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THE ROLE OF COLOR NAMES IN KAZAKH AND ENGLISH TOPONYMY

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ABSTRACT

In this work, an attempt is made to determine the color scheme of the space of the British and Kazakh ethnic groups in the perception of the world. The purpose of this article is to present and use fundamental information such as semantic meanings and geographical features of colors (a type of toponym including color names) in Kazakhstan and the UK. The research material is English and Kazakh place names, and the purpose is to identify idioethnic features of space perception. Toponymic data for this study were obtained from the database of toponyms of Kazakhstan and the UK. The results showed that the most common names of colors recognized in toponymy are that have a close connection with everyday life and positive morals in Kazakh and English culture and literature. The toponymic image of the world can be characterized from two sides as the relation to the ethnos (nation, nationality) and to the person (toponymic person, representative of the nation). Toponymys that were made of color names are also defined as a unit of vocabulary relating to the area of spatial relations and reflecting the location of a particular given object.

Keywords: Kazakh, English, Color, Place Names, Toponymy, Culture

INTRODUCTION

We live in a world of names. Names surround us and serve as a reliable indicator of places where something is or something has happened. Toponyms have been created by people for hundreds or even thousands of years. This is the people's memory of the events of the long and recent past, of victories and defeats, of trade and cultural ties. Therefore, we should be interested in the history of the origin of geographical names left to us by previous generations. The study of toponyms helps in revealing our rich history. This is especially important because old geographical names can often be the only echoes of bygone days and events.

The main factor in the nomination of toponymy of the Kazakh and English peoples has always been - the colors names. The colors world in the culture of any nation has its own distinctive character, its own symbolic significance. Thus, through the "color in culture", people expressed their own aesthetic viewpoint, emotional state, and human moral understanding. The environment, the world and the sky, and even any items related to material culture, clothing, equipment, or the tradition which is related to spiritual culture can't be accept without color. Without it, world being will not be complete. Therefore, color is the only way to show the culture of the nation. It deeply spreads its roots and is combined with the mythical concept of our ancestors. The world of color - includes many sources of language and ways of understanding the surrounding nature, the self, the things and phenomena in society. Personal experience of individuals suggests that the image of the world, having in the mind of human being, is not monochrome. Color has become and remains one of the most important parameters of the perception of truth, which is reflected in English and Kazakh languages and geographical names. Color has an objective character as a physical characteristic of the world, but the perception of colors in individuals may be different. Distinction of colors in acts of sensory perception and operations with the data obtained in speech acts of individuals are connected with connection of sensory experience.

Language was studied as the mentality of the people, as a manifestation of consciousness, the system of knowledge, which is a derivative of the environment. Modern cognitive paradigms of the Kazakh and English languages are also found in this process.

The Relevance of Research

Nomination is a steady and continuous process in space, when the process of mentioning a goal, a phenomenon occurs in the process of human cognition of the environment, its decomposition into the category of zones.

And the object-the ascertaining, having the possibility of self-promotion in the world, and realizing the original activity-the person himself. However, the degree of human participation in this act is not the same. Thus, the ancient onomastic names, which appeared chronologically earlier, perceive, master and use the modern linguistic community as a result of the collective creativity of the ethnos. This is mainly a question concerning the names of geophysical natural targets.

In the process of cognition of the surrounding world, a person, naming its individual parts, on the one hand, groups common names, and on the other-individualizes the name. Due to the end of the nomination at the appellate level, the onomastic nomination will continue.

Scientists on the onomastic nomination: "The onomastic nomination is selective concerning all named objects, except people and places where they live. Both are required to have proper names as public necessity requires. The object that falls into the field of human attention receives a proper name, either from an already existing fund inherited from previous eras, or a new one created in this particular act of nomination.

To form the structure of knowledge about the world, the universe, the individual, first of all, must fragment the accepted meaning of truth and form its own individual mental constructors. One of the ways of formation of new knowledge, mental segmentation and accumulation of the purpose in consciousness is the language name (nomination).

Geographical names are everywhere and always the result of our thinking. Without toponyms there was no civilization, relations between peoples and countries. And the development of culture and science and dynamically developing international relations lead to new, expanding reserves of geographical names in our language. This function of toponyms is the most important and necessary for human society.

The toponymic vocabulary of any language is an internally organized and ordered system. The study of this language subsystem is of great importance for both onomastics and general linguistics. Promising is the anthropocentric direction in the study of toponymic vocabulary, aimed at studying the units of the toponymic system in close contact with the mental and spiritual-practical activities of human, as it allows us to explore this system as a product of human cognitive activity. When studying the fund of toponyms in close cooperation with the national history, culture, spiritual wealth, the way of true knowledge of the nature of toponyms of the two countries opens. Therefore, the study of the national and cultural outlook of different ethnic groups from a cognitive point of view by toponyms is an urgent problem today.

The study of toponyms, which represent the world of national knowledge of two ethnic groups, following the new scientific paradigm, allows us to set goals, objectives, important concepts and techniques, to form the theoretical basis of unprecedented metotoxicity of toponymy.

The place and importance of toponyms in the knowledge of the world through language, the definition of mental cognitive characteristics of toponymic language units is one of the urgent problems of the Kazakh and English languages.

Thus, the most promising and relevant are the cognitive-pragmatic aspects of the toponymic system of language considering the laws of speech nomination and human thinking in the use of toponymic vocabulary. The article deals with semantic, motivational features of toponymic nominations, their linguo-cultural, socio-linguistic, pragmatic, cognitive and conceptual features, as well as a wide range of linguistic problems that allow to control the relationship between a person and the object of toponymic engraving. Combining system-structural and semantic methods of research of toponymic material allows to reveal the essence of the processes of primary and secondary toponymic

nomination. This allows us to define cultural connotations, associations, symbols and other concepts of place names, paying attention to the "color names", as well as to establish the linguistic and linguistic factors of their variability.

