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**PECULIARITIES OF COLOR TERMS IN GERMAN POETRY
(BASED ON J. VON EICHENDORFF'S POETRY)**

Abstract

The article discusses the peculiarities of color terminology in German poetry of J. von Eichendorff. The material for the study comprised 14 works of the poet containing the words denoting color. The obtained results indicate the poet's preferences for colors can be explained by 2 factors: first, feelings and morale of the author, second, Catholic philosophy of color characteristic for those times that allowed polarity of color nominations. Color proportion found in the poems shows the preference for lively, joyful motives together with calming and contemplative ones. We also found a tendency to avoid «negative» colors by turning to less aggressive shades.

Keywords: language picture of the world, the concept of color, color designations, German poetry, colorative component.

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