

PHILOLOGY

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Color as a tool of "distinctive" nomination (based on the material of the modern German language)

It is considered the specifics of lexemes-color values as a nomination tool in the differentiation function. Its aim is to identify the role of the implicit semantics of color values, which stimulates their high activity in the process of forming fixed units of differentiating or "distinctive" nomination in the modern German language. The functioning of fixed units with a "distinctive" nomination is examined by employing color designations in nationally marked secondary color values of the modern German language. In the conclusion, the role and prospects of using color values in the process of "distinctive" nomination as a tool of thinking and cognition of the world are presented.

Key words: color, color designation, nomination, secondary nomination, "distinctive" nomination, cognition of the world.

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