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COLORFUL ENGLISH

Учебное пособие

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Пособие, составленное на основе оригинальных американских источников, посвящено рассмотрению цвета в различных областях науки и техники. Предназначено для обучения студентов различных специальностей, аспирантов, а также широкого круга лиц, интересующихся данной проблемой.

Цель пособия – совершенствование навыков чтения, понимания и перевода литературы по специальности, отработка коммуникативных и творческих умений.

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ПРЕДИСЛОВИЕ

Настоящее учебное пособие предназначено для студентов различных специальностей, аспирантов, а также широкого круга лиц, интересующихся данной проблемой и продолжающих изучение английского языка.

Цель пособия – сформировать у студентов навыки и умения в чтении, переводе оригинальной литературы по специальности, развить коммуникативные и творческие навыки, помочь в овладении научной терминологией и идиоматикой.

Разнообразие текстов и их объем, а также предлагаемые формы работы моделируют условия реальной информационно-поисковой деятельности специалиста. Все тексты взяты из оригинальной литературы. Они сокращены, но не адаптированы.

Пособие состоит из 12 частей – 7 глав, 3 приложений, библиографического списка и ключей к некоторым заданиям. Главы посвящены научному обзору и рассмотрению цвета в следующих областях науки: математике, информатике, физике, психологии, биологии, медицине, лингвистике, литературе, искусстве, дизайне, экономике и культуре. В приложениях содержатся высказывания известных людей о цвете (color quotes), популярные «цветные» публикации, рассказы и анекдоты (color reading), а также «цветовой» словарь (colorictionary).

Каждая глава состоит из 2 частей (section 1 and 2) и включает в себя следующие разделы: texts, warm-up and close-up activities, grammar. Эпиграфы к главам и некоторым текстам пособия являются цитатами известных людей или фрагментами из произведений современных американских писателей.

В методическом плане пособие построено так, что лексико-грамматические и коммуникативно-творческие задания прорабатываются комплексно. Упражнения на перевод, подстановку слов, понимание прочитанного и отработку грамматических явлений чередуются с составлением диалогов, лексическими играми, обсуждениями, комментариями к карикатурам, написания-

ми рассказов и эссе.

Акцент делается на идиоматические выражения с компонентом «цвет», которые приведены после текстов и упражнений к ним. «Цветоидиомам» (color idioms) посвящена целая группа заданий, направленных на их отработку и закрепление.

Логическим и творческим завершением каждой главы являются speaking points, writings и projects, направленные на отработку творческих навыков, умений создавать презентации (в т.ч. и в Power Point) как индивидуально, так и в группах.

Пособие удовлетворяет требованиям коммуникативного и интерактивного подходов при обучении иностранному языку и способствует успешному усвоению английской лексики и идиоматики.

Study English with flying colors!

Black holes are where God divided by zero.

Steven Wright, American actor and writer

**Section 1****Warm-up activities**

Activity 1. Read epigraph to the chapter and look at the cartoon below. Try to explain the meaning of this quote and discuss the picture. Find their connection with the title of this chapter.

Activity 2. Discuss the following questions:

1. How do you think can numbers be associated with colors? If yes, tell about your personal associations to the digits 1-9. If no, explain why.
2. Is it effective for students to imagine numbers in color? Would you like to use this method? How would you do it?
3. Is there a relationship between creativity and mathematic ability?

Activity 3. Read the following text. Translate the 3^d, 4th, 6th and 8th paragraphs.

Text 1

Colorful math?

Introduction

The manner in which individuals envision number for arithmetic processing is a fascinating topic subject to much debate among neuropsychologists. Much debate has been generated about the essence of mathematical thinking. When students envision numbers during mental calculations, their ability to vividly imagine digits in color could affect number retrieval ability by serving as a memory stimulus.

Conversely, imaginative number representations could simply be an expression of creativity. The present study addresses issues of whether students develop vivid number color imagery as a cognitive strategy to aid mathematical reasoning, or as a function of creative thinking.

Number and color representation

Regardless of how the mind processes numbers and calculations, the brain is required to transfer information from language centers concerned with number words, and shape centers dedicated to identifying numerals. Each center is located in different hemispheres of the brain. The left hemisphere is the zone of language, calculation and amount recognition, while the right hemisphere houses number shape and orientation. Dehaene (1997) provided MRI and PET scan evidence for a location of number and color representation in the right parieto-occipital region of the brain. He offered evidence that the brain recognizes and catalogues numerical information, such as shape recognition, in regions similar to those dedicated to color processing.

Normally, individuals will process color and shape information in the right hemisphere and then transfer the information through the corpus callosum to the language centers for verbal naming. In studies of subjects who have had their hemispheres surgically dissected, the location for digit and color recognition was determined to be the right hemisphere. When students are able to visualize numbers in color, or on an imaginary number line during memory tasks and calculations, they

may be coordinating words and shapes for more effective numerical processing.

Color Number Relationships

A fascination with individuals who imagine numbers in color developed over a century ago when Francis Galton (1883) published a rather whimsical and informal study in *Nature*. He had interviewed friends and acquaintances about their preference for imagining numbers in various colors or on intricate number lines. The subjects were predominately female and, he said, tended to be more artistic than mathematical.

Baron-Cohen, Wyke & Binnie suggested that seeing words in particular colors or "chromatic-lexical" processing was a form of synesthesia, which was effective for use in memory tasks. The subject of their study was a 76-year-old female artist. She implemented her color word system as a memory device. Psychologists interested in discovering the origin and authenticity of her ability devised a word-color memory test to confirm the claim that she associated colors with every word she heard. She was evaluated for color-word associations on 103 items. After 2 1/2 months she was asked to repeat her color associations and she demonstrated 100% accuracy of memory for colors associated with the list of nouns and letters.

Another experiment with 194 students determined what role number imagery plays in mathematical reasoning. Extensive interviews were conducted with those who said they possessed imaginary mental "number forms". Two types of number reasoning schemes were identified: ordinal succession on a number line and number color coding. In a follow-up study, two subjects were selected for extensive interviewing. One female graduate student reported vivid color numbers. She had remarkable ability to recall exact colors for specific numbers over time, similar to the claims of the 76-year-old synesthetic artist who reported arranging numbers in a configuration. Both Baron-Cohen and Seron's teams found memory was influenced the most by number color or configuration. Although the subjects appeared to be either highly creative or mathematically talented, those traits were not used as variables in the study.

Conclusions

Regarding the goal of the study, to find relationships between visualizing number forms and greater mathematic ability, although there is a relationship between mathematic placement and number color use, consistent strong indicators do not exist for these data. Creativity, however, does have a relationship to mathematic ability as well as the use of number color forms. Students who see numbers in color are generally more creative than mathematic. The data demonstrated that students who imagine number lines or color numbers tend use visual strategies to solve problems or to express creativity. As a result, visual thinkers will tend to be either more creative or more mathematic in their thinking. The correlation between creativity and mathematic ability should be noted.

(Constance P. Berlin, April 1998)

Close-up activities

Activity 4. Make up an experimental survey on color number associations. Fill in the chart with individual results. Compare the tables and make conclusions.

Number	1	2	3	4	5	6	7	8	9
Color									
white									
black									
red									
blue									
green									
yellow									
grey									
brown									
pink									
orange									

Activity 5. Answer the following questions:

1. According to this research what has happened when students envision num-

bers during mental calculations?

2. What functions have the left and right hemispheres of the brain?
3. What is Dehaene's hypothesis of numerical and color processing?
4. Who was the first scientist studying color and number relations?
5. Who was the subject of second experiment? What are her peculiarities?
6. How many participants were in the third experimental study? What are the results of it?
7. What is the relationship between mathematic ability and creativity?

Activity 6. Explain the following words and expressions from the text. Use dictionaries and Internet to make your definitions accurate and illustrative.

mathematical thinking

mental calculations

number color imagery

authenticity

parieto-occipital region

corpus callosum

synesthesia

color and numerical processing

MRI and PET scan

Activity 7. Check your understanding of text 1:

1. Imaginative number representations could simply be an expression of

- a) mathematic ability
- b) creativity
- c) good memory

2. Dehaene offered evidence that the brain recognizes and catalogues numerical information in

- a) regions similar to those dedicated to color processing
- b) regions of right hemisphere

c) regions similar to those dedicated to artistic ability

3. Baron-Cohen, Wyke & Binnie suggested that seeing words in particular colors or "chromatic-lexical" processing was a form of

a) anesthesia

b) euthanasia

c) synesthesia

4. A 76-year-old female artist was evaluated for color-word associations on

a) 103 items

b) 194 items

c) 100 items

5. Students who see numbers in color are generally

a) more mathematic than creative

b) more creative than mathematic

c) more creative than artistic

Activity 8. Fill in the correct idioms from the list below. Then match the sentences with the opposite idioms. Use Appendix 3 (Colorictionary) to translate the expressions.

in the red, in the pink (of condition), out of the red, green around the gills, get/have the blues, get/have the green light, red-letter day, paint the town red, in the black, a red flag, black-letter day

1. We _____ to begin a new project.

2. My grandmother was _____ when I saw her.

3. The company has been _____ for three years now.

4. The dull cloudy weather has caused me to _____.

5. It was a _____ when my sister received her graduation diploma.

- a) March, 23 is a usual date, a typical _____.
- b) Our company has been _____ since they began to cut costs.
- c) The fallen trees along the road raised _____ for the safety inspectors.
- d) When my cousin came to visit us we decided to go out and _____.
- e) Our company is finally _____ and we are now making money.
- f) My friend looked _____ after the long bus ride.

Activity 9. Play the game “Numbers in my life”.

Numbers play essential role in our life. They are memories of the past, markers of the present and reminders of the future. Colors are additional intensifiers of our memory.

Rules: Write a colorful number on the board (if it is impossible, write down a number and color associated with it). It can be date of your birthday (and color of your birthday dress/suit, number of the house (color of your house) or your examination card (f.e. # 13 white). Be creative and imaginative. The other students will guess your associations.

Activity 10. Choose one of the texts from Appendix 2 Part 1 (Color texts). Give the summary of chosen text. Retell it using your summary.

Section 2.

Warm-up activities

Activity 1. Read the title of the text 2. Translate it and try to explain its metaphoric meaning. Think about other contexts of using the idiom.

Activity 2. Look at the picture below. Work in pairs and make up a story describing this situation.

Activity 3. Read and translate the text “Does your computer show its true colors?”



Text 2

Does your computer show its true colors?

Since a web site distributes images to many different types of computers and monitors, an image that looks good on one system might look completely different on another. It can be true to the real colors, represent a very limited color palette or very bad color distortion.

Consider this: If you visit a clothing store on the Web and see a blue shirt, you are out of luck if you think that the shirt is really that shade of blue. And if you're visiting a museum on the Web to view Matisse's paintings, or researching skin diseases, or analyzing a satellite weather photo, you may not be seeing the correct colors and you may be getting incorrect information.

How Computers See Color

The following components work together to create color on your computer:

1. The computer hardware on the motherboard

In the simplest terms, deep inside your computer is a "brain." It may or may not be able to see and recreate accurate colors.

2. Graphic cards or video cards/boards

You may have a graphic card or video card/board installed. If so, this helps your computer to see better colors and more colors. (Note: This is built into all Macintosh computers.)

3. Your monitor

Cheap monitors deliver terrible color. You get what you pay for. If you have an old monitor, you probably have very little color accuracy.

The colors generated on your monitor are also affected by anti-glare screens and devices that lower the radiant emissions. These will darken the actual color and may cast a grey haze over the images you see. A better solution is placing your monitor away from glare sources. This will give you better color and optimum visual conditions. Regarding electromagnetic field emissions, it is represented that good monitors are properly shielded and that emissions are restrained to the sides and back. The validity of these reports is subject to further questioning.

To sum it up, the monitor can be the major cause of good or bad color ... or the monitor can be part of the combination of several components that creates good or bad color. In other words, if you have a good video card, good operating system software, and good application software, a bad monitor can still create inaccurate colors. And even if you have a fantastic monitor, the other components can still create bad colors. So you're looking at a case-by-case kind of situation.

4. The web browser (Firefox, Explorer, Safari etc.)

Consider the browser to be the messenger who delivers the colored graphics to your computer. At the present time, most web browsers do not support graphic file formats that contain essential information about color (such as PNG and JPEG 2000). The current standard is the 216 web-safe color palette which is based on the colors that are known to exist in the color vocabulary of all computers (from 8 bit and up).

About the Colors in Images

The images you see on the Web are either GIF or JPEG images. In simple terms, "GIF" and "JPEG" refer to the computer language that is at work within graphic images. It can be compared to how some people speak Mandarin, some speak French and some speak English. Some graphic images speak GIF, some speak JPEG, some speak TIFF, some speak EPS, etc.

These GIF or a JPEG images can be viewed by all "brands" of computers, PCs, Macintosh, and Unix. They also contains color information and this information is based on RGB, on how much (R) red (G) green and (B) blue is in the image.

Here's some background on RGB color theory: computers create colors based on a special set of 3 primary colors: red, green, and blue. So does your television. If you go up close to your TV, (put your eye right on top of the screen) you will see little dots of red green and blue. In computers and television, light transmissions are creating the color. Red and green mix to create yellow.

This is called "Additive Color" and is completely different from how colors are mixed in the tangible world of paints and pigments. When we mix red and green paint, we get muddy browns. This is "Subtractive Color" and is based on the primaries, red, yellow, and blue (or red-based/magenta, yellow-based/yellow, blue-based/cyan).

First, the color was created in Adobe Photoshop. The recipe for the color you see is: red=204, green=102, blue=102. The true color could be called a muted coral or salmon.

Here's the path that the graphic took to get to you:

1. The image was placed in an html script (web page) that can be read by all

Web browsers.

2. Your Web browser software connected your computer to our server and brought the image into your computer. The colors in this gif image passed through the browser and brought this information into your computer operating system.

3. The colors in the image passed through your operating system hardware. If you have a graphic card or video card it may have joined in to interpret the color.

4. Your monitor took all the information and sent it to your eyes.

In conclusion, remember that different computers do different things, many "systems" have different configurations of all of the above things, and browsers used to view the World Wide Web are part of the overall picture.

