

Module 12: "Color Communication"

Lecture 31: "Color Communication"

The Lecture Contains:

- Introduction
- Color Communication
- Color Reaction
- In Social/ Cultural Events

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Introduction

Human beings have developed the mode of communication through visual form much before the spoken language (phonetics) is developed. The expression of visual communication is one of the most powerful non-verbal expressions. Human being realized the range of colors form nature symbolic to their existence. In early period colors had limitation but as the time passed we learned to develop new hues. The expression naturally became more refined and complicated. Use of different colors for different usage indicated different meaning.

Color Communication

Substantial period of our life we use non-verbal communication. Human beings reacts to and responds to various non-verbal cues such as, postures, facial expression, eye gaze, gestures, and tone of voice. When we expose ourselves to other we try to exhibit through number of non-verbal gestures- shaking-hands, nodding head, turning away, looking away, and avoiding eye contact, and so on to give certain signals.

Scientific research on nonverbal communication and behavior began with the 1872 publication of Charles Darwin's *The Expression of the Emotions in Man and Animals*. Since then, there has been large body of research on the types, effects and expressions of unspoken communication and behavior. Interestingly many of these non-verbal communications are fairly subtle.

Color communication falls under the non-verbal communication group where the colors could indicate or speak by itself. Color has been point of attraction for scientists, technologists to various fields of applications. Human beings have applied and explored every possible ways to make use color. Color has attracted human beings from beginning of human history. Initially we faced restrictions while applying colors due to its limitations.



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However, we have made best possible use of colors in our day to day life. Human beings have learnt to apply color communication. It became one of the most powerful non-verbal vehicles for communication with others.

Raising 'white' flag as sign of surrender to showing 'red' flag as symbol of danger or caution are for communicating with others. The signage or symbols with specific color has become common in modern world. Since the beginning of Industrial Revolution world has become smaller. It has become difficult to communicate with people because of various languages. In such case color has proved to be a wonderful mode of communication (non-verbal). Globally there is color codes applied in various situations for the effective communication.

Colors mean differently to different community, culture, individuals. The meaning of colors can vary depending on culture and circumstances. Colors have multifaceted meaning based on metaphors, symbols, iconography, taboo, etc.

Color is a form of non verbal communication. It is dynamic and its meaning can change from one day to the next with any individual. "For example, a person may choose to wear red one day and this may indicate they are ready to take action, or they may be passionate about what they are going to be doing that day, or again it may mean that they are feeling angry that day, on either a conscious or subconscious level."

(Ref. <http://www.empower-yourself-with-color-psychology.com/meaning-of-colors.html> ; June 11, 2012)

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Color Reaction- Most people react to color in approximately the same way:



-  RED excites / stimulates/passion/ action, confidence, courage, vitality
-  ORANGE activates/ pessimism/ sacrifice
-  YELLOW cheers (it stimulates intellect usage in libraries, classrooms)/optimistic/ cheerful
-  GREEN refreshes / retiring / balance/ growth/ self-reliance/
-  INDIGO BLUE intuition/ idealism /ritualistic/ addictive
-  BLUE cools and subdues / relaxing/ trust and peace/ loyalty and integrity/ conservatism and frigidity
-  PURPLE imaginative/ creative/ individual/ immature and impractical/ depressing
-  MAGENTA stimulates/ universal harmony/ emotional balance/ spiritual/ practical/ encouraging common sense/ balanced outlook – life
-  BROWN serious/ down-to-earth/ security/ protection/ material wealth
-  GRAY / WHITE neutralizing/ compromise
-  BLACK scary/ evil/ frightful/ fearful/ bad luck/ funeral color/ sadness/ mourning/unlucky

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In Social/ Cultural Events



Plates2 Pouring Hawaiian Color Sand



Tribal Ceremony, Africa



Marriage Ceremony, India

(Ref. [http://www.google.co.in/search?](http://www.google.co.in/search?hl=en&q=Color+in+Ceremony&bav=on.2.or.r_gc.r_pw.r_qf..cf.osb&biw=1350&bih=559&um=1&ie=UTF-8&tbn=isch&source=og&sa=N&tab=wi&ei=M37VT7fflZDirAe99uT8Dw)

[hl=en&q=Color+in+Ceremony&bav=on.2.or.r_gc.r_pw.r_qf..cf.osb&biw=1350&bih=559&um=1&ie=UTF-8&tbn=isch&source=og&sa=N&tab=wi&ei=M37VT7fflZDirAe99uT8Dw](http://www.google.co.in/search?hl=en&q=Color+in+Ceremony&bav=on.2.or.r_gc.r_pw.r_qf..cf.osb&biw=1350&bih=559&um=1&ie=UTF-8&tbn=isch&source=og&sa=N&tab=wi&ei=M37VT7fflZDirAe99uT8Dw) ; June 11, 2012)

In each of the above the colors (plate 2) are very significant since they reflect societal ethos and sentiment. Colors speak of the occasion. The importance of colors

Color is important in Arm Forces that indicate meaning of the ceremony



Plates3 Honouring The King



Ceremonial Uniform



Queen's Ceremonial Color

In the armed forces symbolic colors are extremely important. The above ceremonials (plates3) events have great significance in term colors which indicate their special events and occasions.

(Source: [http://www.google.co.in/search?](http://www.google.co.in/search?hl=en&q=Color+in+Ceremony&bav=on.2.or.r_gc.r_pw.r_qf..cf.osb&biw=1350&bih=559&um=1&ie=UTF-8&tbn=isch&source=og&sa=N&tab=wi&ei=H3PVT8rXMdDNrQfGII38Dw)

[hl=en&q=Color+in+Ceremony&bav=on.2.or.r_gc.r_pw.r_qf..cf.osb&biw=1350&bih=559&um=1&ie=UTF-8&tbn=isch&source=og&sa=N&tab=wi&ei=H3PVT8rXMdDNrQfGII38Dw](http://www.google.co.in/search?hl=en&q=Color+in+Ceremony&bav=on.2.or.r_gc.r_pw.r_qf..cf.osb&biw=1350&bih=559&um=1&ie=UTF-8&tbn=isch&source=og&sa=N&tab=wi&ei=H3PVT8rXMdDNrQfGII38Dw) ; June 11, 2012)