

The paper's aim is to analyze and compare English, Russian, and Hebrew color neologisms of the economic system. Symbols as signs, stable associative links, and conditional equivalents of the meaning of an object, idea, or relationship, are a means of transmitting and processing information in human society on the basis of public consensus. In the 21st century, color metaphors have become widespread as a symbol of various socio-economic systems, and the interaction of man and mankind with nature. The language of economic symbols is in demand for making decisions about education, job search, communication, and socio-economic systematization, for dialogue based on general concepts and judgments. A trilingual corpus of Color Economy Metaphors (CEM) was collected from digital idiom dictionaries and Internet search tokens, as the result 13 CEMs are presented in a table and analyzed by contextual comparative analysis from a linguistic and cultural perspective. The criteria for the formation of these metaphors differ. For example, the Black-Grey dyad is based on the criteria of legality, and its transparent motivation is based on the ancient White-Black dichotomy, where black is night, evil; white - day, good and gray is a combination of black-white features or a softened version of black as Gray Economy. Thus, the color triad black-white-gray is only partially realized in the CME, since the White Economy is associated with the consumer community, and not with the law. The criterion of specialization of goods and services for a particular consumer community underlies the metaphor Silver and Gray Economy (age) and the Pink Economy (gender). The criteria for sustainable development, environmental friendliness in the use of natural resources, production efficiency are consistently traced in the names of the Green, Brown, Gold, and Red Economies. Some metaphors are related to the type of production process, e.g., the White Economy is associated with digital business, the Orange Economy with creative activity, the Red Economy connects production and distribution with the political social system, and the Yellow Economy indicates the efficiency of production. One of the meanings of the interdisciplinary metaphor Purple Economy characterizes the qualitative features of all economic sectors, namely their cultural value, however, the second meaning is associated with a fair distribution of both duties and income. This metaphor is currently used by different sources with different meanings, and the future development of these two meanings is interesting to follow. From a linguistic perspective, many metaphors are based on metonymy: Green and Blue economies are the metonymy of the green color of vegetation and the blue color of the water, the Silver and Gray Economies are the metonymy of the silver and gray hair of the elderly, and the metaphor Pink Economy is associated with the color of LGBT flags and symbols. The number of metaphors with one and two meanings is approximately equal. In English, a complete set of CEM was found, and in Russian and Hebrew, some metaphors were used only in translated texts (Pink, Orange and Yellow Economy). In Russian, the metaphors *Red and Yellow Economy* are lacunar and in Hebrew, the metaphors *Brown and Golden Economy*. The new metaphor *Red Economy* can be problematic for the Russian language in which the lexeme *red* is associated with the meaning *beautiful* with a constant positive connotation, and in the 20-30 years of the XX century was associated with the Russian socialist revolution. Metaphors Gray and Silver Economy are synonymous in meaning *an elderly consumer commune*. The color economic system neologisms and the color system manpower designating are characterized simultaneously by similarities and differences.

**Table 1. Color Names of Modern Economy**

N	The Color Name of Economy
1	<b>White Economy</b> /белая экономика/ כלכלה לבנה - health industry sectors involving the production, research, marketing, and distribution of health-related goods and services - the financial recovery powered by startups, entrepreneurs, small businesses, and co-workers
2	<b>Black Economy</b> / черная экономика/ שחורה כלכלה or <b>Shadow Economy</b> /нелегальная экономика/ -un-legal Economy (drug trafficking, terrorism, etc.) and running from taxation
3	<b>Grey Economy</b> / серая экономика/ אפורה כלכלה - legally permitted but unregistered economic activity for the production and sale of ordinary goods and services -elderly manpower
4	<b>Silver Economy</b> /серебряная экономика (sometimes Silver & Grey Economy) -industry, services, and activities oriented to health care including dependent, disabled, and the elderly, technology services for well-being and health monitoring such as robotic assistance, electrical mobility, or health sports, including health tourism and green care --elderly manpower
5	<b>Red Economy</b> / אדומה כלכלה - the linear business model of taking resources and producing waste -communist-leaning economies where the state takes hold of production and distribution
6	<b>Green Economy</b> / зеленая экономика / כלכלה ירוקה - a responsible attitude of man to the resources of the Earth, the search for a reasonable compromise between the growth of prosperity and the preservation of natural resources
7	<b>Blue Economy</b> / синяя/голубая экономика/ כחולה כלכלה -activities related to water resources (oceans, seas, and coasts)- marine biotechnology, fisheries, and aquaculture - recycling leftovers, and waste for better use of resources
8	<b>Brown Economy</b> / коричневая экономика -environmentally destructive activities, especially from restricted resources the petrochemicals ( coal, petroleum, natural gas)with big atmosphere pollution
9	<b>Purple Economy</b> /фиолетовая экономика / כלכלה סגולה - multidisciplinary activity adapting goods and services to human globalization diversity( architecture, art, colours, enjoyment, ethics, heritage, imagination, learning, social skills, singularity) - universal infrastructure of social care for domestic workers
10	<b>Pink Economy</b> /розовая экономика/ רודדה כלכלה - socio-economic and market relations of nonheterosexual people community
11	<b>Orange Economy</b> / оранжевая экономика/ כתומה כלכלה or creative economy - arts, crafts, fashion, show business, video games and many other creative activities
12	<b>Yellow Economy</b> -optimizing the industry (boosted efficiency, fixed problems, lowered costs, saved resources) by technology that reduces costs and boosts production to make businesses more competitive, cut wait times, makes processes more precise, narrow the margin of error, and boost security
13	<b>Golden or Sunshine Economy</b> / золотая экономика -use of non-fossil energy (wind energy, solar energy, water, biomass energy, geothermal energy, marine energy) -gold standard monetary system /золотой стандарт with a country's currency or paper money has a value directly linked to gold

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