Close-up activities

Activity 4. Give the Russian for:

1. distribute 2. distortion 3. recreate 4. accuracy 5. generate 6. affect 7. radiant emissions 8. restrain 9. validity 10. application 11. case-by-case 12. browser 13. messenger 14. web-safe 15. background 16. light transmissions 17. additive 18. subtractive 19. hardware 20. interpret

Activity 5. Give the English for:

1. спутник/спутниковый 2. точный 3. устанавливать 4. противобликовый экран 5. устройство 6. программное обеспечение 7. давать (доставлять) 8. поддерживать 9. относиться к ч-л. 10. сравнивать с ч-л. 11. содержать 12. базироваться на ч-л. 13. точки 14. материальный мир 15. рецепт 16. приглушенный 17. подключить(ся) к ч-л. 18. операционная система 19. проходить через ч-л. 20. общая картина

Grammar

Activity 6. Fill in the table as shown in the example:

Noun	Adjective	Verb
application		
		contain
	basic	
	radiant	
distortion		
		interpret
	different	
	muted	
		connect
emission		
		compare
color		

Activity 7. Put the verbs in brackets into the right tense form (Present Simple/Past Simple). You may use either Active or Passive Voice. Translate the sentences into Russian.

1. Computer (to use) to store information into a digital form. It (to invent) about century ago.
2. Programmers (to create) special software. It (to instruct) the company computer to perform whatever tasks the organization wants.
3. In 1930, the first computer (to build) by an American named Vannevar Bush. This device (to apply) in World War II to help aim guns.
4. Hardware (to consist) of devices for input, processing, storage, output, and communications. It (call) “iron” by competent users.
5. First PC (to figure out) only some tasks not at a very fast rate.

Activity 8. Read the following text. Translate the 2nd, 4th, 6th and 9th paragraphs. Put 7 questions to the text.

Color, the Chameleon of the Web

One hundred and ten years ago, Vincent van Gogh applied a thick impasto of yellow paint to his canvas and captured the spirit of the sun-drenched Mediterranean countryside. Today, the glowing yellows, rich ochres and earthy browns of his "Sunflower" series can be viewed in museums from Amsterdam to Tokyo. These same paintings, when viewed on the web, will most likely appear radically different. In fact it's safe to say that some degree of these color mutations will occur in a majority of graphics on the web.

The instability of color on the web is due to a number of factors. In the case of van Gogh's sunflowers, even if the original scan were "color correct" - and even if a computer with full color correction and synchronization were used for the creation of the final web image, these sunflowers would reside on a web site, which would be viewed through the filter of the web browser's inadequate color capabilities. Furthermore, the differences in color vision of the viewer's operating system and monitor would most likely destroy any possibility of color accuracy. The most basic explanation for color instability stems from differences in "gamma" and the actual color space created by the operating system and monitor. First of all, gamma is responsible for the lightness and darkness of images. Since different operating systems are based on different standards of gamma, many of which don't have sufficient gamma correction, color mutations occur. The most common effect can be compared to viewing an image through dark sunglasses. In addition to this, each computer will be operating within its own color space. Earthy brick tones created in one color environment may shift into cosmetic pinks in another. A corporation's teal green logo is guaranteed to be any number of variations of blues and greens on the web.

The Future of Color on the World Wide Web

Currently, the colors and the brightness of all images look different on different computer systems. However, if a graphic contained chromaticity and gamma information, and if the browser (the messenger) could deliver this information to your

computer, you would see much better colors.

Fortunately, the future is promising. The first step in cross platform color stabilization occurs when information about the color space and gamma are embedded in the graphic image. A promising solution can be found in the new graphic file format, PNG (pronounced "ping"). Images created in Photoshop® can be saved as PNG. In both instances, the graphic image stores extra chunks of information about the colors. The final step occurs when the viewing application knows what to do with it. At this level, the web browser reads the information and adjusts it by transforming the RGB and gamma values into ones that will display on the local system in much the same way the original values appeared on the originating system. At the present time, the PNG file format is not fully supported by all web browsers.

Beyond the technical aspects of color on the web, color exists as a powerful communicator. To van Gogh, it was the color, not the actual image of the sunflowers, that delivered the expressive content of his paintings. Although a web site is not a static two-dimensional image, the colors will either work for or against the content. There is no gray area. Sunflower yellow may reinforce the warmth and cheerfulness of a tropical resort's site or it may destroy a law firm's site with its connotations of cowardice.

Designers must subject their web color selections to stringent cross-examination. If the color lacks solid symbolism aligned with the content of the site, the color may communicate in surprising ways. Consider the color purple. It may work as a symbol of creativity for Pagemaker's packaging, but it's a polarizing color. People either love it or hate it. Furthermore, it's potentially hazardous on a global level. Although it is associated with spirituality, mystery, aristocracy and passion, it may also symbolize mourning, death, nausea, conceit and pomposity. A significant example of purple failure is the initial design of EuroDisney's signs. The color palette was intended to rival Coca Cola's red, but the final selection of vast amounts of purple was a tragic mistake. Purple symbolizes death and the crucifixion in Catholic Europe. It's not surprising that visitors thought the signs were morbid. How did this happen? The CEO liked purple. Personal preference and "avant-garde" tactics fre-

quently cause color disasters. When the wrong color is used on a web site, the damage extends to a global audience.

Web site designers should treat the symbolism of color as seriously as the design of graphics and layout. At the very least, the timeless associations of color should be considered. For example, red is the color of fire and blood. Not by any stretch of the imagination could it be associated with serenity or dependability.

When color and form are combined, the symbolic power increases. White carnations signify death in Japan; green hats signal that a man's wife is cheating on him in China. If a specific global market is targeted, web site designers must investigate all aspects of regional color symbolism. All things considered, American designers must question their self-contained experiences and expand their global sensitivities.

Color's capacity to mutate both technically and symbolically on the web can happen at the same time. Since colors may wind up much darker on different computers, a dignified navy blue background used for an airline's web site may turn out black. Not only is this hue associated with death, it is a heavy color, one which is not associated with the lightness required to keep the aircraft in the air. Designers should preview their site designs on several operating systems and different web browsers to ensure the best possible results.

Speaking point

Activity 9. Discuss the issues of colors in the Web in the form of dialogs between:

- competent and non-competent user
- professional artist and Web-designer
- programmer and boss of the company
- journalist and Bill Gates

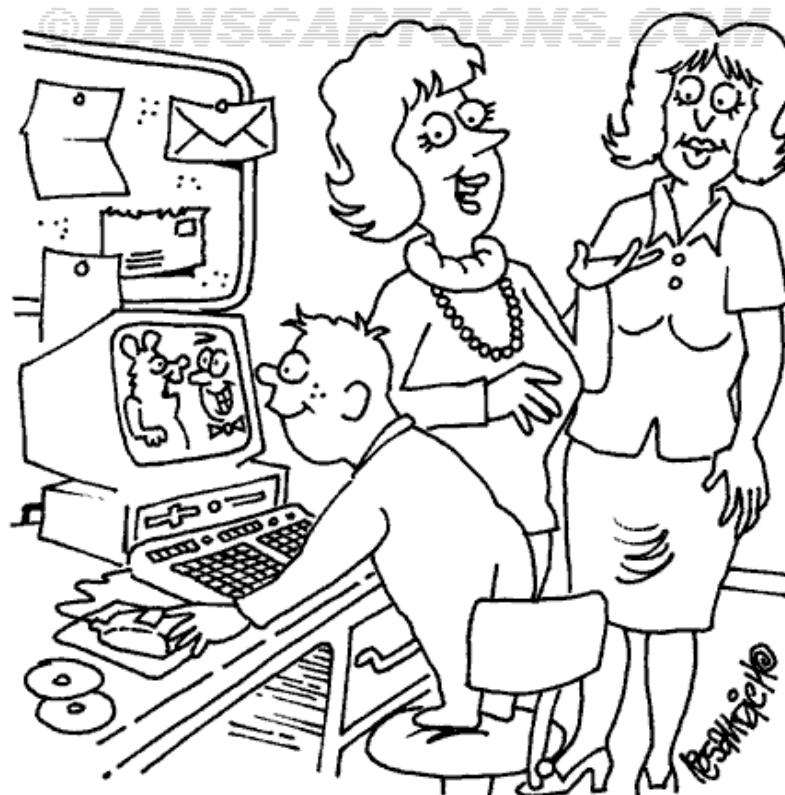
Writing

Write an argumentative essay on one of these topics. You should write at

least 250 words. Choose an epigraph to your essay from Appendix 1 (Color quotes).

1. Advantages and disadvantages of numerical and color processing.
2. Creativity is a key to mathematic ability.
3. The Future of Color on the World Wide Web.
4. Web site design is a face of the company.

Study the cartoon attentively. Think about the influence of computer on children. Fill in the chart below with pros and cons.



“So I figured, why let him watch Saturday morning cartoons when he can create custom animations of his own using Powerpoint?!”

Chart

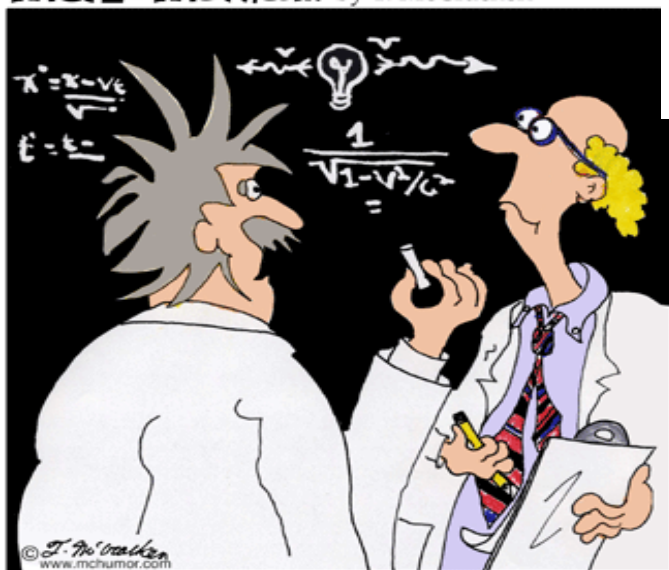
Pros (+)	Cons (-)

Project

Make up a conception of your own site. Think about design and colors which will satisfy your goal, manner of representation, color symbolism and your personal taste. Make a Power Point presentation of your site explaining the choice of colors and graphics.



“Action buttons are cool, but I’d like to know more about that ‘mouse over’ button!”



"The speed of light it is 186,000 miles per second while the speed of Lite is only 100,000 miles per second."

©T. McCracken mchumor.com

The color of the object illuminated partakes of the color of that which illuminates it.
Leonardo da Vinci

Section 1

Warm-up activities

Activity 1. Read epigraph to the chapter and look at the cartoon below. Try to explain the meaning of this quote and discuss the picture. Find their connection with the title of this chapter.

Activity 2. Work in pairs and discuss the following questions. Make a short report on them.

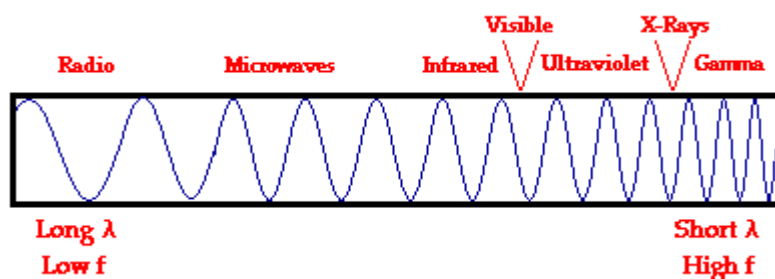
1. Remember physical formula, laws and scientists you know. How many of them can you name?
2. Think about your personal physical experiments? What were the most memorable to you and why?
3. What do you know about color theory?

Activity 3. Read the following text. Translate the 1st and 4th paragraphs.

Text 1

Color Theory

As you know from the course of physics, electromagnetic waves are waves which are capable of traveling through a vacuum. They exist with an enormous range of frequencies. This continuous range of frequencies is known as the electromagnetic spectrum. The entire range of the spectrum is often broken into specific regions. The subdividing of the entire spectrum into smaller spectra is done mostly on the basis of how each region of electromagnetic waves interacts with matter. The diagram below depicts the electromagnetic spectrum and its various regions. The longer wavelength, lower frequency regions are located on the far left of the spectrum and the shorter wavelength, higher frequency regions are on the far right.

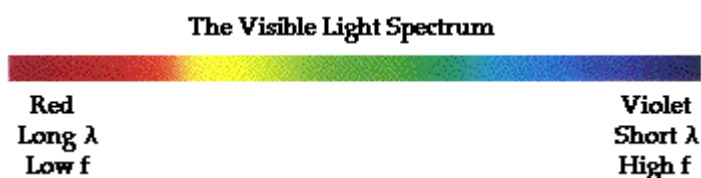


The visible light region - the very narrow band of wavelengths located to the right of the infrared region and to the left of the ultraviolet region. Though electromagnetic waves exist in a vast range of wavelengths, our eyes are sensitive to only a very narrow band.

Since this narrow band of wavelengths is the means by which humans see, we refer to it as the visible light spectrum. Normally when we use the term "light," we are referring to a type of electromagnetic wave which stimulates the retina of our eyes. In this sense, we are referring to visible light, a small spectrum from the enormous range of frequencies of electromagnetic radiation. This visible light region consists of a spectrum of wavelengths which range from approximately 700 nanometers (abbreviated nm) to approximately 400 nm.

Each individual wavelength within the spectrum of visible light wavelengths is representative of a particular color. That is, when light of that particular wavelength strikes the retina of our eye, we perceive that specific color sensation. Isaac Newton showed that light shining through a prism will be separated into its different wave-

lengths and will thus show the various colors that visible light is comprised of. The separation of visible light into its different colors is known as dispersion. Each color is characteristic of a distinct wavelength; and different wavelengths of light waves will bend varying amounts upon passage through a prism. For these reasons, visible light is dispersed upon passage through a prism. Dispersion of visible light produces the colors red (R), orange (O), yellow (Y), green (G), blue (B), and violet (V). It is because of this that visible light is sometimes referred to as ROYGBIV. (Incidentally, the indigo is not actually observed in the spectrum but is traditionally added to the list so that there is a vowel in Roy's last name.) The red wavelengths of light are the longer wavelengths and the violet wavelengths of light are the shorter wavelengths. Between red and violet, there is a continuous range or spectrum of wavelengths. The visible light spectrum is shown in the diagram below.