At the same time, the relevance of the research work lies in the fact that the problem of modeling the cognitive structure of the previously neglected onomastic, including the National toponymic concept, the conventions of the National toponymicon and national consciousness, the relationship are considered in the cultural paradigm, however, the markers of ethnic unity (Kazakh and English), national identity of toponymic units and data, putting them as a defining linguistic sign, for the first time in this work pose a problem.

As we have already noted, in a broad cognitive direction, it is important to study the linguistic image of the world, characterized by the knowledge and concept of individual onomastic units based on ethnic and interethnic interests. The onomastic system in the Kazakh and English languages, as a language structure, corresponds to their characteristic conceptual system. In this regard, onomastic concepts that mentally characterize the surrounding being, most concretize the experience of knowledge accumulated on the scale of "language-concept-nation".

Comprehensive consideration of the nature, nature, activity of Kazakh and English names in the three-point integrity "language-concept-nation" today is an urgent problem of Kazakh and English onomastics, as cognitive, cognitive life of the Kazakh and English ethnic groups has not yet been deeply studied based on onomastics materials based on color names. We believe that a special study of proper names, which have cultural, spiritual significance and value, as funds accumulated in the age of knowledge about the internal and external reality of the Kazakh and English ethnic groups. In the channels of cognitive linguistics and linguoconceptology, it is shown that proper names based on color names are a unique structure of cultural space characterizing the ethnic spiritual world, having a deep semantic ethno-cultural content, and the relevance of the topic indicates that the issues considered in the thesis correspond to the state program of The Republic of Kazakhstan "Madeni Mura".

The Discussion of the Study

The word objectifies and activates various structures of consciousness, creates in consciousness various images, impressions, drawings, etc. for activation of structure of consciousness, the listed processes have to be prevented. This condition indicates a close relationship between cognitivism and onomasiology. Because the nomination is connected both with the material world of the brain (consciousness) and with the activity of abstraction. Names serve as a sign of the various facets of the goal and denote the meaning of the truth (object), emphasizing the goal. The name of the object has no purpose to collect and collect comprehensive information and knowledge about the target, the name refers only to the part of knowledge about the target that is important for the nominee. Since the marking-object cannot be fully interpreted, a relevant part must be chosen in the naming act that can describe the most specific properties of the object in time and space. It is known that any object has a property-the exclusive, cognitive part of attention and attention, which serves as the basis for the name. In the study of language characteristics of the surrounding world, five different types of external sensations that perceive the human environment are involved: the perceptual mode "vision", the mode "auditory perception", the mode "kinesthetic (through the skin) sensation", the perceptual mode "smell", the mode "taste". Each perceptual feature has basic components that determine its perceptual meaning. Since the key perceptual video is a quantum of streaming, a link of end-to-end reception, it does not start from zero, *i.e.* it is associated with images in the previous and subsequent memory.

A characteristic feature of the toponymic manifestation of the world is that when developing space through the route model, it is necessary to attach great importance to the visual factor. In other words, in the route-oriented model of space, when moving (route travel, transition path, movement of cattle grazing), attention is focused on the nature of the geographical object, especially remotely, visually (visually), primarily this natural object. That is why geographical names and common names often have names associated with color (Smatova, 2019).

"Perception" - lexico-semantic field consists of the following five perceptual lexico-semantic microscopes. Each of this category of seeds is represented through their respective generic concepts.

Five sensory-perceptual modules in the human brain are stored in the appropriate domain (file) space (conceptual field), updated if necessary.

Vali's word: subject-shaped concept (perceptual module) and cultural-national concept (inherent module) are two phases of cognitive activity. The primary marker and the marker pass the stage of formation in the form of literature in various modifications. At the last moment, the word penetrates into a certain ethno-cultural space and becomes an instrument of understanding (comprehension) and interpretation (comprehension) of this culture.

The basis of the formation of linguistic categories is not a neurophysiological factor, which is associated with the behavior of perceptual information received from the outside world, categorization in the collective, ethnic consciousness, *i.e.* the activity of ethno-cultural consciousness, its features. Excessive development of any cognitive activity of any population is due to the specifics of life, the peculiarity of life at the time is due to the peculiarity of the environment. Adaptation to the natural environment, its development can be developed by studying any physical, neurophysiological properties of a person, experience skills.

Main factor, which is the basis of the toponymic nomination of the Kazakh and English peoples – is the color name. We believe that in combination with any geographical term of color names in place names based on the color name, diversity, "electability" depends, firstly, on the internal regularity of the language, and secondly, on the ethno-cultural stereotype that has developed in the marking of colors in the national consciousness of each ethnic group on geographical objects. To understand the cognitive nature of the nomination process, first of all, of all the mental-psychic phenomena underlying it, in our opinion, it is advisable to consider from the connectionist theory.

Connectionism is a theoretical approach to the description of the sequence, the sequence of mental and mental operations, including through the interaction of neural links of the brain, information processing in the brain, "analysis (filtering)", actualization, etc. The main idea of this direction is The formation of a set of information by modeling the neural structure of the human brain: the mechanism of information collection, information processing, irritation of the nervous system→excitation→ "awaken" (innervation) → accumulation of information→ feedback is not a mental activity that takes place one after another, which is meant by sequential (parallel) actions in the shortest possible time.

The reason we pay attention to connectionism theory is because the nomination process significantly reveals the fundamental mental-psychic foundations deepening in the process. Interestingly, all variants of neural branches (neural networks) in the human brain, based on the "cross" principle, language units and mental representations in human speech activity, *i.e.* connections of different neural branches, strengthen the connection of "winning" neurons and provide actualization of specific mental units, which are the basis for perception and pronunciation in consciousness. As we shall notice, this categorization, sub-categorization, representation, etc., underlying the process of nominal mental action, explain step by step the operations, namely, that a new progressive phenomenon, the comparison of an object with existing objects, concepts, choice, a new or corresponding concept, word formation, *i.e.*, the fundamental psychic mechanism of nominating any object, phenomenon.

