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**COLOR AS BEING ATTRIBUTE OF
CHARACTERS OF PLAY**

BY JAROSLAV VERESHCHAK «GREEN, BLACK AND PINK»

Article contains color semantics research and its potential with respect to the construction of artistic images and pictures of the world through theater and gaming act. The paper deals with a particular genre of works by J. Vereshchak, disclosed semantics of title. The architectonic of work, as well as its influence on the formation of modeling of game narrative are investigated. In addition, the peculiarities of conflict modeling of play in the context of analyzing of image system are examined. The specifics of creating of ideological load of play through interaction in the text such elements, as «theater» and «not theater» are traced.