When all the wavelengths of the visible light spectrum strike your eye at the same time, white is perceived. The sensation of white is not the result of a single color of light. Rather, the sensation of white is the result of a mixture of two or more colors of light. Thus, visible light - the mix of ROYGBIV - is sometimes referred to as white light. Technically speaking, white is not a color at all - at least not in the sense that there is a light wave with a wavelength which is characteristic of white. Rather, white is the combination of all the colors of the visible light spectrum. If all the wavelengths of the visible light spectrum give the appearance of white, then none of the wavelengths would lead to the appearance of black. Once more, black is not actually a color. Technically speaking, black is merely the absence of the wavelengths of the visible light spectrum. So when you are in a room with no lights and everything around you appears black, it means that there are no wavelengths of visible light striking your eye as you sight at the surroundings.

(From www.physicsclassroom.com)

Close-up activities

Activity 4. Check your understanding:

1. A light wave is an electromagnetic wave which has both an electric and magnetic component associated with it. Electromagnetic waves are often distinguished from mechanical waves. The distinction is based on the fact that electromagnetic waves

- a. can travel through materials and mechanical waves cannot
- b. come in a range of frequencies and mechanical waves exist with only certain frequencies
- c. can travel through a region void of matter and mechanical waves cannot
- d. electromagnetic waves cannot transport energy and mechanical waves can transport energy
- e. electromagnetic waves have an infinite speed and mechanical waves have a finite speed

2. Consider the electromagnetic spectrum as you answer these three questions:

- a. Which region of the electromagnetic spectrum has the highest frequency?
- b. Which region of the electromagnetic spectrum has the longest wavelength?
- c. Which region of the electromagnetic spectrum will travel with the fastest speed?

3. Consider the visible light spectrum as you answer these two questions:

- a. Which color of the visible light spectrum has the greatest frequency?
- b. Which color of the visible light spectrum has the greatest wavelength?

Activity 5. Collocations: make up sentences with the words given. Mind the way words collocate. Some of the words may be used more than once.

to be capable	cones	as
to be known	spectrum	of
to be located	matter	on

interact	passage	upon
refer	region	with
to be separated	wavelengths	to
to be dispersed	color-processing	into
lead	appearance	

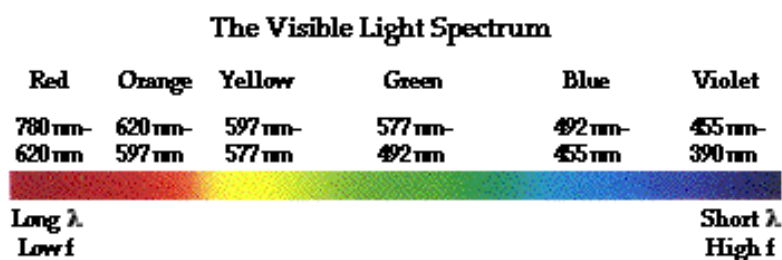
Activity 6. Read the text for detailed understanding. Translate the 2nd, 3^d and 6th paragraphs.

Text 2

Color Vision

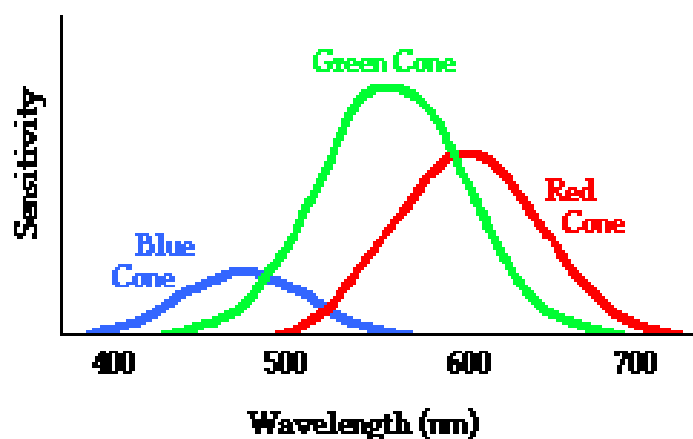
Visible Light and the Eye's Response

Our eyes are sensitive to a very narrow band of frequencies within the enormous range of frequencies of the electromagnetic spectrum. This narrow band of frequencies is referred to as the visible light spectrum. Visible light - that which is detectable by the human eye - consists of wavelengths ranging from approximately 780 nanometer down to 390 nanometer. Specific wavelengths within the spectrum correspond to a specific color based upon how humans typically perceive light of that wavelength. The long wavelength end of the spectrum corresponds to light which is perceived by humans to be red and the short wavelength end of the spectrum corresponds to light which is perceived to be violet. Other colors within the spectrum include orange, yellow, green and blue. The graphic below depicts the approximate range of wavelengths which are associated with the various perceived colors within the spectrum.



Color Cones

Color can be thought of as a psychological and physiological response to light waves of a specific frequency or set of frequencies impinging upon the eye. An understanding of the human response to color demands that one understand the biology of the eye. Light which enters the eye through the pupil ultimately strikes the inside surface of the eye known as the retina. The retina is lined with a variety of light sensing cells known as rods and cones. While the rods on the retina are sensitive to the intensity of light, they cannot distinguish between light of different wavelengths. On the other hand, the cones are the color-sensing cells of the retina. When light of a given wavelength enters the eye and strikes the cones of the retina, a chemical reaction is activated which results in an electrical impulse being sent along nerves to the brain. It is believed that there are three kinds of cones, each sensitive to its own range of wavelengths within the visible light spectrum. These three kinds of cones are referred to as red cones, green cones, and blue cones because of their respective sensitivity to the wavelengths of light which are associated with red, green and blue. Since the red cone is sensitive to a range of wavelengths, it is not only activated by wavelengths of red light, but also (to a lesser extent) by wavelengths of orange light, yellow light and even green light. In the same manner, the green cone is most sensitive to wavelengths of light associated with the color green. Yet the green cone can also be activated by wavelengths of light associated with the colors yellow and blue. The graphic below is a sensitivity curve which depicts the range of wavelengths and the sensitivity level for the three kinds of cones.



The cone sensitivity curve shown above helps us to better understand our re-

sponse to the light which is incident upon the retina. While the response is activated by the physics of light waves, the response itself is both physiological and psychological. Suppose that white light - i.e., light consisting of the full range of wavelengths within the visible light spectrum - is incident upon the retina. Upon striking the retina, the physiological occurs: photochemical reactions occur within the cones to produce electrical impulses which are sent along nerves to the brain. The cones respond to the incident light by sending a message forward to brain, saying "light is hitting me." Upon reaching the brain, the psychological occurs: the brain detects the electrical messages being sent by the cones and interprets the meaning of the messages. The brain responds by saying "it is white." For the case of white light entering the eye and striking the retina, each of the three kinds of cones would be activated into sending the electrical messages along to the brain. And the brain recognizes that the messages are being sent by all three cones and somehow interprets this to mean that white light has entered the eye.

Now suppose that light in the yellow range of wavelengths (approximately 577 nm to 597nm) enters the eye and strikes the retina. Light with these wavelengths would activate both the green and the red cones of the retina. Upon striking the retina, the physiological occurs: electrical messages are sent by both the red and the green cones to the brain. Once received by the brain, the psychological occurs: the brain recognizes that the light has activated both the red and the green cones and somehow interprets this to mean that the object is yellow. In this sense, the yellow appearance of objects is simply the result of yellow light from the object entering our eye and stimulating the red and the green cones simultaneously.

If the appearance of yellow is perceived of an object when it activates the red and the green cones simultaneously, then what appearance would result if two overlapping red and green spotlights entered our eye? Using the same three-cone theory, we could make some predictions of the result. Red light entering our eye would mostly activate the red color cone; and green light entering our eye would mostly activate the green color cone. Each cone would send their usual electrical messages to the brain. If the brain has been psychologically trained to interpret these two signals

to mean "yellow", then the brain would perceive the overlapping red and green spotlights to appear as yellow. To the eye-brain system, there is no difference in the physiological and psychological response to yellow light and a mixing of red and green light. The brain has no means of distinguishing between the two physical situations.

Technically, it is really not appropriate to refer to light as being colored. Light is simply a wave with a specific wavelength or a mixture of wavelengths; it has no color in and of itself. An object which is emitting or reflecting light to our eye appears to have a specific color as the result of the eye-brain response to the wavelength. So there is really no such thing as yellow light. Rather, there is light with a wavelength of about 590 nm which appears yellow. And there is also light with a mixture of wavelengths of about 700 nm and 530 nm which together appears yellow. So to be technically appropriate, a person would refer to "yellow light" as "light which creates a yellow appearance." Yet, to maintain a larger collection of friendships, a person would refer to "yellow light" as "yellow light."

(by Andrew Kator, 2003)

Activity 7. Answer the questions to text 2:

1. What does visible light consist of?
2. What color does the long wavelength correspond to? Short wavelength?
3. What are color cones? How many kinds of cones are there? What are they?
4. What response does the white light have? What about yellow light?
5. How does an object appear to have a specific color?

Activity 8. Give definitions to the following words from text 2:

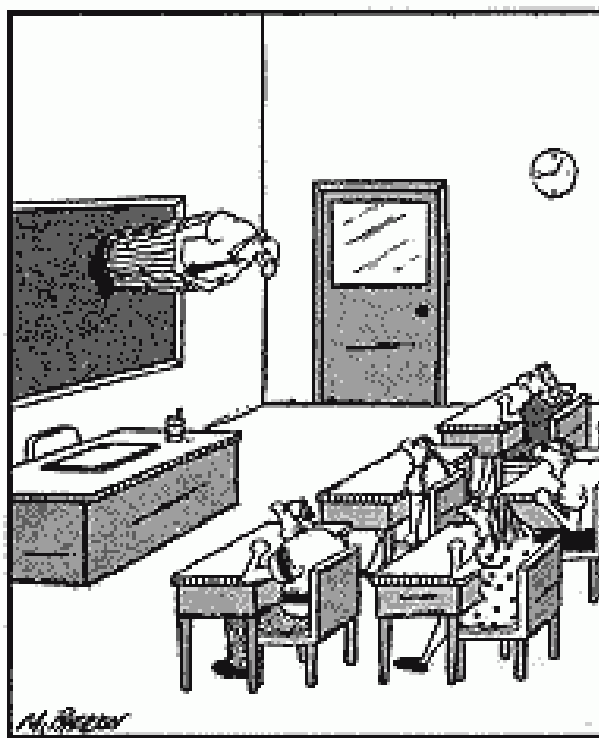
COLOR LIGHT FREQUENCY WAVELENGTH RETINA SPECTRUM

Activity 9. Find in the text synonyms to the words in the left column and

match them with antonyms in the right column. Make up 7 sentences with them.

susceptible	absorb
to perceive	confuse
to come in(to)	deactivate
to enable	destroy
to promote	discontinuously
at the same time	dissuade
distinction	escape
to recognize	misunderstand
to project	resistant
to support	similarity

**Activity 10. Choose one of the texts from Appendix 2 Part 1 (Color texts).
Give the summary of chosen text. Retell it using your summary.**



**"Good morning, and welcome to
The Wonders of Physics."**

Section 2.

Activity 1. Read the title of text 3. Translate it and try to guess the content of the article. What kind of literal work would you entitle in the same way if you were a writer? Why?

Activity 2. Read the following text and study the diagrams attentively. Translate the 1st, 6th and 7th paragraphs.

Text 3

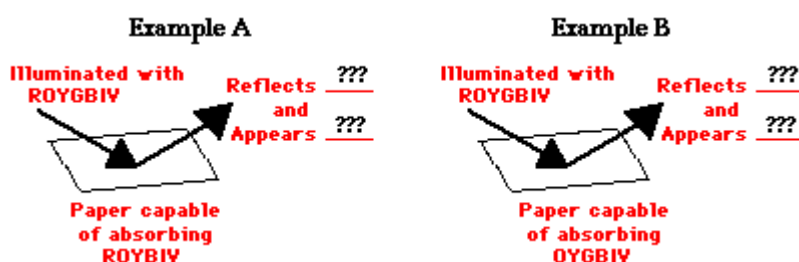
Blue Skies and Red Sunsets

The color of the objects which we see is largely due to the way those objects interact with light and ultimately reflect or transmit it to our eyes. The color of an object is not actually within the object itself. Rather, the color is in the light which shines upon it and is ultimately reflected or transmitted to our eyes. We know that the visible light spectrum consists of a range of frequencies, each of which corresponds to a specific color. When visible light strikes an object and a specific frequency becomes absorbed, that frequency of light will never make it to our eyes. Any visible light which strikes the object and becomes reflected or transmitted to our eyes will contribute to the color appearance of that object. So the color is not in the object itself, but in the light which strikes the object and ultimately reaches our eye. The only role that the object plays is that it might contain atoms capable of selectively absorbing one or more frequencies of the visible light which shine upon it. So if an object absorbs all of the frequencies of visible light except for the frequency associated with green light, then the object will appear green in the presence of ROYGBIV. And if an object absorbs all of the frequencies of visible light except for the frequency associated with blue light, then the object will appear blue in the presence of ROYGBIV.

Consider the two diagrams below. The diagrams depict a sheet of paper being illuminated with white light (ROYGBIV). The papers are impregnated with a chemi-

cal capable of absorbing one or more of the colors of white light. Such chemicals which are capable of selectively absorbing one or more frequency of white light are known as pigments. In Example A, the pigment in the sheet of paper is capable of absorbing red, orange, yellow, blue, indigo and violet. In Example B, the pigment in the sheet of paper is capable of absorbing orange, yellow, green, blue, indigo and violet. In each case, whatever color is not absorbed is reflected.

