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A CROSS-CULTURAL STUDY ON RED COLOR IDIOMS IN ENGLISH AND RUSSIAN: CONCEPTUAL METAPHOR THEORY IN FOCUS

Kulcsszavak: *Conceptual Metaphor Theory; red color idioms; idiomatic expressions; conceptual metonymy; cultural cognition.*

This paper examines the meaning of red color idiomatic expressions in English and Russian from a cognitive semantic perspective by analyzing them within the framework of Conceptual Metaphor Theory to reveal the cognitive motivations behind these expressions. To accomplish this, a comprehensive corpus study based on specialized idiom dictionaries and various internet sources in Russian and English was conducted. For both languages, a database was created to depict the idiomatic expressions, their meanings, English translations, and the underlying conceptual metaphors or metonymies of the color red. Through cognitive analysis, it was discovered that while there are some similarities in the cognitive mappings of idioms in English and Russian, the connotations of red color idioms in these two linguistically unrelated languages differ due to cultural, historical, or sociopolitical factors. These findings enhance our understanding of cross-cultural communication and illustrate how Conceptual Metaphor Theory applies in diverse linguistic and cultural settings, with potential benefits for language teaching and translation practices.