and purity but also uncover hidden darkness. In "The House of the Spirits," characters clad in white may symbolize their aspirations for purity and transcendence while grappling with their histories [3;88].

The interplay between white and dark elements amplifies conflicts between innocence and guilt.

Purple is also found in the texts, which can mean spirituality, magic, mystery. This color can also symbolize magical or supernatural elements, the depth of feelings and inner throwing of characters. Purple can also highlight cultural aspects related to mysticism and magic.

Gray usually means neutrality, uncertainty, fatigue. Gray can be used to convey boredom, ordinariness, or sadness. It highlights the contrast with bright colors, creating a sense of constant conflict between reality and magic.

In magical realism, the symbolism of color serves not only to create an atmosphere, but also to deeply express the emotional and spiritual state of the characters. Each color can have multiple meanings depending on the context, storylines, and cultural background. When reading works in the genre of magical realism, careful attention to color symbolism can significantly enrich the perception of the text and deepen the understanding of the topics that the authors seek to explore.

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