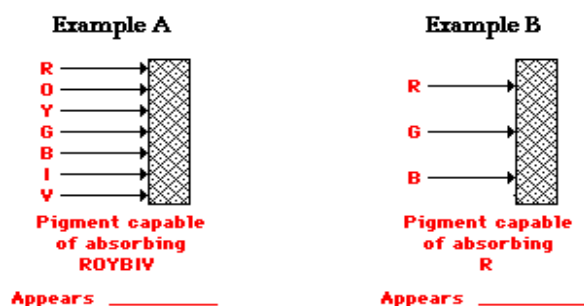
Check your understanding of these principles by determining which color(s) of light are reflected by the paper and what color the paper will appear to an observer.



Example A: Green will be reflected and so the paper appears green to an observer.

Example B: Red will be reflected and so the paper appears red to an observer.

Transparent materials are materials which allow one or more of the frequencies of visible light to be transmitted through them; whatever color(s) is/are not transmitted by such objects, are typically absorbed by them. The appearance of a transparent object is dependent upon what color(s) of light is/are incident upon the object and what color(s) of light is/are transmitted through the object.



Express your understanding of this principle by filling in the blanks in the following diagrams.

Example A: Green will be transmitted and so the object appears green to an observer.

Example B: Both green and blue will be transmitted and so the object appears greenish-blue to an observer.

The colors perceived of objects are the results of interactions between the vari-

ous frequencies of visible light waves and the atoms of the materials which objects are made of. Many objects contain atoms capable of either selectively absorbing, reflecting or transmitting one or more frequencies of light. The frequencies of light which become transmitted or reflected to our eyes will contribute to the color which we perceive.

The sun emits light waves with a range of frequencies. Some of these frequencies fall within the visible light spectrum and thus are detectable by the human eye. Since sunlight consists of light with the range of visible light frequencies, it appears white. This white light is incident towards Earth and illuminates both our outdoor world and the atmosphere which surrounds our planet. As discussed earlier, the interaction of visible light with matter will often result in the absorption of specific frequencies of light. The frequencies of visible light which are not absorbed are either transmitted (by transparent materials) or reflected (by opaque materials). As we sight at various objects in our surroundings, the color which we perceive is dependent upon the color(s) of light which are reflected or transmitted by those objects to our eyes. So if we consider a green leaf on a tree, the atoms of the chlorophyll molecules in the leaf are absorbing most of the frequencies of visible light (except for green) and reflecting the green light to our eyes. The leaf thus appears green. And as we view the black asphalt street, the atoms of the asphalt are absorbing all the frequencies of visible light and no light is reflected to our eyes. The asphalt street thus appears black (the absence of color). In this manner, the interaction of sunlight with matter contributes to the color appearance of our surrounding world. In this article we will focus on the interaction of sunlight with atmospheric particles to produce blue skies and red sunsets. We will attempt to answer these two questions:

Why are the skies blue?

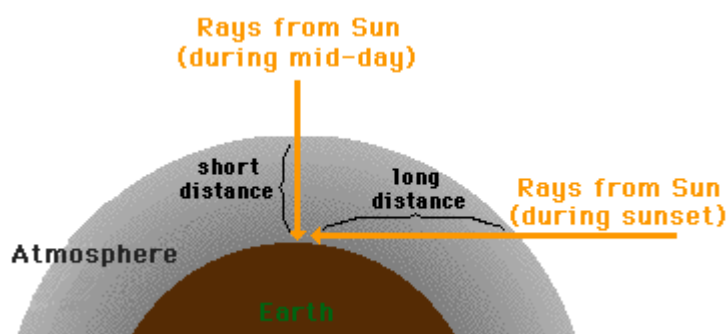
Why are the sunsets red?

The interaction of sunlight with matter can result in one of three wave behaviors: absorption, transmission, and reflection. The atmosphere is a gaseous sea which contains a variety of types of particles; the two most common types of matter present in the atmosphere are gaseous nitrogen and oxygen. These particles are most effective

in scattering the higher frequency and shorter wavelength portions of the visible light spectrum. This scattering process involves the absorption of a light wave by an atom followed by reemission of a light wave in a variety of directions. The amount of multidirectional scattering which occurs is dependent upon the frequency of the light. (In fact, it varies according to f^4 .) Atmospheric nitrogen and oxygen scatter violet light most easily, followed by blue light, green light, etc. So as white light (ROYGBIV) from the sun passes through our atmosphere, the high frequencies (BIV) become scattered by atmospheric particles while the lower frequencies (ROY) are most likely to pass through the atmosphere without a significant alteration in their direction. This scattering of the higher frequencies of light illuminates the skies with light on the BIV end of the visible spectrum. Compared to blue light, violet light is most easily scattered by atmospheric particles. However, our eyes are more sensitive to light with blue frequencies. Thus, we view the skies as being blue in color.

Meanwhile, the light that is not scattered is able to pass through our atmosphere and reach our eyes in a rather non-interrupted path. The lower frequencies of sunlight (ROY) tend to reach our eyes as we sight directly at the sun during midday. While sunlight consists of the entire range of frequencies of visible light, not all frequencies are equally intense. In fact, sunlight tends to be most rich with yellow light frequencies. For these reasons, the sun appears yellow during midday due to the direct passage of dominant amounts of yellow frequencies through our atmosphere and to our eyes.

The appearance of the sun changes with the time of day. While it may be yellow during midday, it is often found to gradually turn color as it approaches sunset. This can be explained by light scattering. As the sun approaches the horizon line, sunlight must traverse a greater distance through our atmosphere; this is demonstrated in the diagram below.



As the path which sunlight takes through our atmosphere increases in length, ROYGBIV encounters more and more atmospheric particles. This results in the scattering of greater and greater amounts of yellow light. During sunset hours, the light passing through our atmosphere to our eyes tends to be most concentrated with red and orange frequencies of light. For this reason, the sunsets have a reddish-orange hue. The affect of a red sunset becomes more pronounced if the atmosphere contains more and more particles. The presence of sulfur aerosols (emitted as an industrial pollutant and by volcanic activity) in our atmosphere contributes to some magnificent sunsets (and some very serious environmental problems).

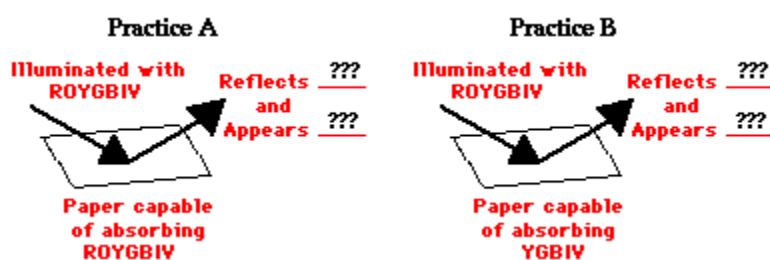
(From www.physicsclassroom.com)

Activity 3. Check your understanding of text 3:

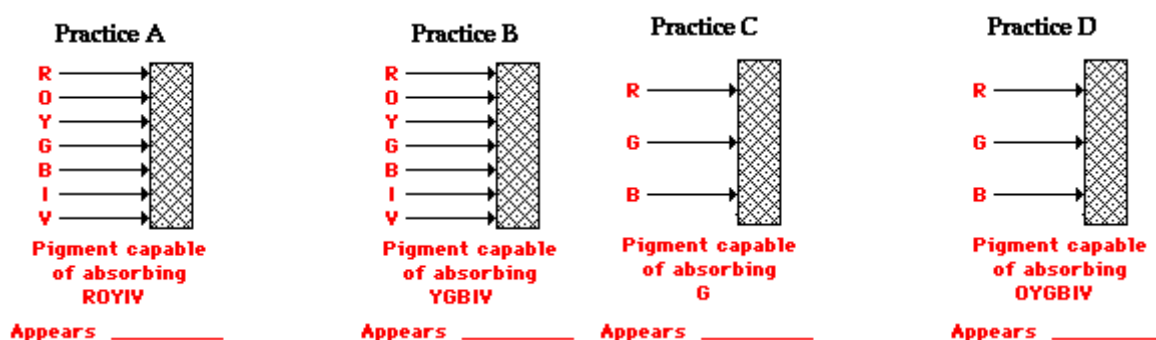
1. Natural philosophers have long pondered the underlying reasons for color in nature. One common historical belief was that colored objects in nature produce small particles (perhaps light particles) which subsequently reach our eyes. Different objects produce different colored particles, thus contributing to their different appearance. Is this belief accurate or not? Justify your answer.

2. What color does a red shirt appear when the room lights are turned off and the room is entirely dark? _____ What about a blue shirt? _____ ... a green shirt? _____

3. The diagrams depict a sheet of paper being illuminated with white light (ROYGBIV). The papers are impregnated with a chemical capable of absorbing one or more of the colors of white light. In each case, determine which color(s) of light are reflected by the paper and what color the paper will appear to an observer.



4. The appearance of a transparent object is dependent upon which color(s) of light is/are incident upon the object and which color(s) of light is/are transmitted through the object. Express your understanding of this principle by determining which color(s) of light will be transmitted and the color which the paper will appear to an observer.



Activity 4. Give the Russian for:

1. correspond to 2. strike 3. ultimately 4. contain 5. depict 6. impregnate 7. capable of 8. contribute to 9. detectable 10. surroundings 11. transmission 12. alteration 13. traverse 14. scatter 15. sulfur

Activity 5. Give the English for:

1. в значительной степени 2. спектр 3. связанный с ч-л. 4. появляться 5. за исключением 6. определять 7. прозрачный 8. поглощать 9. выборочно 10. взаимодействие 11. отражение 12. многократное излучение (света) 13. освещать 14. преодолевать (расстояние) 15. частицы

Grammar

Activity 6. Look through text 3 and identify Gerunds, Infinitives and Participles (I, II). Rewrite all of them and make up your own sentences using these constructions.

Activity 7. Read the following color idioms, translate them with help of Appendix 3 (Colorictionary) and write a story using as many idioms as possible.

beet red, black and blue, black and white, black out, black sheep, born with a silver spoon in one's mouth, catch red-handed, golden opportunity, grass is always greener on the other side of the hill, grey area, the green light, green with envy, (have a) green thumb, have the blues, in the dark, in the red, once in a blue moon, out of the blue, red tape, red eye, roll out the red carpet, rose-colored glasses, see red, tickled pink, true colors, white lie, with flying colors .

Activity 8. Using the expressions from activity 7 check yourself with Color Idioms Quiz.

- 1. My face goes _____ when I'm embarrassed.**
a. green with envy b. beet red c. grey area d. tickled pink
- 2. The boxer was _____ after round 10.**
a. red handed b. green as grass c. black and blue d. a black sheep
- 3. When you _____ you feel depressed.**
a. have a green thumb b. roll out the red carpet c. catch red-handed
d. have the blues
- 4. I only eat meat _____.**
a. with flying colors b. in the dark c. once in a blue moon
d. out of the blue
- 5. This volunteer job is my _____ to get experience in the industry.**
a. red carpet b. golden opportunity c. red tape d. white lie
- 6. When something happens _____ it is surprising.**
a. out of the blue b. red-handed c. in the red d. black out
- 7. People often show their _____ when they've had too much to drink.**
a. red eye b. white lie c. true colors d. rose-colored glasses

8. We were given the _____ to begin our project.

- a. silver spoon b. green light c. white lie d. grey area

9. I took a late flight - I caught _____.

- a. red tape b. rose-colored glasses c. red eye d. black sheep

10. A man who is _____ has always been rich.

- a. black and blue b. black and white c. caught red-handed
d. born with a silver spoon in his mouth

Speaking point

Discuss the color theory in the form of dialogs between:

- student and teacher of physics
- professional physicist and the average man
- two famous scientists

Writing

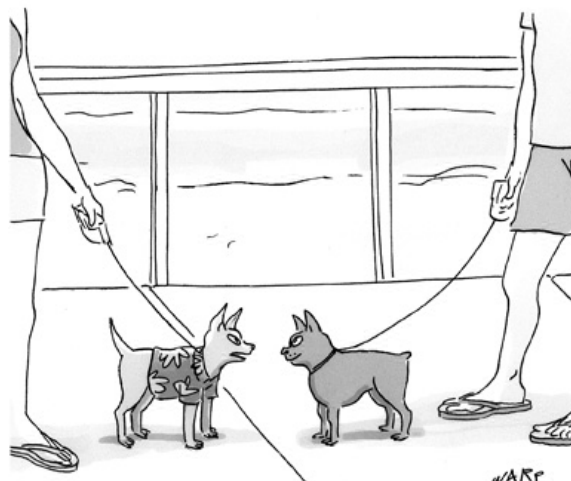
Write an essay on color theory. You should write at least 250 words.

Project

1. Think about physical experiments on color perception. Try some of them at home. Be ready to show them before the group with a detailed explanation and using new terms. Make your presentation illustrative and vivid.
2. Make up a newspaper concerning interesting color facts in physics.

Chapter III

COLOR IN PSYCHOLOGY



"You wouldn't feel the need to make fun of my shirt
if you were secure in your own doghood."