For the category of an object, a person chooses from attributes consisting of a constant and limited list: color, volume, shape, structure of whole or individual parts, weight, temperature, hardness-softness, texture (the nature of the surface of a solid - evenness, roughness), etc. these attributes are factors that serve as the basis for creating a common name of the object. Of all the features of the target, a personalized special feature is linguistically encoded, characterized by its special isolation from other similar targets.

In toponymy depending on length, cross-section, the heights of vertically and horizontally elongated objects are often found in language markers. According to psychologists, when identifying objects, the horizontal (vertical) factor becomes the first in the eyes. Therefore, on the visual perception of a person, the eye level rises sharply, on an object that is above the surface of the Earth. In this case, when the reception takes into account the focus of the object perspective – the location of the two objects away from each other and the nominator. Localization - cognitive properties of a person having a psychophysiological nature.

The background (background) is a relation of static objects here, the figure is isolated within that background. "The elementary premise that some object will be recognized at all is its selection as a figure from the surrounding background" (Velichkovsky, 2006)

In topographic space, for example, a mountain massif serves as a background (background), it is perceived as a shock figure, allocated with a special vision. The anthropocentric approach to language in general and onomastics in particular allows considering placenames through the history of the people and the histories of the idioms they speak. Toponymy of any country reflects the peculiarities of its historical development as well as cultural and language contacts taking place in its territory throughout the history. The problem of historical study of proper names has been addressed by scholars, who consider them as a kind of monuments "accumulating" history. From the theory of onomasiology it is known that each object has some features, one of which is chosen as the main one when it is nominated (Pavlenko, 2017).

In General, the perception of the goal through perceptual channels, cognitive processing in the memory of a person of different levels, concluding, should not be understood as psychophysiological actions occurring one after the other, slowly. It should be understood that several mental operations, to see one thing, to feel, to compare with stocks of knowledge in consciousness, experience (selection), "to remove" surpluses, etc. That is, they should be understood from discrete (scattered, not consecutive) simultaneous (synthesized) operations.

The main features used in the naming of a geographical object are most often color, length, width, shape, height, depth, size, taste, etc. at the same time, color as one of the most striking features plays a special role in the reconstruction of the worldview of the ethnic group, since its perception is correlated with the value, semiotic, philosophical, ideological systems of the people.

Color values belong to one of the oldest layers of vocabulary of any language. All color meanings, which are part of the oldest layer of vocabulary, except for the semantics of color, in many other languages, are endowed with symbolic semantics. They acquire special importance in place names (Khisamitdinova, 2019).

Weisgerber in his work "Native language and formation of the spirit" drew attention to the fact that children are characterized by a special sensitivity to individual colors, and determines that the understandable development of the color world is the result of spiritual development (Vaisberger, 2009).

Besides, the same physical abilities with representatives of different ethnic groups, color recognition can not be equally fixed in different languages by the facts of perception of feelings. Perhaps we should talk not only about the gradual formation of the system of color formation of individuals, but also about the extension of this system in the process of formation of ethnic groups. This approach is reflected in the deep and comprehensive research in recent years on the color designation of linguists in different languages. Any thought related to the issues of color formation is currently impossible without taking into account the theory of Berlin and Kay, who established a dependence on the number of characters and colors that have received names in different languages (Rezhabek, 2002).

According to their theory, the name of the Black and white colors appears first, and then the name of the red color is added to them. In the first five, in addition to those mentioned above, there is a yellow or green sign. The sixth title in Blue, the seventh is brown, then purple, pink, pink and gray. New neuro-semiotic research suggests that they are the primary white, black, and red colors. Therefore, in this issue, many scholars believe that the system of colored signs in accordance with the customs of different peoples.

The possibility of symbolic interpretation of colors is an object of research recognized by many famous linguists and historians. Scientists studying the life, culture or language of individual peoples confirm the possibility of establishing a link between individual colors and cultural symbols of an ethnic character. In several amazing toponymic studies, E. M. Murzayeva emphasizes the combination of white color with such concepts as light, purity of ideas and spirituality (Murzaev, 2001). Budur noted that red was a compound in Vikings ideas of power. (Budur, 2007). Leroux Guyonvarch called white "the universal color of the sun of the Indo-Europeans" and found that the red color of the Celts was the color of knowledge and the fighting, and blue, green and yellow – classified as class producers, and functional the color in the Celtic legends arose rarely (Guyonvarch, 2001).

Proponents of color symbolism see its origin in the objective features of the human psyche and believe that the basis of this phenomenon are associations directly born in the mind of a native speaker. Green in the minds of people associated with spring, growth, the emergence of new life, white light, snow, purity, day, red – blood, war, fire, cleaning, black – night, fear, danger, lethal, unknown, yellow – the sun, warmth, joy, and sometimes-the force.

The stability of the color communities led to the fact that colors have a symbolic meaning in Christianity and Islam, where the religion dominates the territory of the European, British Isles and Islamic countries. Blue was the color of God's love, green is Islamic religion main color, green was the hope of resurrection, purple was repentance and sorrow, white was sacred, brown was renunciation of the world, gray was humble (Shalidi, 1997).

Ageeva emphasizes that color names are too inadequate to display specific features. R. Ageeva suggests that the common Eurasian system can be used Northern black, white in the West, southern - red, Eastern - yellow or blue (Ageeva, 2002).

