

## PHILOSOPHY

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### **Representation of colour achromatic associations in English and Russian phraseological systems**

It is considered national peculiarities of achromatic colour associations on the basis of their representation in English and Russian phraseological systems. The choice of these colours is stipulated by their central position in any colour language picture of the world. The authors take into account the fact that associative links between lexical units often result from involuntary memorization in the process of learning the native language due to their regular co-occurrence in microcontexts. In the authors' opinion phraseological units can be treated as such microcontexts. The latter, on the one hand, fix the existing value-associative characteristics, typical of the linguistic culture, and, on the other hand, form them in the minds of new generations. The authors reveal and compare negative, neutral and positive associations of achromatic colours represented in English and Russian phraseological systems. The special stress is laid on national peculiarities of these associations. Their knowledge supplies us with new information about specific features of colour language pictures of the world and mentalities of representatives of English and Russian linguistic cultures.

Key words: colour association, achromatic colours, value-associative characteristic, microcontext, phraseological unit, colour language picture of the world, mentality, national peculiarities.

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