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*In another place, at another time,
Alette Peters could have been a successful artist.
As far back as she could remember,
her senses were tuned to the nuances of color.
She could see colors, smell colors and hear colors.
Her father's voice was blue and sometimes red.
Her mother's voice was dark brown.
Her teacher's voice was yellow.
The grocer's voice was purple.
The sound of the wind in the trees was green.
The sound of running water was gray.*

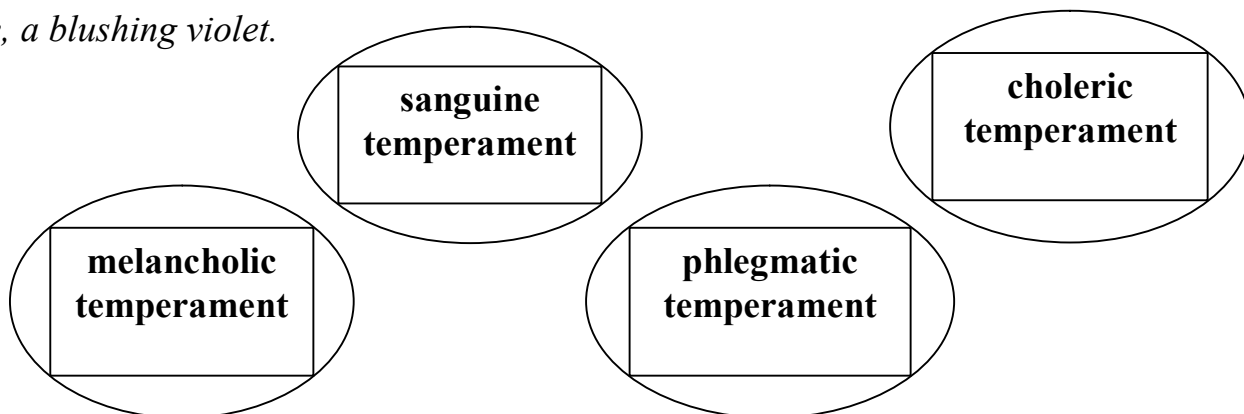
Section 1

Warm-up activities

**Activity 1. Read epigraph to the chapter attentively. What is it about?
What kind of person is Alette Peters? Draw her psychological portrait.**

**Activity 2. Study the following color expressions. Try to diagnose what
kind of temperament they refer to. Explain your choice.**

*lay on the colors too thickly, grey mouse, nail one's colors to the mast, stick to
one's colors, white fury, look blue, not care a red cent for, cry oneself blue in the
face, blue-eyed boy, be in the blues, give somebody the blues, look through blue
glasses, not to show one's true colors, to turn purple with rage, look through rose-
colored glasses, a white lie, to know black from white, grey area, not to see red, red
tape, a blushing violet.*



Activity 3. Read and translate the text “How Colors Impact Moods, Feelings, and Behaviors”

Text 1

How Colors Impact Moods, Feelings, and Behaviors

Colors, like features, follow the changes of the emotions.

Pablo Picasso

What Is Color?

In 1666, English scientist Sir Isaac Newton discovered that when pure white light is passed through a prism, it separates into all of the visible colors. Newton also found that each color is comprised of a single wavelength and cannot be separated any further into other colors.

Further experiments demonstrated that light could be combined to form other colors. For example, red light mixed with yellow light creates an orange color. A color resulting from a mix of two other colors is known as a **metamer**. Some colors, such as yellow and purple, cancel each other out when mixed and result in a white light. These competing colors are known as **complements**.

Color Psychology - The Psychological Effects of Color

While perceptions of color are somewhat subjective, there are some color effects that have universal meaning. Colors in the red area of the color spectrum are known as **warm colors** and include red, orange, and yellow. These warm colors evoke emotions ranging from feelings of warmth and comfort to feelings of anger and hostility.

Colors on the blue side of the spectrum are known as **cool colors** and include blue, purple, and green. These colors are often described as calm, but can also call to mind feelings of sadness or indifference.

Color Psychology as Therapy

Several ancient cultures, including the Egyptians and Chinese, practiced **chromotherapy**, or using colors to heal. Chromotherapy is sometimes referred to as

light therapy or colourology and is still used today as a holistic or alternative treatment.

In this treatment:

- **Red** was used to stimulate the body and mind and to increase circulation.
- **Yellow** was thought to stimulate the nerves and purify the body.
- **Orange** was used to heal the lungs and to increase energy levels.
- **Blue** was believed to soothe illnesses and treat pain.
- **Indigo** shades were thought to alleviate skin problems.

Most psychologists view color therapy with skepticism and point out that the supposed effects of color have been exaggerated. Colors also have different meanings in different cultures. Research has demonstrated in many cases that the mood-altering effects of color may only be temporary. A blue room may initially cause feelings of calm, but the effect will be dissipate after a short period of time.

(By Kendra Van Wagner, About.com)

Activity 4. Agree or disagree with the statements and prove your point of view:

2. English scientist Sir Isaac Newton discovered the color effect in 1669.
3. Each color cannot be separated any further into other colors.
4. A mix of two other colors is known as a complement color.
5. Warm colors include blue, purple, and green, while cool colors contain red, orange, and yellow.
6. Cool colors evoke emotions ranging from feelings of warmth and comfort to feelings of anger and hostility.
7. Orange was used to heal the lungs and to increase energy levels.
8. Indigo shades were thought to soothe illnesses and treat pain.

Activity 5. Give definitions to the following words:

COLOR METAMER COMPLEMENT CHROMOTHERAPY

Activity 6. Retell the text “How Colors Impact Moods, Feelings, and Behaviors”

Activity 7. Read the following text. Translate the 1st, 5th, 7th and 8th paragraphs. Put 7 questions to the text.

Text 2

Color in your Dreams

Colorful dreams are reflections of our consciousness. Colors alone are enough to determine the subject matter or full meaning of a dream. We often overlook the power of color. Today we find therapies based on color healing where the therapist makes use of colored lights to heal the patient.

It is noticeable that many people are unaware of colors in their dreams until they realize how meaningful the colors actually are. So from now on, when recording your dreams, include details about the colors.

The position of the color is important. Colors underfoot or where you must walk show what you must overcome in yourself. For example, black and white tiles (a need to overcome extremism), day old chickens on the floor (immature fears need to be overcome). Colors high up on the wall or in the sky indicate something to strive for or ideals.

I want to start by dispelling the myth that people only dream in black and white. If you have not dreamed in color or cannot remember doing so it simply means just that. It does not mean that others do not. As with anything else in your dreams each color is there for one of three reasons.

- 1 To heal you
- 2 To guide you
- 3 To indicate your normal reaction to the subject matter

Positive colors (described below) are in your dreams as a form of healing or guidance. The negative shades and negative combinations of colors are a reflection of your fears and reservations about such healing and guidance. For example, if you find

yourself in a pink room, a green field, a yellow toilet, driving a brown car, watching an orange sun the dream is trying to heal you with love (pink), harmony (green), letting go (yellow), practicality (brown), ambition (orange) and so on. Colors worn or brought by a healing agent (a positive, helpful or supportive character) indicate what emotions you need to develop in yourself to ensure good health. Colors worn or brought by a guide (a positive character in a position of authority) indicate what gifts (healing, intuition, etc.) you should develop and use.

Colors worn or brought by a healing agent (a positive, helpful or supportive character) indicate what emotions you need to develop in yourself to ensure good health. Colors worn or brought by a guide (a positive character in a position of authority) indicate what gifts (healing, intuition, etc.) you should develop and use.

Negative shades of colors worn by negative male characters indicate what negative attributes you ‘picked up’ from dad. For example, a black coat indicates that you copied his fear or he made you afraid.

Negative shades of colors worn by negative female characters indicate the negative effect your mother had on you. For example, a red and black dress indicates anger.

Here is the most common interpretation for the colors and color combinations that you find in dreams.

BLACK

Negativity, fear, anxiety, hatred, resentment, guilt, depression (no hope / faith).

Black is never a positive color to see in any dream. When mixed or associated with other colors it adulterates their meaning e.g. darker shades of red, blue yellow, etc.

Black and white indicates intolerance or simplistic extremism - ‘If something is not good it must be evil’

BLUE

Spirituality, religion, art, culture, philosophy, attitude to life itself.

Dark blue (negative philosophy) e.g. superstition or fearful form of religion. When fear (black) is mixed with blue (fear pollutes attitude to life).

Blue is probably the most common color to see in dreams. When you see other positive colors with it you are being asked to add their meaning to your philosophy of life. When you see negative ones you are being asked to remove these from your philosophy. For example, if you dream of blue and gold you are being asked to accept that you are a spiritual healer as part of your philosophy. If you see the colors of the American flag you are being asked to add joy and hope (red and white) to your philosophy of life (blue).

BROWN

Earthy, practical, of the earth.

Dark or dull brown: unenlightened or depressing earthiness, denial of spirit, negative materiality. People who have not bonded well with the earth, are not happy with their body or constantly think that life in spirit is so much better can often dream of brown. Dreaming of a brown door on a church asks the dreamer to be practical (earthly) when considering their spiritual development. In other words don't give up on this life in the hope that the next one will solve everything.

CREAM

Acceptance, tolerance, a growing maturity or a need for tolerance.

Quite often cream appears in dreams as an antidote to white. It asks the dreamer to be less critical of themselves and others. A woman wearing a cream blouse in a dream would be asking you to accept your mother as she is. Through doing this you are developing tolerance and growing through it. Parents are always the most difficult to deal with. Life is designed to be that way. I have met countless people who will accept mother or father if they will just Fill in the blank yourself. That intolerance will cause you to dream of cream. If a person tells lies about you do you set out to correct your image in their eyes of everyone they spoke to? That will cause you to dream of cream. Don't focus on controlling others. Rather, focus on being the person you know you are.

GREEN

Need for healing, harmony, balance, reconciliation (within self or self with others).

Dark green (inability to share, jealousy, rivalry). Need to balance male and female aspects.

Green, another common color for dreams, asks the dreamer to restore balance and healing for the heart, circulatory systems and emotions by becoming more giving, generous and emotionally 'open'.

Green is the color of the heart chakra so dreaming about it is healing for the heart. Dreams in the countryside where you are surrounded by green are asking you to open your heart and share your feelings.

Green also attempts to harmonize opposites. Dreaming of green pork meat, for example, means your body cannot digest pork. The dream tries to put the food in harmony with your body by making it green. Always stop eating foods shown in this way.

GREY

uncommitted, uncertain - 'gray area'. Mental denial of emotion, depression.

A common color for relationship dreams. In these cases the dreamer is not usually aware that they suppress their feelings. They tend to say things like, "I know she loves me - she wants to marry me", rather than, "I know she loves me because I can feel it."

Gray clouds would indicate depression, either present or imminent.

GOLD

Spiritual healing, creativity.

The dreamer has a spiritual healing ability which they are being asked to use.

ORANGE

Drive, ambition, (mix of yellow and red).

Energizing color, especially in career dreams.

Black and orange always indicate career.

Orange on its own can also indicate digestive system trouble as this is the color of the sacral chakra (at the stomach). Drinking orange drinks in dreams is healing for the digestive system.

Orange also has to do with assimilation of new ideas and can indicate a pro-

found change in perspective is being attempted by the dreamer. Dreaming of being cut open at the stomach can also indicate this.

PEACH

Empathy.

If a guide wears or brings peach or pink and green it means that the dreamer has the potential to be a counselor (having empathy and harmony).

PINK

Love (mix of red and white)

Usually it is need for unconditional love, usually mother love or love for mother. This means that the dreamer didn't bond with mother or mother didn't give unconditional love at birth.

PURPLE

Nobility of purpose, spiritual leadership, spiritual teaching, regal, power, authority in spiritual matters e.g. bishops wear purple.

Shade of purple is important Mauve: endurance Lilac: responsibility Indigo: clairvoyance

RED

Joy, sexuality, aggression, animal passion, fun.

Shade of red is important

Scarlet: lust

Maroon: frigidity

Red and black: anger

Red and white: need for joy and hope - especially if worn or brought by a healing agent

SILVER

Intuition.

The dreamer is being asked to develop their intuition / psychic abilities.

WHITE

Hope, faith, purity, perfection, confidence, enlightenment.

When mixed or associated with other colors it purifies and refines their mean-

ing.

White alone can indicate a proud, rigid, judgmental immaturity - a 'should be', controlling attitude. This type of person is very hard on themselves and rarely impressed with their own efforts. They can never reach the exceptionally high standard they set for themselves. Most others cannot reach this standard either!

Soft or pearl white can indicate the gift of prophesy.

YELLOW

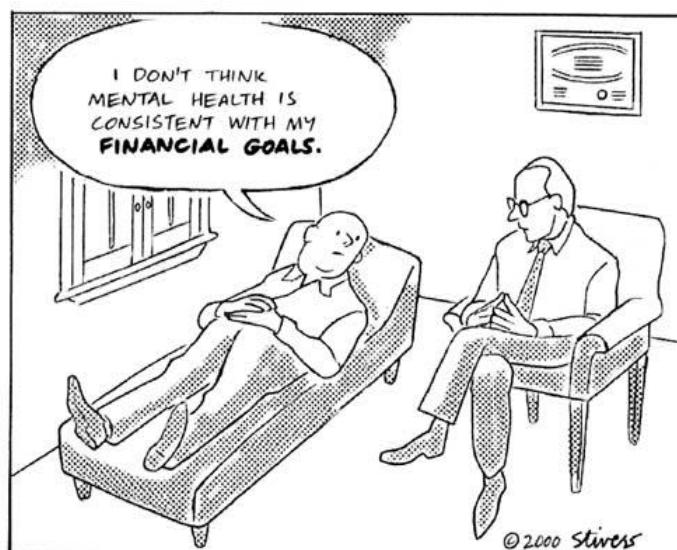
Mental activity, intellect.

Pure, bright yellow (intuition or enlightened intellect). Muddy yellow or mustard (timidity or need to rationalize fear).

(by Michael Sheridan, www.dream-analysis.com)

Activity 8. Work in pairs. Your partner is describing in details what he saw in his dreams while you are interpreting them giving wide explanation. Then change the roles. Use information from the text and be creative to add your own one.

Activity 9. Look at the following cartoon. Make up a story on its content using color idioms (Appendix 3 Colorictionary) and color quotes (Appendix 1).



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phone: (216) 371-8600 / e-mail: ft@funnytimes.com

Section 2.

Warm-up activities

Activity 1. Read the title of the text 3. Translate it and try to explain its metaphoric meaning. Think about other contexts of using the idiom.

Activity 2. Read and translate the text “A horse of a different color”



A horse of a different color,
or influential factors of color symbol-
ism

Color conveys meanings in two primary ways - natural associations and psychological symbolism. No, it's not mind control. The truth of the matter is that people are comfortable when colors remind them of similar things. For example, a soft shade of blue triggers associations with the sky and a psychological sense of calm.

Successful design requires an awareness of how and why colors communicate meaning. The source of these meanings can be quite conspicuous, such as those found in nature — red is the color of blazing fire and blood, blue the color of cooling waters and the sky. Other meanings may be more complex and not universal.

As a starting point, the communicative properties of a color can be defined by two categories: natural associations and psychological (or cultural) associations. Occurrences of colors in nature are universal and timeless. For example, the fact that green is the color of vegetation can be considered a universal and timeless association.