In agreement with Ageeva, Superanskaya states that in some cases, specific features of objects appear on the hydronyms colored signs. It should be noted that the natural connection of associations, which arose by color, is determined by English and kazakh cultures and in the broad sense of the associations described above are characterized by representatives of British and Kazakh culture. The symbolic nature of the color is that the color is not associated with the idea or values of a particular ethnic group, and the traditions of designation of colors of light. This approach is especially popular among toponymists, associated with the ability of toponyms to serve as spatial reference points. Superanskaya connects with the Northern or Western black, white - South or East

In General, the designation and representation in geographical names of parties with different colors of the world are linked to the cultural traditions and history of peoples, especially the history of their resettlement.

Color in place names can perform not only the function of orientation, but also as a pointer to the side of the horizon. Place names contain reasons to believe that the symbolism of color orientation depends on the nature of the object on which it is nominated. Thus, in structure of Slavic names in origin of rivers in the European part of our country, according to Superanskaya, marked the right and left of the river, black and white, black and many rivers flow into the sea and lakes, and white – no. It also notes the broad and meridional direction of the black and White rivers

For other types of objects such oriented symbolism is not typical. The sides of color symbolism sometimes exclude another possibility to explain the content of color terms in the composition of place names. Thus, A. V. Superanskaya based on the analysis of many hydronyms makes the following conclusions: "the Color names can be found too often to be accidental. At the same time, the set of them is too poor for them to reflect any real signs of objects». In his other work, he talks about the physical and geographical characteristics of rivers, including color and taste, the nature of the channel and floodplain, the direct relationship between the characteristics of soil, flora and fauna and their names. It also links the dark or brown colors of rivers with dissolved organic matter of the humus series (Superanskaya, 2007). Murzaev points out that orographic objects with the designation "blue" are colored blue if in the daytime they look at them at a great distance through a luminous shroud of air (Murzaev, 2001).

National-cultural character of cognitive activity in the toponymic nomination. As is known, cognitive actions (neuropsychological, biolinguistic, etc.) underlying toponymic nominations are common and universal qualities of a person. The mechanisms of cognition of the world and the basics of naming a common language are fundamental principles common to all people. However, it should be recognized that the presence of an ethnocultural component in cognitive semantics is a common universe in the language of General and onomastics. That is, as a result of perception, processing, processing of information obtained as a result of the truth of the surrounding world, hearing, feelings, comparison with existing knowledge, listening, speech formation as an act of inference, etc. many mental operations are common. In line with the cognitive representation, from the moment of verbalization, the representation of beaverbank begin to identify national differences. First of all, it should be emphasized that the surrounding world, ethnological space by the knowledge, mentality of the

people depends on the category, conceptualization, correlation of objects and phenomena, features of representation in the national consciousness through linguistic units, etc. (Tileuberdiyev, 2006).

In the composition of geographical names, we consider it necessary to consider an alternative approach, no doubt in the color potential as a symbol and a guide, but taking into account the above. We believe that the color designation can be used to approve this type of objects formed in the minds of native speakers.

The cognitive-mental actions and abilities of a person are similar, are common, and there is a common goal for all mankind, for example, from the cosmonymic names Bird's Way, in English the name Milky way, you can notice how many differences and similarities.

Here we say the words of Mechkovskaya compactly: "in General, how we perceive true being does not depend on the language, but on the contrary, being in different languages is displayed differently, this is a question concerning the diversity of situations in the material and social life of the people" (Mechkovskaya, 2004).

The geographical factor is the basis of specificity of formation of the ethnocultural factor, promotes its definition. Realities in the world, physical and geographical objects, terrain, landscape, etc. in sensory-perceptual perception, mental and cognitive constructors in human consciousness – Gestalt, frame, concept, prototype, proposition, etc.

In the mental nature, cognitive abilities of the Kazakh people are highly developed perception of "perspective", as well as global-local perception.

The electability or advantages of choosing a natural nomination sign, which served as the basis for the creation of toponymic names, is not accidental.

The concept in language should not be truth as a result of perception through direct awareness of the true world. This is the result of human actions to process perceptual information, abstraction. That is, before the expiration of the act, mental structures must be formed in consciousness, ready to assert their position, seeking and inclined to find forms of representation.

The color designation in toponyms is associated with the peculiarities of geographical objects and the peculiarities of their perception by the members of human vision. Since the external world is transmitted to different peoples in the form of unique idioethnic models, we believe that the use of color symbols in the place names of different ethnic groups will be different. In 1988, based on the opinion of the team of authors of "Ethnopsycholinguistics", "one color we will not notice the other, but on the contrary, grows with different connotations, who is like snow. Fixing them through the translation of space and time in the language consciousness of the population leads to the emergence of multi – colored ethno-ecosystems-their own bricks, atoms of our world phenomenon. The peculiarity of each culture is to tell about the color gaps and accordingly color universals that reflect in the color contribution».

RESEARCH METHODS

During the research, along with purely linguistic methods of research, research methods of other sciences were used: descriptive, systematized, computational, classification, cognitive, conceptual analysis, methods of component analysis. At the same time, the simulation of the concept of cognitive matrix was applied to toponymic, cultural information and data analysis, comparative, statistical-frequency methods in concept frames.

The description used in the research, systematization, comparison, summarization, classification, analysis, helped to give cognitive-linguistic, linguistic-conceptual, linguocultural, semiotic characteristics of the material being analyzed.

The Results of the Study

In the cognitive aspect of the study of color names in the Kazakh language, N. N. Aitova contains the following issues: nature of color names and semiotics of lingual culture, historical character of Kazakh colors and its names, archetypal image of color formation, symbolic nature of color, color

image of the space, cognitive paradigms, etc. The process of color separation in the space is carried out in the central nervous system through perceptual perception of the human (Aitova, 2005).

There are several significant works in the Kazakh linguistics on the study of the environment, shape, volume, color of the object, its lexical structural, ethno-linguistic, cognitive nature. Scientific articles Kononov, Konkashbaev, Molchanova and monographic work «Tur-tusterdintildegikorinisi» of Kaidarova, Akhmametyeva, Omirbekov, Zharkynbekova conducted a comparative study of Kazakh and Russian languages. We considered it necessary to dwell carefully on the semantic features of the common attributes of color in the toponymy.