Psychological or Cultural Associations

Color may generate another level of meaning in the mind. This symbolism arises from cultural and contemporary contexts. As such, it is not universal and may be unrelated to its natural associations. For example, green's associations with nature communicate growth, fruitfulness, freshness and ecology. On the other hand, green may also be symbolic of good luck, seasickness, money and greed — all of which

have nothing to do with green plants. These associations arise from a complex assortment of sources.



Furthermore, color may have both positive and negative symbolism. For example, although blue is the beautiful color of the sky on a sunny day, it can be symbolic of sadness or stability. Idiomatic American English reflects these traits in phrases such as “singing the blues” and “blue chip stocks.” Red is another example of dual symbolism. On one hand, as the color of fire and blood, it is an energizing, aggressive and bold color. In direct contrast, red is used for “STOP” signs throughout the world today.

Although there are no absolutes, there are logical sources for the range of complex and sometimes contradictory psychological/cultural meanings of colors. These may arise from any of the following:

1. Cultural associations: the color of currency, traditions, celebrations, geography, etc. (For example, green is associated with heaven (Muslims) and luck (U.S. and Ireland))
2. Political and historical associations: the color of flags, political parties, royalty, etc. (For example, green is the color of Libya's flag; it's the favorite color of Emperor Hirohito and the source of "Green Day" in Japan, and in the U.S., the Green Party.)
3. Religious and mythical associations: the colors associated with spiritual or magical beliefs (For example, the green man was the God of fertility in Celtic myths, a symbolism that carries over into today's associations of Green M&M candies with sexuality in the U.S. Also, in contemporary Western culture, green is associated with extraterrestrial beings.)
4. Linguistic associations: color terminology within individual languages (For example, South Pacific languages refer to shades of green by comparison to plants in various stages of growth. In Scottish Gaelic the word for blue ('gorm') is also the word used for the color of grass.)

5. Contemporary usage and fads: current color applications to objects, sports, and associations generated by modern conventions and trends. (For example, green is used world wide for traffic lights signifying "go." In Scandinavia, green has been a popular color for many decades. In the U.S., "avocado green" was a popular color for appliances in the 1960s. Today, lime green has been a hip and trendy color in fashion and advertising in the US since the late 1990s.)

Influential factors of color symbolism

1. The specific shade (variation) of a color

Dark and light shades of any color convey completely different meanings. For example, pink (light red) loses all of red's associations with energy and takes on new connotations of tenderness and sweetness. Likewise, dark blue is dignified and authoritative, sky blue is ethereal and softer.

2. The quantity and placement of the color



Colors deliver the most powerful symbolism when used in large areas.

3. The shape or object the color occupies



Symbolism becomes more complex when a color is used in combination with a basic shape.

4. The Color combination

Colors take on new meaning when combined with other colors. For example, red and green are the colors of Christmas in Western cultures.

(Article source: Color Logic for PowerPoint - Copyright 2003)

Close-up activities

Activity 3. Give the Russian for:

1. trigger
2. vegetation
3. arise
4. greed
5. occurrence
6. property
7. seasick-

ness 8. fertility 9. beliefs 10. terminology 11. influential 12. trait 13. energizing 14. extraterrestrial 15. plant 16. convention 17. connotation 18. dignified 19. powerful 20. complex

Activity 4. Get the English for:

1. напоминать 2. требовать 3. заметный 4. пылающий 5. знание 6. порождать 7. устойчивость 8. агрессивный 9. валюта 10. сверхсовременный 11. реклама 12. противоречащий 13. сравнение 14. относиться к ч-л. 15. современный 16. означать 17. десятилетие 18. оттенок 19. божественный 20. авторитетный

Grammar

Activity 5. Find all irregular verbs in the text. Write down 3 forms of them and make up sentences using 2nd and 3^d forms.

Activity 6. Fill in the table as shown in the example:

Noun	Adjective	Verb
combination		
	different	
		deliver
		remind
celebration		
meaning		
		lose
	reflecting	
		refer
	starting	
control		
		communicate

Activity 7. Pass psychological color test. Look at or imagine the following

colors: blue, green, red, yellow, purple, brown, black and grey. Relax for a minute and define what color is pleasant to you and what is annoying. Write them down and look at the interpretations. You will know a lot about your character and love relationship.

Color test

BLUE.

😊 You are emotional and communicative person. You are in good relations with other people and sometimes you are considered to be a ***blue-eyed boy***. You have a good taste and artistic nature.

♡ In love you tend to be sharing and caring partner.

😞 You like changes. Often you are unsatisfied with yourself and ***have the blues***. You are independent and don't like being told what to do.

♡ In love you are not easy to deal with. You can change your mood and decisions twenty times a day.

GREEN.

😊 You are logical and thinking person. It seems that you are experienced in every sphere of life and nobody can ***call you green***.

♡ You are self-confident and your main wish is to be wealthy at any rate. You need a partner to look prestige and successful. Sometimes you can manipulate your feelings. You don't loose your head from love.

😞 You have lost your self-confidence and feel offended. You think that people don't take you serious and exploit you.

♡ Your ***green-eyed monster*** is a real problem for your partner. You always suspect him/her in having an extension affair and you do strange actions in order to

RED

😊 You are ***red-blooded*** person, looking for success. You have strong will and make decisions quickly. You tend to be a leader in different situations.



BROWN.

😊 You are a family person. You enjoy being at home, eating tasty dishes and doing the housework. You dream a lot and often can be found ***in a brown study***.



communicate with many people – all at the same time. Sometimes you feel tired from this crazy way of life, but you can't stop – that's you all over.



As a rule you have a lot of dates and love adventures. Sometimes you can date with two and three people simultaneously because you don't like ***grey life***. In love

Speaking point

Activity 8. Using color idioms from activity 7 discuss the influence of color on people in the form of dialogs between:

- psychologist and patient
- journalist and Z. Freud
- two students of psychological department
- two psychologists discussing difficult case

Writing

Write an argumentative essay on one of these topics. You should write at least 250 words. Use color quotes (Appendix 1) as epigraph to your essay.

1. The influence of color on consciousness.
2. Colorful dreams are signifying markers of your condition.
4. Color symbolism: its positive and negative examples.

Project

You are a professional psychologist. Make up an explicit report about influence of color on your patient's minds. Use a lot of personal examples, provide evidence, i.e. schemes, photos, diagnostic decisions etc.

For instance: Peter Peterson has got strong hallucinations, he's going mad and has a preliminary form of schizophrenia. He is afraid of committing a crime and being caught red-handed. As for his personal color perception I can say that he has strange reaction to the yellow color...

*After some time, with my eyes closed,
I began to enjoy this wonderful play of colors and forms,
which it really was a pleasure to observe.
Then I went to sleep and the next day I was fine.
I felt quite fresh, like a newborn.*
Albert Hofmann

Section 1

Warm-up activities

Activity 1. Read epigraph to the chapter. Try to explain the meaning of this quote. Find its connection with the title of this chapter.

Activity 2. Look at the cartoon below. What do you know about color blindness? What difficulties do color-blind people have?



**“So, what makes you
think you’re color blind?”**

Activity 3. Read the text and check if your answers were correct. Think about the title of the article. What metaphorical meaning does it have? Translate the idiom containing in the title and paragraphs 1, 2, 4, 11, 15.

Text 1

Color-blind people:

Do they cast a false color on objects?

Many celebrities have color vision deficiency (CVD) or colorblindness, including Bill Clinton and Bob Dole. During their debates, colors normally used had to be altered. Also affected are Matt Laurer, Paul Newman, Jack Nicklaus and the late Bing Crosby. Keanu Reeves and Prince William are in this list too.

What is Color-Blindness?

Color-blindness is the inability to distinguish the differences between certain colors and hues. This condition results from an absence of color-sensitive pigment in the cone cells of the retina, the nerve layer at the back of the eye. Most color vision problems are inherited and are present at birth. Approximately 1 out of 12 males and 1 out of 20 women are color blind.

What does a color-blind person see?

A person with color-blindness has trouble seeing red, green, blue, or mixtures of these colors. The most common type is red-green color-blindness, where red and green are seen as the same color.

Is there a treatment for such people?

There is no treatment for color blindness, nor is it usually the cause of any significant disability. However, it can be very frustrating for individuals affected by it. Those who are not color blind seem to have the misconception that color blindness means that a color blind person sees only in black and white or shades of gray. While this sort of condition is possible, it is extremely rare. Being color blind does keep one from performing certain jobs and makes others difficult.

Life's minor frustrations (and occasional dangers) for the color blind:

- Weather forecasts - especially the Weather Channel - where certain colors just can not be distinguished on their weather maps. Also, maps in general because of the color coding on the legends.
- Bi-color and tri-color LEDs (Light Emitting Diodes): Is that glowing indicator light red, yellow, or green?

- Traffic lights, and worst of all, Caution lights: Color blind people always know the position of the colors on the traffic light - in most states, Red on top, Yellow in the center, Green (or is that blue?) on the bottom. It isn't good when we go to a city or state where they put traffic lights horizontal - it takes a couple of days to get used to that one! But caution lights present an entirely different problem. In this situation there is only one light; no top or bottom, no right or left, just one light that is either red or yellow - but which is it?

- Getting in the sun with your girlfriend: So, you're out in the boat or on the beach with your girlfriend and soaking up the rays. But I can't tell until far too late if I'm getting red - or if she is. If I can tell it's red, by that time it's fire engine red and a painful sunburn is already present.

- Color observation by others: "Look at those lovely pink flowers on that shrub". My reply, looking at a greenish shrub "What flowers?"

- Purchasing clothing: I've got some really neat colors of clothes. Not everyone appreciates them like I do though; they seem to think the colors are strange. I just don't know why!

- Kids and crayons: Color vision deficiencies bother affected children from the earliest years. At school, coloring can become a difficulty when one has to take the blue crayon - and not the pink one - to color the ocean.

- Test strips for hard water, pH, swimming pools, etc.: A color blind person is generally unable to :

- interpret some chemical reactions
 - see that litmus paper turns red by acid
 - identify a material by the color of its flame such as lead blue or potassium purple

- interpret the chemical testing kits for swimming pool water, test strips for hard water, soil or water pH tests - all of which rely on subtle color differences and a band of similar colors to compare against.

- Cooking and foods:

When cooking, red deficient individuals cannot tell whether their piece of meat is raw or well done. Many can not tell the difference between green and ripe tomatoes or between ketchup and chocolate syrup.

Some food can even look definitely disgusting to color deficient individuals. For example, people with a green deficiency cannot possibly eat spinach which to them just look like cow pat. They can however distinguish some citrus fruits. Oranges seem to be of a brighter yellow than that of lemons.

- Are you wearing lipstick? Many color blind people cannot tell whether a woman is wearing lipstick or not. More difficult to handle for some is the inability to make the difference between a blue-eyed blonde and a green-eyed redhead.

How is it diagnosed?

Color blindness is normally diagnosed through clinical testing (the one most common test used - Ishihara color test). Although there is no treatment for color blindness, most color deficient persons compensate well for their defect and may even discover instances in which they can discern details and images that would escape normal-sighted persons. At one time the U.S. Army found that color blind persons can spot "camouflage" colors where those with normal color vision are fooled by it.

How color blindness works?

The human eye sees by light stimulating the retina (a neuro-membrane lining the inside back of the eye). The retina is made up of what are called Rods and Cones. The rods, located in the peripheral retina, give us our night vision, but can not distinguish color. Cones, located in the center of the retina (called the macula), are not much good at night but do let us perceive color during daylight conditions.

Many people think anyone labeled as "colorblind" only sees black and white - like watching a black and white movie or television. This is a big misconception and not true. It is extremely rare to be totally color blind. There are many different types and degrees of colorblindness, really they are "color deficiencies" since virtually no one is truly blind to all colors.

Roughly 1 in 10 men are fully or partly color blind. This means that one of the three types of color detectors in their eyes is either faulty or missing altogether. The condition is hereditary and sex-linked: fathers will pass the gene to their daughters (but not their sons) and mothers can pass it to all their children. However, because women can be unaffected carriers, men are at least 20 times more likely than women to develop color blindness.

Color blindness is not a particularly serious condition. Although one type of color detector (or cone cell) is missing, the gaps are filled seamlessly by cones of the other two sorts. The more important aspects of vision are rarely affected. People who are color blind are, in general, no more likely to suffer from short- or long-sightedness or to develop eye diseases such as glaucoma or cataracts later in life.

The effects of color blindness are so mild that many boys only realize that they have it at a relatively late age. Since they were born color blind, the world has always looked perfectly normal to them. It is only when they have a sight test at school, or get into an argument with a friend about whether something is red or green, that they find their view of the world does not always match that of other people.

It is important to remember that people with color blindness generally can see most colors; they just have trouble distinguishing between some shades of red and green. People who are color blind are excluded from certain jobs for safety reasons. For example, they cannot be airline pilots, policemen or ship captains. Their everyday lives are also fraught with occasional minor hazards: how to match socks, how to decide whether the power indicator on the stereo is red or green, how to find red golf tees in the grass and how to choose an appropriate color scheme for decorating the house.

(by Diana H. Heath, ophthalmologist, www.zipmall.com)

Close-up activities

Activity 4. Prepare detailed reports on one of the following topics. Choose epigraph from Appendix 1 (Color quotes).

1. A famous color blind person.
2. Dangerous and suitable professions for color blind.
3. Color blindness: a diagnose or lifestyle?

Activity 5. Check your understanding:

1. What does statistics say about color blind people?

- a. Approximately 1 out of 5 males and 1 out of 10 women are color blind.
- b. Approximately 1 out of 12 males and 1 out of 20 women are color blind.
- c. Approximately 1 out of 20 males and 1 out of 50 women are color blind.

2. Color-blindness is

- a. inability to distinguish the differences between certain colors.
- b. inability to see all colors.
- c. inability to see red, green and blue colors.

3. Being color blind

- a. improves your sense of humor.
- b. does keep one from performing certain jobs and makes others difficult.
- c. makes you dependent on other people.

4. Color blind people can work as

- a. pilots
- b. lawyers
- c. designers

5. For safety reason color blind people cannot work as

- a. weather forecasters
- b. policemen
- c. artists

Activity 6. Work in pairs. Make up 7 basic questions to the text. Write a plan of the article and key words. Retell the text using your materials.

Activity 7. Read and translate the short text “How animals see color”



Text 2

How Animals See Color

Colors are the smiles of nature.

Leigh Hunt

Dogs, cats, mice, rats and rabbits have very poor color vision. In fact, they see mostly greys and some blues and yellows.

What about bulls? Does a red cape make them angry? Does a red cape make them want to attack it?

Bulls are color-blind. They charge the red cape because it is moving, not because it is red.

Some beasts do have good color vision. Monkeys, ground squirrels, birds, insects, and many fish can see a fairly good range of color. In some cases it's not as good as what we humans see - but it's much better than cats and dogs.

Scientists say that good color vision helps animals find food on the land or in the water. For land animals, good color vision helps to tell the difference between ripe red fruit and unripe green fruit. Colors can also make animals more attractive to each other when they mate. Finally, the ability to see colors helps animals identify predators (other animals who may attack them).

Bees and butterflies can see colors that we can't see. Their range of color vision extends into the ultraviolet. The leaves of the flowers they pollinate have special ultraviolet patterns which guide the insects deep into the flower.

Another example is how a diving bird can see under water without goggles ... and you can't.

(from www.colormatters.com)

Activity 8. Retell this text as if you were a scientist or veterinarian.

Activity 9. Read and translate color and animal idioms.

A black sheep, a red rag to a bull, yellow belly, white elephant, bluebird, grey mouse, red herring, white dove, horse of a different color, black dog, to see pink elephants, dark horse, yellow dog, white crow

Activity 10. Match the idioms from activity 9 with their meanings.

Idiom	Meaning
1. black dog	a) something totally separate and different
2. white elephant	b) a person who is a disgrace or embarrassment to a family or group
3. yellow belly	c) something used to divert attention from the basic issue
4. red herring	d) a contemptible coward/young and inexperienced
5. a red rag to a bull	e) mean, contemptible/of or relating to opposition to trade unionism or a labor union
6. white crow	f) something irritating or causing anger
7. grey mouse	g) something that is useless and very expensive to keep
8. dark horse	h) a candidate little known to the general public
9. black sheep	i) having hallucinations (from alcohol)
10. bluebird	j) low spirits, depression
11. horse of a different color	k) luck, happiness
12. to see pink elephants	l) inconspicuous, unattractive woman
13. yellow dog	m) symbol of piece
14. white dove	n) strange, not like other people

Activity 11. Fill in the blanks in the following sentences using the idioms from previous activities.

1. The man is the _____ in his family and is the only member who has not had a successful career and life.

2. He pays a lot of money on rent for his restaurant, but he has very few customers. It's a _____.

3. He was a _____ in the race to be President until he gave some good speeches on TV.

4. New price is a _____. It is better than the old one.
5. You are totally drunk! You are _____ and going mad.
6. Don't talk to him about politics. He becomes angry – it's like _____.
7. The director of the company is a typical _____. He lowered the salary and the workers weren't able to appeal to any union forces to help renegotiate their contract.
8. Let's return to the main topic of discussion! Your speech is a complete _____.
9. You are _____, young and complete coward!
10. The winning in this lottery is absolute _____! 50 thousand dollars, can you imagine!
11. This boy is a _____ in our group. He is not like us.
12. _____ is a state of mind when you feel devastated and lost.
13. Sarah is a typical _____. You will never remember her appearance even if you look at her twice.
14. Let's get _____ free as a symbol of peace and reconciliation.

Activity 12. Work in pairs. You are going to play a word game. There is a table with the words from the text and idioms. Pick up any word and ask your partner to give the synonym to it. If he guesses he gets a point. Take turns in playing and mind that every time you choose a word you must know the answer. Put 7 sentences with the word.

yellow belly	hazard	trouble	black dog
vision	color-blindness	white elephant	hue
white dove	identify	bluebird	to attack
grey mouse	reconciliation	beast	red herring
dark horse	to see	black sheep	white crow

Section 2.

Warm-up activities

Activity 1. Read the title of the text 3. Translate it and try to explain its metaphoric meaning. Think about other contexts of using the idiom.

Activity 2. Look at the picture below. Work in pairs and make up a story describing this situation.



"Do you have the same chart in English?"

Activity 3. Read and translate the following text.

Text 3



Taking the Color of Medications Seriously Pharmaceutical Color – A New Frontier!

The earliest pill emerged in ancient Egypt as a little round ball containing medicinal ingredients mixed with clay or bread. For the next five thousand years - up until the middle of the 20th century - pills were round and white. Color was almost non-existent. "Over the counter" medications were only available as tablets in ghostly

white or pasty pastel hues; likewise prescription medications were colorless pills encased in clear or transparent orange vials. Liquids, with the exception of Pepto-Bismol's pink, were drab as well.

It's a different world today, thanks to advances in technology. The color transformation started in the '60s and accelerated in 1975 when the new technology of "softgel" capsules made colorful medications possible for the first time. Shiny primary colors such as cherry red, lime green and tangy yellow arrived first. Today's gel caps can be tinted to any of 80,000 color combinations. As for tablets, continuous advancements in technology consistently bring new and colorful coating products to market.

On the other hand, does color really matter? Aside from the obvious fact that pills are more attractive to the eye, color has indeed benefited consumers as well as the pharmaceutical companies in several very functional ways.



First of all, color helps the consumer distinguish the non-prescription or prescription medications from other tablets or capsules. As testimony to the serious nature of this issue, The New York Times called patients' failure to take medications as prescribed the world's "other drug problem."

This is especially relevant for the elderly who get confused when they take various medications, most of which are small white tablets. Consider the statistics: The US Senate's Aging and Youth Committee reported that the typical Medicare beneficiary uses an average of 18 to 24 prescriptions a year. (Source) Researchers have also found that patients who took more drugs on a daily basis preferred bright pill colors. Consequently, color and color combinations are a powerful way to create emotional appeal and reduce medical errors.

Consider another fact: Patients respond the treatment best when color corresponds with the intended results of the medication. For example, calm blue for a good night's sleep and dynamic red for speedy relief. Or consider a reverse scenario: fire red capsules for acid reflux or murky bile green for nausea.

A similar benefit is rooted in the synaesthetic effects of color - and specifically a color's associations with smell and taste. Even early civilizations such as the Romans recognized that people "eat with their eyes" as well as their palates. As proof, butter has been colored yellow as far back as the 1300s.

Although technically we don't "eat" pills, we do taste and swallow them. What would a grey pill taste and smell like? Smoky, fruity or moldy? How about a pink pill? Sour, bitter, or sweet? Which one would be easier to swallow? Furthermore, synaesthetic effects of colors also include associations with temperature. For example, a blue pill is cool, an orange pill, hot.

(by Jill Morton, Colorcom)

Close-up activities

Activity 4. Give the Russian for:

2. pill 2. contain 3. non-existent 4. over the counter 5. to encase 6. transparent 7. tinted 8. advancement 9. consumer 10. to distinguish 11. prescribe 12. to get confused 13. appeal 14. reduce 15. intended 16. nausea 17. acid reflux 18. swallow 19. furthermore 20. synaesthetic

Activity 5. Give the English for:

1. лекарственный препарат 2. появиться 3. доступный 4. рецепт 5. жидкость 6. преобразование 7. ускорять(ся) 8. соответственно 9. очевидный 10. свидетельство 11. существенно 12. получатель 13. следовательно 14. поддаваться лечению 15. соответствовать 16. облегчение (боли) 17. обратный 18. нёбо 19. заплесневелый 20. пахнуть

Grammar

Activity 6. Find the sentences with different tenses and grammatical forms. Write them down and make up analogical ones.

Activity 7. Make up dialogs discussing:

- color blindness
- animal's color vision
- color of medications

Activity 8. Read the text “You are the Colors You Choose” (Appendix 2 Part 1) and make up a round table discussion. Divide into different color blocks: specialist on red, yellow, blue, etc and make up a short presentation on your color and its therapeutic effect.

Writing

Write an argumentative essay on one of the topics above. You should write at least 250 words. Use color quotes (Appendix 1) for the epigraph.

Project

You are a pharmacist. Make a research on the color of medications. Prepare a table with the results, which should contain what color of medication should be applied for treatment of the most common diseases. Give a detailed explanation on it, provide evidence, i.e. schemes, photos, diagnostic decisions etc.

Color of pills	Disease (diagnosis)	Advantages for patients
red		
	diabetes	
		The color is bright and associated with the disease, it stimulates brain and improves your mood



*...there would never be another time in my life
where the line between right and wrong would
be so clearly drawn. It was the same line
that divided black and white.
Goodness and evil came in two colors.
Ann Goethe "Midnight lemonade"*

Section 1

Warm-up activities

Activity 1. Read epigraph to the chapter attentively and try to explain its meaning. How do you think what is the figurative (metaphorical) sense of the color terms “black” and “white”? Remember all metaphors containing color terms.

Activity 2. Read and translate the text “Color term” in writing.

Text 1

Color term

A color term, also known as a color name, is a word or phrase that refers to a specific color. The color term may refer to human perception of that color (which is affected by visual context), or to an underlying physical property (such as a specific wavelength of visible light). There are also numerical systems of color specification, referred to as color spaces.

Monolexemic color words are composed of individual lexemes, such as "red", "brown", or "olive". Compound color words make use of adjectives (e.g. "light brown", "sea green") or multiple basic color words (e.g. "yellow-green").

Similarly, languages are selective when deciding which hues are split into different colors on the basis of how light or dark they are. English splits some hues into several distinct colors according to lightness: such as red and pink or orange and brown. To English speakers, these pairs of colors, which are objectively no more different from one another than light green and dark green, are conceived of as belonging to different categories. A Russian will make the same red-pink and orange-brown distinctions, but will also make a further distinction between **sinii** and **goluboi**, which English speakers would simply call dark and light blue. To Russian speakers, **sinii** and **goluboi** are as separate as red and pink or orange and brown.

However, Brent Berlin and Paul Kay, in a classic 1969 study of world wide color naming have argued that these differences can be organized into a coherent hierarchy, and that there are a limited number of universal "basic color terms" which begin to be used by individual cultures in a relatively fixed order. Berlin and Kay based their analysis on a comparison of color words in 20 languages from around the world. To be considered a basic color term, the words had to be monolexemic ("green", but not "light green" or "forest green"), high-frequency, and agreed upon by speakers of that language (this last point, however, can be ambiguous, as native speakers may not always agree with each other). Their analysis showed that, in a culture with only two terms, the two terms would mean roughly 'dark' (covering black, dark colors and cold colors such as blue) and 'bright' (covering white, light colors and warm colors such as red). All languages with three color terms would add red to this distinction, thus for these languages making three basic color terms. Thus, the three most basic colors are black, white, and red (in his 1924 book *Mein Kampf*, Adolf Hitler described this as his justification for his choice of the colors for the Nazi flag, as he felt these three colors would most appeal to the masses). These three basic colors appeal to what is today called the reptilian brain. Additional color terms are added in a fixed order as a language evolves: first green and/or yellow (first one, and

then the other); then blue. All languages distinguishing six colors contain terms for black, white, red, green, blue and yellow. These colors roughly correspond to the sensitivities of the retinal ganglion cells, leading Berlin and Kay to argue that color naming is not merely a cultural phenomenon, but is one that is also constrained by biology - that is, language is shaped by perception. This runs contrary to the Sapir-Whorf hypothesis, which theorizes that perception is shaped by language.

As languages develop, they next adopt a term for brown; then terms for orange, pink, purple and/or gray, in any order. Finally, a basic term for azure appears.

The proposed evolutionary trajectories as of 1999 is as follows. 80% of sampled languages lie along the central path.

I	II	III	IV	V
light–warm (white/yellow/red) dark–cool (black/blue/green)	white red/yellow black/blue/green	white red yellow black/blue/green	white red yellow green black/blue	white red yellow green blue black
		white red/yellow blue/green black	white red yellow blue/green black	
		white red yellow/green/blue black	white red yellow/green blue black	

Today every natural language that has words for colors is considered to have from two to twelve basic color terms. All other colors are considered by most speakers of that language to be variants of these basic color terms. English contains the eleven basic color terms "black," "white," "red," "green," "yellow," "blue," "brown," "orange," "pink," "purple" and "gray." Italian and Russian have twelve, distinguishing blue and azure. That doesn't mean English speakers cannot describe the difference of the two colors, of course; however, in English, azure is not a basic color term because one can say light blue instead, while pink is basic because speakers do not say light red.

Color words in a language can also be divided into abstract color words and descriptive color words, though the distinction is blurry in many cases. Abstract color words are words that only refer to a color. In English white, black, red, yellow, green, blue, brown, and gray are definitely abstract color words. These words also happen to be 'basic color terms' in English as described above, but colors like maroon and magenta are also abstract though they may not be considered 'basic color terms' either because they are considered by native speakers to be too rare, too specific, or to be subordinate hues to a higher 'basic color term', in this case red (or maybe purple). Descriptive color words are words that are secondarily used to describe a color but primarily used to refer to an object or phenomenon that has that color. "Salmon", "rose", "saffron", and "lilac" are descriptive color words in English because their use as color words is derived in reference to natural colors of salmon flesh, rose flowers, infusions of saffron pistils, and lilac blossoms respectively. Often a descriptive color word will be a subordinate hyponym of a 'basic color term' (salmon and rose [descriptive] are both hues of pink).

The status of some color words as abstract or descriptive is debatable. The color "pink" was originally a descriptive color word derived from the name of a flower called a "pink" (see dianthus); however, because the word "pink" (flower) has become very rare whereas "pink" (color) has become very common, many native speakers of English use "pink" as an abstract color word alone and furthermore consider it to be one of the 'basic color terms' of English. "purple" is another example of this, as it was originally a word that referred to a dye (see Tyrian purple).