The most commonly used color names in geographical names are not used equally in all cases, but are used to describe conformities with different natural conditions, geographical features, orientation, location. The color names in toponymy are often used to describe the four corners of the world, the west and the east, the south and the north, and the geographical location of the objects. However, it should not be considered as a specific characteristic of the Kazakh language or only for the Kazakh people. This is a cosmogonic, geo-symbolic tradition common to the entire Turkic world, originating from ancient times. For many centuries, the Kazakh people, living in nature, paid attention to various secrets of their environment. During adaptation to the natural environment show signs of terrain, climatic characteristics, water sources, vegetation cover, nature of pasture etc. also, relief features, resulting from adverse environmental conditions, manifest themselves in the names related to geographical color. Thus, we see the vigilance of the Kazakh people as a result of complex nominations that reflect the color nature of the Land. Because the names of the land in any region are created based on the language of the population, experiencing long-term historical and linguistic changes. The discovery of monuments of the ancient Turkic language, the preservation of the dictionary of M. Kashgari, abundantly illuminating the language system of the country to the present, it is necessary to analyze the ancient Turkic toponymy. In any case, the complex concept that arises concerning color has been observed in the study of the fact that the toponymy arises for any reason. First of all, resettlement and survival of the Kazakh people in the transition from nomadic to resettlement became widely practiced by toponyms. We observe physical, relief, critical-characteristic features from the geographical names marked by the population. Even in the geographical names you can see the features of the economy of the country, everyday life, activities in nature. In Kazakh place names "Ak (in kazakh. «ақ» transliterated as «ak») (white)" are very common in all types of place names (land, water, mountain, city, town, steppe, etc.). For example, in the geographical names that have arisen concerning the names of white and black, red, yellow, gray, brown, blonde, blue, color concepts are used in direct and variable values. We considered and tried to find a solution based on nominations, motivation theory. A word having a status of concept naming is lingual symbolfully and exactly defining the content of a concept (Meirbekov, 2014). Kazakhstan has a large number of words denoting a particular color in the composition of the geographical names. Adjectives denoting color, black, white, red, blue, yellow, brown, etc., usually mean the color or kind of objects, and serve to identify geographical objects such as mountain, stone, hill, spring, ditch, high, water, steppe, road, ridge, saline, sand, rocky, fillet etc.

Names denoting color are largely directly related to the color of the rock mass forming the mountain. Given that this raises a controversial situation, it is necessary to focus on the names of objects with some specific geographical characteristics.

«Akshoky» is a mountain's name in the East Kazakhstan region, the absolute height of the mountain reaches 1055 m. P. Semenov is explained the origin of the name as follows: "the reason for obtaining the mountain of this name depends on the fact that for a long time it is in a snow captivity.»

Sometimes there is an explanation of the etymology of this name as quot "Grassy ridge". In the vicinity of the Akshoky mountains a large crowd of names (Aktas, Akshuly, Jakubek, Akshi, Sarycheku, Karazhal). Therefore, it can be concluded that in the classification of orographic elements for this region there is a main sign-the color of objects (rocks, snow, etc.).

Kokshetau is a granite massif, sharply raised from the adjacent physical plain planes, with vertical slopes. The difference in height (amplitude) with the adjacent plains up to 500 m. a Special impression about the nature of the mountains is evidenced by the words of F. Nazarov, taking place in this region in 1813"... on the right side of the 3-day on a blue background seen Kokshetau mountain on a

harsh hill, mountain peaks clouds» (Abdirakhmanov, 1996). This indicates that the mountain's name is associated with color.

At the same time, when analyzing the semantics of Kazakh place names, which represent color, we can say that the adjectives "color" in the geographical names have not only a color expression or color value but in some place names we can see that they represent different meanings.

Researcher of hydronyms of the Northern region of Kazakhstan Bekenova states that Kazakh hydronyms often contain names of rivers, lakes depending on the color, and in this region, depending on the color, the linguistic analysis of names with white, black, red, yellow, brown, pale, chubar, blue words is studied. Example: Akbulak, Akkuduk, Aksu, Alakol, Karaagach, Karabulak, Karhausen, Kokterek, Koktobe, Kyzylagash, Kizlar, Saryozek, Sarybulak, Saryadyr (Bekenova, 2002).

"In the toponymy of Kazygurt district, for example, geographical names associated with color. In their composition there are adjectives of black, white, red, yellow, blue, pale. Adjectives denoting this color usually shows the color or appearance of a given object and serve to identify geographical features such as a mountain, rock, hill, spring, water, sand, river, etc.

In "linguocognitive and ethno-cultural bases of the Kazakh toponymy" Rysbergen proves that the color attributes in the composition of names combined with the names of the appeals of different nature (landscape, somatic, object-artifact, etc.), and not casually, elegantly, in the "favorites" in nature. He emphasizes that unlike other colors, our language is dominated by place names that came with the word "black" (Rysbergen, 2010).

In any language, there are place names, compiled in conjunction with adjectives, including white, black and etc. Scientists like Kononov, Koishybayev, Sattarov, say about their values in their writings.

White (in kazakh. «ақ» transliterated as «ak») – 1. color, clean. 2. flow. 3. west.

Akbulak is a spring, meaning: "the color of spring water". Aktau-mountain, meaning: "depending on the location of the mountain in the West"; Akshelik- is a village, meaning: "depends on the name ru (tribe)".

Black (in kazakh «қара» transliterated as «kara»)-1. color. 2. thick. 3. transparent. 4. land.

Karakamys - kystau, meaning: "thick reeds". Karasu-lake, meaning: "land, water".

In this regard, in accordance with the Law of the Republic of Kazakhstan "on religious activities and religious associations" (hereinafter-the law), the government of the Republic of Kazakhstan decides: "Karasz is the name of clay. Black is the word "land" actually. The peculiar nature of this name - underground water is too close to the surface of the Earth. Therefore, this name fully proves the phrase in the Ancient concept of "land-water" or "saz-su" (DGNK, 1985).

It is known that Karasz is not a clay land now. For example, in the Land of Karasz, which was founded by the famous poet MukagaliMakatayev, now there is a village of the same name. Over clay it is known that the village is built. In ancient times, when there was a clay earth, the locals, the old people know well. And in the outer eye, he will not immediately notice.

Thus, place names related to color sometimes come not only to a critical value, but also to different variable values.

Kara word composed of names means not only color, but also means "ulken (big)". According to the scientist's analysis: "...In the epic the name of the Black Irtysh was used once. The main direction of the river Irtysh among local inhabitants is also called Kara Irtysh. Such place names as Karatau, Karadarya, Karakum, Karaarcha, Caralan, meet in different places. First of all, these are the words "big", "big", "very big". Also like the meaning of phrases such as black ghost, strong".

In toponymy the color characteristics of the fixed space are considered. Different views of geographical names on the nature of color components are analyzed, the possibility of symbolic and oriented interpretation of color is shown. Scientists conclude the objective reflection of spatial lines in place names and the presence of idioethnic features of perception of spatial colors. All colors in nature are not limited to determining not only the color, but also the external nature of one object, phenomenon. At the same time, it is known that color names can Express concepts that do not refer to color at all or are too far away from it. Like other Nations, for the Kazakh people the world is divided into two colors: white and black. These concepts is deeply confused in the consciousness of the people and in their system of thinking. Therefore, white is still one of the best beginnings. Because it forms a

holistic body of the world of beauty, moral qualities. In the Ancient worldview of the Kazakh people it is known that the world is rectangular, each of them has its own color. Black color stands for North. According to studies, in "Avesta" it is said that the sacred mountain on the North side is called "Jucaria". When you consider that the original pronunciation of the name "Jucaria" "Iranian language was" "huh Hara", we can say that "Hara" came from "black" in Kazakh language. That is the word "huh Hara" translated into modern Turkish language as "Karatau". The word "black" on this place does not mean color, but significance "the indigenous, the original" (Mankeeva, 1997).

One of the main tasks of cognitive linguistics, which has been dynamically developing in the last decade, is to create in the minds of individual representatives of ethnic groups a picture of the world, characterized as a unity of ethnic groups. The solution of this problem is impossible or, at least, incomplete without the restructuring of the spatial model that existed in the minds of the representatives of the ethnic group. A great help in the transformation of the spatial model can be provided by the study of toponymic vocabulary, which captures the features of the perception of the environment by the human team and its personal representatives. The meaning and role of color names in toponymy is under special attention of the linguists, but is still not fully understood, especially in ideational perspective. In the scientific literature there is fragmentary information on this issue. The reasons for the instinctive feeling of many representatives of different ethnic groups of colors are not identified.

As for the designation of color in Anglo-Saxon place names by origin. The analysis of their internal form allows to transform the idioethnic model of this ethnos. To describe the model space we use a system of descriptors allocated substantially the descriptors of the first type with an average motor, substantially descriptors of the second type, the correlation with objects of the world and correlation with certain parameters of constitutions space. In this system, along with the size, volume, density and other characteristics of the color is considered as a substance descriptor of the second type. Each substance descriptor of the second type is represented in the manifestation (representation for large and small descriptors "size"). Also, the description of the spatial model uses economic descriptors associated with human economic activity, infrastructure, habitable, protective, associated with the protection of their space and values associated with human habitation in buildings and structures.

The analysis of the color descriptor revealed the following manifestations:

white (hwīt, white) – syncretic often gives colour and lustre, used in conjunction with the following descriptors: part of the territory of the Peninsula Whitehaven; part of the river Whitburn, Whitwell; Ford of Whiteford; terrain-ceiling Whittle-le-Woods. White chalk may be; landscape-open land Whitefeld (2)*; forest Whitewood. White is the color of tree bark; flora and fauna-Ash Whitenash; soil-White Waltham; natural objects-stone, Whitestone, Whiston (2), Whitstone, Whitestaunton; column Whitestable; economic descriptors-surrounded by Whitton (2)); cultivated plot Whitland; dairy farm Whitwick; Whitby farm, barn Whitburn; cutting White Notley. The white handle can be associated with the color of the plant (shell) habitats-building (maybe a Church) Whithorne, the gates of Whitegate; protective - House defense Whitby (originally Witeberia – burh), surrounded by Whitworth; value of Church Whitechurch (3), WhitechurchCanonicorum; chapel (belongs to Church); Whitechapel. The above value together with the descriptors means "white" color of the stone;

Blue, green – grēne green) - is accompanied by a verb with the meaning "growth" and the following descriptors: part of the territory-copper Grinsdale; enclosed land Greenstead, West Greenstead, Greenstead East; station Greenodd, Hoo Green; land Greenhaugh, Haughton Green, Benhall Green; dry land on the island/marsh Greenham. In these examples, green is the color of forests, hayfields, crops grown on these lands; parts of the water area are Holmer Green pond; Greenford Ford. The color of water is often perceived as a green shade with human eyes; terrain features-ceiling Grendon (2), Grendon Underwood, Grindon (2), Grindlaw, Greenhow Hill, Grenehead, Greenlaw, Granborough, the edge of the ceiling Gretna Green, Grindale, Grendon. The green color of ceilings and squares is associated with plants on their surface. landscape-forest Norwood Green, Wood Green; economic descriptors-fenced private land of Grinton, Haughton Green, Occleston Green, Ubbeston Green; cut trees Garshall Green, Croxley Green; pier Greenwich Wharf Greenhithe; house with land West Grimstead, East Grimstead, Kirkstead Green;

Golden color (*gylde, gold) – means descriptors, such as: parts of the water area-Ford Guildford. In this case, the color may be related to the sun's floor on the water surface; the terrain features are

Golding area. The Golden color descriptor is explained by the color of the soil or the growing yellow in the area;

Silver (seolfor, silver) represents the descriptors, such as area – fountain Selvere (the old name of the water body). This kind of color descriptor shows the appearance on the water surface; the terrain features are area by Silverdale limestone gray;

Brown (brūn brown) – preserves the semantics of syncretism (color+gloss) represents the following descriptors: part of the river *Brun(e). The brown color of the water may be related to the chemical composition of the water and the strong nature of the stream, whereby the water mixes with sand or even symbolizes the dark sky in the water (Bochkareva, 2007). Landscape-Bromfield open area. Brown ground color; relief features-brown Edge ridge. Brown color is associated with the structure of rocks;

Red - has several meanings: the adjective means "the color of blood, human lips, tongue, autumn leaves" and has another meaning" phone boxes in the UK, that is red. The second meaning of the word "red" - "refers to the October socialist revolution that took place in Russia in 1917." Each sense has the following examples: red with Unger; with red eyes; the Red Army. As you know, in English, one form of a word can be assigned to different groups of words. So in this case, the word "red" is a noun and means "red, red clothes, revolutionary, task". These values can be seen in the following examples: too much red in the painting; dressed in red; to be in the red (debt) the word-formation nest is given by a group of small lexemes: redden (meaning redness), reddish (meaning red).

Another popular language dictionary is the Webs dictionary "New Century Dictionary". This dictionary stores the basic meanings of the word "red". This is explained as "the color of blood", "red", "political lion". We can express these meanings by examples in works of art (Emery, 1948):

*There were red flowers on the wallpaper.
The dark red braids fell free.*

As a noun, the word "red" retains its basic meanings. It is explained as red, red, revolutionary and as the word debt, debt, lack, loss (written in red). Besides, the word "red" has another meaning; red thing; red ball (in Billiards); red (in roulette); red "beast", "pl. amer. - Red skin (Indians)", "red wine" and "slang - money". The emergence of these values is associated with changes in social ideology and new concepts of the reality of life. These values can be seen from the following examples:

*The reds and browns of the wood in autumn.
The red wins. ("Kyzyl" won)
the Reds*

As an adjective, the word "red" retains the basic meanings-; red, orange, Kipchak-red, light red; red revolutionary, Soviet, Communist. In this case, the word "red" has other meanings – "orange", "orange", "grid", "blood, soaked in blood", "red skin" and "North (magnetic pole)". Illustrations to these words:

*Red cheeks, eyes red with weeping
Red flag
Red hair; red pony
He has red hands.*

Especially interesting are the performances of this lexeme in the language. An example is excerpts from such works of art:

*... A lace coronet on her dark red hair...
The sun was low and red in the west.*

Synonymous words for "red" Thesaurus noun to represent the word "red": "bittersweet, Bloodshot, Bloodshot, Blush, brick, burgundy, cardinal, carmine, cerise, cherry, chestnut, copper, coral,

crimson, dahlia, damask, florid, flushed, Fuchsia, garnet, geranium, Crimson, florid, Healthy, inflamed, Magenta, Maroon, Pink, puce, Rose, roseate, Rosy, rubicund, Ruby, ruddy, Russet, RUST, Salmon, sanguine, Scarlet, Terra Cotta, titian, vermeil, Vermilion, Wine".

Other synonyms are given as adjectives to the word "red": «black, brown, dyed, flushed, glowing, hued, reddened, rouged, shaded, stained, tinged, tinted, washed». And the following words, as an adjective to this word, are antonyms "pale, white"

Red (rēad, red) - is not an important color for the old English culture, represents descriptors: area – Radwell Creek, pond Redmarshhall; Brod, East Retford, West Retford, Radford Semele, and parts of the Marsh Redcar, for example the shores of New Radnor; terrain– rock Radcliff on Trent, Redcliff Bay, Ratcliff on Soar, Ratcliff Culey, Ratcliff on the Wreake, Radclive; the slope of Redhill. Believe that colors are associated with the strata of rocks, which comprise the following substances: flora and fauna - Birch Radnage; economic descriptors-house Radwinter; the infrastructure handles-JolRadway (according to the color of the soil)); habitats a hut circle Radcot, Taverham; (CIDE, 1995).

Each color has its own meaning, in this section we have tried to determine the meaning of red in English and Kazakh culture.

Summarizing the above, we believe that red is one of the colors that plays an important role in the development of society. Red color symbolizes love and passion. And after learning that people feel the mood to colors, we can use colors as artists: to give us joy and sadness.

In English culture, red plays an important role.

The color red in the British naval flag has existed since the 17th century and "calls for battle".

The national emblem of England is a red or orange rose. For thirty years from 1455 to 1485, the Lancastrians, whose emblem was the red rose, fought for English and English with the Yorks (emblem – White rose). The war got a romantic horse: the white and red pink war. The rivalry between the two dynasties ended in marriage. Since then, the pink rose has become the national emblem of England.

In England, red is still popular. English troops wear red uniforms. In England, there is a holiday called "Red Friday", born in connection with the victories of miners by entrepreneurs.

Red is present everywhere in England. Even Napoleon himself said: "Red is the colour of England. I don't want to see red color." The reason for this spread of red is that red symbolizes fire, bloody, strong, revolution, war, courage.

Lexicographic data of the word "red" is reflected in the English and Kazakh languages. If in the Kazakh language the greatest number of meanings of the word "red" is 4, in the English language the greatest number of meanings of the word "red" is 14, which is due to the peculiarities of the English language.

The Kazakh word "ҚЫЗЫЛ (kyzyl) - red" and the English word "red" originated in ancient times, in the 14-15 centuries; these words have similar meanings – "color of blood", "revolutionary".

Based on given above data, it is possible to distinguish the presence and absence of any values inherent in a particular culture. For example, the kazakh word "red" does not mean "duty" and the English word "red" does not mean beautiful. This is due to historical, political and cultural conditions.

Socio-cultural values (objects of social culture of the color and other socio-cultural objects, phenomena, abstract concepts, the emergence of which is associated with specific historical and cultural factors of the same population).

Red in kazakh culture: a) wine; speed (car); b) the color of danger and prohibitions; bullfighting, beauty; death; war; color of communism of the USSR holiday;

Red in English culture: a) wine; London (buses, telephone booths); color of speed (car); post office (in the UK); b) color of danger and prohibitions; bullfighting, Spain; various holidays (Christmas, Valentine's Day); color of communism of the USSR;

Yellow brown/red brown represents the descriptors, such as area – Falmer pond; landscape-open space Falfield. Most often the appearance of this color is associated with the color of the soil, hydronyms-bottom or collar; flora and fauna-Fawley deer;

In the Kazakh hydronyms are also displayed features the colors of the water. In the conditions of the Central Kazakhstan small hills, depending on the dissolution of rocks on the water, the colors of lake waters are distinguished. In the geographical features of the lake Serial in this world provides data: "the lake water is greenish-yellow", and the water of the lake Kurenala - "brown".

Black color (blæc, black) is probably asleep to the verb meaning "shining/radiant", meaning the following descriptors: part of the territory of dry land on the island/ marsh; part of the fountain Blackbourne; Blackwell (three representations); mosses Blackmore, Ford Blackfordby. Black color is typical for water bodies of different countries. The peculiarity of black in the English population is that it is a sign of its brilliance; relief objects-ceiling Blackborough (2), Blagdon (3), Blackon; mountain Black color-the traditional handle for vertical orographic features; landscape-open space Blackfield; desert Blackheath; forest Blackwood forest natural objects-stone Blaxton; economic performance of man-gated private land Blackawton Black Bourton; cultivated plot Blackland; forest chopped forest Black Notley Black Notley. The black descriptor depends on the color of the soil or the color of the plant.; the infrastructure handles the way Blackgang;

Grey (hār, grey) - used to Express the following descriptors: landscape-forest Harwood, Harwooddale, Great Harwood, Harewood; natural objects-stone Harston; the infrastructure handles the bridge Horrabridge;

Blue (Melle, motley) - used to Express the following descriptors: relief objects-meldon ceiling; castle MelburyBubb, MelburySampford, Melbury Osmond, Melbury Abbas;

CONCLUSION

It is generally recognized that "the concept of color harmony is greatly influenced by the coloristics of the nature of the country". Colors of native nature are decisive in naming on their basis the realities of the surrounding reality, in particular geographical objects. In the composition of toponyms, Turkic names of color in some cases call the real color of the topoobject, in others-serve to reveal its internal, significant for the perception of the people of qualities and features that receive symbolic meaning.

The structural and semantic analysis of Turkic geographical names with components-color designations allows to allocate semantic loading of color-designating components. So, it was revealed that as part of the toponyms color designation: a) directly determine the color, color intensity or illumination of topoobjects in the perception of the nominator; b) have an additional semantic load, include monetary values, including the semantics of the cardinal directions, which reflects the ethno-cultural property of perception.; c) contain encoded information about the mythological views of the people.

Human consciousness is conditioned by cultural and historical conditions of its existence. One of the objects, phenomena and concepts has different meanings for representatives of different cultures. The significance of the study of meaning and meaning is increasing in the era of modern globalization, close connection and integration of cultures. Many cultures are not currently in a closed space. Culture actively influences each other, and sometimes conflicts occur at the level of influence: information, economic, linguistic, etc. There is a growing interest in cross-cultural psychology, cross-culture of international management, cross-cultural competence of psychologists, translators, language specialists.

Color surrounds us from birth and is an integral part of our life. Besides, we gave to colours the main characteristics, signs and meanings.

As for the percentage of color names in the place names of the two ethnicities, the different types of color descriptor among the English place names are distributed as follows: green (38), white (33), black (26), red (20), gray (6), brown yellow/red (5), blue (5), brown (3), gold (2), silver (2). We see that the palette of colors of the English people is dominated by green, white, black and red. Most compatible with other descriptors-white (22), blue. green (16), black (15), red (11).

It has been found that the English world is painted in many colors, among which the most commonly used colors are green, white, black and red. This is confirmed by the absolute frequency of these colors, and a wide range of applications. Colors related only to natural objects, there are also colors related to the Constitution of natural and manual space. There is substantial reason to believe that most color descriptors show descriptions of objects that are actually accepted by the organs of vision. They inform about the color of plants, soil, rocks or how objects are perceived by human eyes at certain distances.

In the Kazakh toponyms, the percentage of names of colors is: black-32, white-24, red-13.5, blue-13.2, yellow-12.7, Boz-2.3, brown-1.5, Ala-1.3 percent.

On average, the share of land and water names in the space of Kazakh toponyms is 14%, which is a common indicator of the General Turkic toponymy (from 12 to 15%).

As noted above, color has played an important role in society and to this day is becoming important. As part of the Kazakh toponym can be called five pure natural saturated colors: black, white, red, yellow, blue. Of the five, it was found that the overall frequency of black is particularly high. And as part of the English toponym, the frequency of occurrence is high-green, white, black, red, gray.

The combination of onymic appeals, nominated in color attributes, was determined not by chance, but by choice - as a characteristic regularity in relation to the toponymy of the two ethnic groups.

For Kazakh and English toponymy names based on a geographical object, their nomination, data and names associated with the existence of people have similar characteristics. But the groups in these categories are different. The differences in the names of geographical objects are due to the fact that people have passed different historical stages.

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