The word "orange" is also difficult to categorize as abstract or descriptive because both its use as a color word and as a word for an object are very common and it is difficult to distinguish which is the primary and which is the secondary use of the word. As a basic color term it became established in the early to mid 20th century; before that time artist's palettes called it "yellow-red". On the one hand the fruit "orange" has the color "orange," and etymologically the word "orange" as a fruit from the Sanskrit "**narang**" or Tamil "**naraththai**" via the Portuguese "**laranja**," preceded the use of "orange" as a color word in English. On the other hand "orange"

(color) is usually given equal status to red, yellow, green, blue, purple, brown, pink, gray, white and black (all abstract colors) in membership to the 'basic color terms' of English; the derived form orangish is attested from the late 19th century. Based solely on current usages of the word it would be impossible to distinguish if an orange is called an orange because the fruit is orange, or if the color orange is called orange because oranges are orange (other examples of this problem are the colors "violet" and "indigo").

Recently, a researcher at Hewlett-Packard, Nathan Moroney, has been performing an online experiment in unconstrained color naming in English and 21 other languages. He has published some of the results of this work and the experiment is ongoing.

Interestingly, the Hungarian language has two words for "red": **piros** and **vörös**. Similarly, the Irish language uses two words for green: **glas** denotes the green color of plants, while **uaithne** describes artificial greens of dyes, paints etc. This distinction is made even if two shades are identical.

(From Wikipedia)

Close-up activities

Activity 3. Write down underlined words and expressions and give their definitions.

Activity 4. Find out the key words from every paragraph of this text. Retell the text using your notes.

Activity 5. Read the text “Color: The Magic and Mystery of Words” (Appendix 2 Part 1) for detailed understanding. Write summary of the text.

Activity 6. Write an essay on the basis of 2 texts “Color term” and “Color: The Magic and Mystery of Words”. Choose the epigraph from Appendix 1 (Color quotes).

Activity 7. You are going to play the following color game. Write in the correct color name. One-word answers only (no hyphens)! You’ll be completing idioms, expressions, sayings, titles, scraps of song lyrics and so on. Use Appendix 3 (Colorictionary) if necessary.

Color game

1. The little boy was as _____ as a stack of _____ cats (dirty).
2. To have a _____ thumb or fingers (gardening).
3. To tell a _____ lie (in order not to hurt somebody’s feelings).
4. A _____ boy (idolized).
5. Little _____ cells (Hercule Poirot).
6. The boy is in his girlfriend's _____ books because he was late for their date (out of favor).
7. A _____ tongue (an eloquent person has this).
8. He writes in _____ prose (in an ornate style).
9. I haven’t slept at all – I’ve had _____ night (sleepless).
10. So don’t make her _____ when she writes to you “From Sarah with love”(make sad).
11. He visits dentist’s once in a _____ moon (rarely).
12. I was _____ with envy when I saw my neighbour's new car! (envy).
13. You have done your job wonderful – it’s _____ of perfection! (the most perfect).
14. There's nothing better than going out and painting the town _____ after a hard week at work.
15. Today is _____ -letter day (a special day)

Activity 1. Translate the following black-and-white expressions and put them into the sentences. Make up your own ones with the same idioms.

The pot calls the kettle black, black and white, to know black from white, to put down in black and white, to swear black and white.

1. This is _____ situation. You are either with us or against us.
2. You are not perfect too! It seems like _____.
3. It is _____ in this contract.
4. You _____ but you are lying!
5. I have got experience in this sphere and I _____.

Activity 2. Read and translate the text “White-and-black literature”. Interpret the meaning of epigraph. What personal associations do you have for “white” and “black”?

Text 2

White-and-black literature

Realization of color names “white” and “black” in modern American literature

*Black and white are the colors of photography.
To me they symbolize the alternatives of hope
and despair to which mankind is forever subjected.
Robert Frank*

The following research is concentrated on two basic color terms 'white' and 'black' which are in frequent use in American literature. Expressions containing 'white' and 'black' convey the so-called 'national' view on Europeans and Afro-Americans. Exploring the novels of modern American writers we are aiming at accurate analysis of these two color terms on the base of color idioms. Our goal is revealing the slight national or other cultural connotations that are hidden under anti-racist

politics but still exist.

In some societies and among some anthropologists, color terminology was used to label races, sometimes in addition to a non-color term for the same race. Other scientists were more cautious about such categorization, and Charles Darwin argued that the number of categories, or in this case the number of different colors, is completely arbitrary and subjective. 'It may be doubted whether any character can be named which is distinctive of a race and is constant'.

Frantz Fanon and African-American writers Langston Hughes, Maya Angelou, and Ralph Ellison, among others, wrote that negative symbolisms surrounding the word "black" outnumber positive ones. They argued that the good vs. bad dualism associated with white and black unconsciously frame prejudiced colloquialisms. In the 1970s the term black replaced Negro in the United States.

The term 'white' is often used in the West to denote the race of pale-skinned people of European descent with pale to white skin color, whose skin color actually varies widely from pale pink to pale brown. The definition of a 'white person' differs according to geographical and historical context, and various social constructions of whiteness have had implications in terms of national identity, consanguinity, public policy, religion, population statistics, racial segregation, eugenics, racial marginalization and racial quotas.

The term 'black people' usually refers to a racial group of humans with skin colors that range from light brown to nearly black. It is also used to categorize a number of diverse populations together based on historical and prehistorical ancestral relationships.

In order to illustrate and prove all these theoretical issues we are analyzing the novels of modern American writers.

Firstly, the episode which took place in the 1920-s: white street boys sprayed the black woman and a child with water from windshield washer.

The four white boys are laughing. The little black child is crying. ... I do not pick up a rock and fling it at those stupid redneck boys. I am too ashamed. Ashamed of my color and ashamed of my passivity [Ann Goethe "Midnight lemonade", 25].

This action was offensive and shows the negative attitude to Afro-Americans which was typical at that period.

In the novel of Janet Evanovich 'One for the money' social disparity between Europeans and Afro-Americans is presented in other contexts:

Back in the sixties, when block busting was a popular activity for liberals, one of the State Street homeowners sold out to a black family, and over the course of the next five years the entire white population panicked and left [Evanovich "One for the money", 11].

I hadn't anticipated the atmosphere to be charged with hostility and suspicion. I was clearly a street-ignorant white woman invading a black man's gym, and if the silent rebuke had been any more forceful I'd have been hurled backward, down the stairs like a victim of a poltergeist [Evanovich "One for the money", 21].

The second situation is rather threatening for 'white' female protagonist of the book. Being 'a street-ignorant white woman invading a black man's gym' is considered to be horrible and risky.

In the next fragment it is seen the personal position of black character:

He had been considered for these appointments because he was smart and black, and he turned them down because he was poor and black.

... He would always think of himself as a poor black kid.

He weighed somewhere between three and four hundred pounds, and wore the same outfit every day black suit, white cotton shirt, and a bow tie which he tied himself and did so poorly [John Ray Grisham "The Client", 234].

Analyzing the text we can see that color name 'black' is realized with a negative connotation, i.e. race discrimination and prejudice against 'blacks'.

In the following contexts color names 'black' and 'white' are realized as antonyms. They refer to a typical modern situation in the USA: ethnically Americans are divided into two parts - Europeans and Afro-Americans. The 'color' division still exists and language reflects these cultural phenomena.

Half of the guards were black, the others white, which was fairly representative of the mix of the ... prison population [Danielle Steel "Malice", 72].

The Clanton Square had three cafes, two for the whites and one for the blacks. The Tea Shoppe crowd leaned toward banking and law and retail, more of a white-collar bunch, where the chatter was a bit heavier – the stock market, politics, golf. Claude's, the black diner, had been around for forty years and had the best food [Grisham "Summons", 139]

The last example reveals the opposite situation when so-called 'race discrimination' is farfetched and there is no difference between 'whites' and 'blacks'.

"What do you teach?" «American literature.» «Black perspective?» «Well, my perspective. I include black writers, but I also include number of dead white men." [Robert B. Parker "Sudden Mischief", 304].

All the above mentioned examples proved that negative symbolisms surrounding the word "black" outnumber positive ones. Realization of color names 'white' and 'black' reflects the differentiation that is vividly described in modern American literature. Whether it is 'race-centered revision of psychoanalytic theory or just subtle account of the relationships between races', it reflects existing social connotations and the contemporary cultural coloring 'working' in language.

(By Maria Mironova <http://conference.kemsu.ru/>)

Activity 3. Retell the text as if you were:

a) a famous linguist, b) an African American against race discrimination, c) a redneck (racist), d) a specialist on racial problems

Activity 4. Choose the correct color terms to match these idioms. Use Appendix 3 (Colorictionary) for translation.

1. She's the ____ sheep in her family.

- a) white
- b) black
- c) green
- d) red

2. He sees ____ every time his team loses.

- a) brown
- b) yellow
- c) red
- d) white

3. She was feeling ____ after she failed her exam.

- a) blue
- b) green
- c) red
- d) pink

4. I had no idea you were coming. You came right out of the ____.

- a) black
- b) blue
- c) pink
- d) green

5. Do not call me ____! I was not scared at all!

- a) red
- b) yellow
- c) blue
- d) green

6. I'm not a _____ horn – I have been working in this sphere for 2 years.

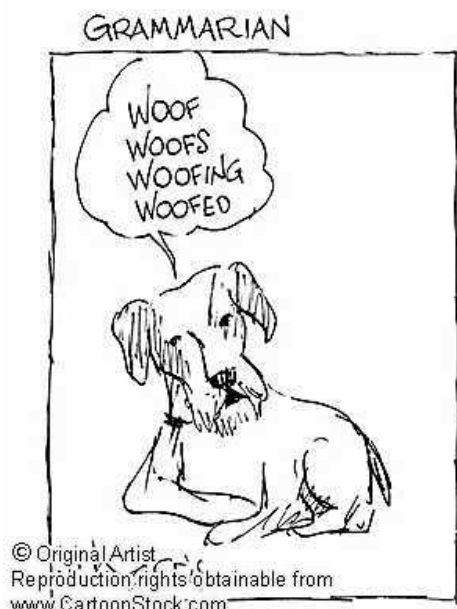
- a) blue
- b) green
- c) red
- d) pink

7. I was done _____ at the Chinese market and bought unnecessary things.

- a) brown
- b) yellow
- c) red
- d) white

Activity 5. Read color tales and color jokes (Appendix 2 Part 2 ,3). Explain the meaning of color expressions used.

Grammar



Activity 6. Find Participle I and Participle II in the text. Write down all these grammatical phenomena and translate. What parts of the sentence do they denote?

Activity 7. Find in the text: Present Simple (Active and Passive), Present Continuous and Past Simple.

Speaking point

Activity 8. Work in pairs. Make up dialogs using as many color idioms as it is possible.

Writing

Write a story using color idioms . You should write at least 250 words.

Project

Make up a game, crossword, or collection of riddles with color idioms. Be imaginative and creative! Look in the Colorictionary (Appendix 3) for definitions.



*There are painters who transform the sun
into a yellow spot, but there are others who,
thanks to their art and intelligence,
transform a yellow spot into the sun.*

Pablo Picasso

Section 1

Warm-up activities

Activity 1. Read epigraph to the chapter and look at the cartoon below. Try to explain the meaning of this quote and discuss the picture. Find their connection with the title of this chapter.

Activity 2. Work in pairs and discuss the following questions. Make a short report on them.

1. Remember all movements in art you know. What are they?
2. Think about your personal artistic experiments? What were the most memorable to you and why?
3. What do you know about the role of color in art?

Activity 3. Read and translate the short text “Color in Art”

Text 1

Color in Art

Color plays a vitally important role in the world in which we live. Color can sway thinking, change actions, and cause reactions. It can irritate or soothe your eyes, raise your blood pressure or suppress your appetite.

As a powerful form of communication, color is irreplaceable. Red means "stop" and green means "go." Traffic lights send this universal message. Likewise, the colors used for a product, web site, business card, or logo cause powerful reactions.

In interior design, color is even more powerful. This is the art we live in. Dynamic color combinations may create one effect: subtle combinations, a different effect. Likewise, art contributes to how the total design works. Since paintings are typically on eye level, they play a powerful role in the overall design and the psychological ambience. Furthermore, the right colors in artwork help to achieve harmony between the furniture, flooring, window coverings and other fixtures.

Close-up activities

Activity 4. Define whether the statements are true or false. Prove your answer.

1. Color can't raise your blood pressure or suppress your appetite.
2. Color is a powerful form of communication.
3. The colors are used for a product, web site, business card, or logo cause powerful reactions.
4. Dynamic and subtle color combinations can create the same effect.
5. The right colors in artwork help to achieve harmony between the furniture, flooring, window coverings and other fixtures.

Activity 5. Translate the following "black" idioms (use Appendix 3). What is black compared with? How do you think why there are so many similes with black?

As black as a crow, as black as a raven's wing, as black as a skillet, as black as a stack of black cats, as black as coal, as black as death, as black as Hades, as black as Hell, as black as ink, as black as midnight, as black as Newgate's knocker, as black as night, as black as pitch, as black as soot, as black as a sweep, as black as tar, as black as the ace of spades, as black as the Earl of Hell's waistcoat, as black as the grave, as black as thunder, as black as your hat

Activity 6. Make up 10 sentences with these idioms. What similes do you like and what seem poor to you? Why?

Activity 7. Read and translate the short text “True Colors & Metamerism”.

Text 2

True Colors & Metamerism



Color is not only the most plastic of all design elements, it is also the most chameleon-like. Nothing can be more frustrating than discovering that the color of your newly installed carpet doesn't match the walls, or that the glaze on your newly fired pottery is not ox-blood red, or that the colors of your web site are not what they are supposed to be on your client's computer.

First of all, potters expect and frequently delight in color mutations. The very act of submitting wares to a trial by fire (at temperatures that frequently exceed 2100 degrees Fahrenheit/1150 degrees Celsius) is a surrender of complete control. Those who use gas kilns frequently marvel at the results. In many eastern cultures, this process is associated with other values and spiritual beliefs.

On the other hand, web sites and carpets represent substantial investments of money and time and exist in the today's fast-paced world. Our sanity demands at least a semblance of control or logic for the things we can't control.

Activity 8. Give definitions to the following words:

METAMERISM MUTATION SEMBLANCE SANITY MARVEL

Activity 9. Make up 5 questions to the text.

Activity 10. Retell the text "True Colors & Metamerism".

Activity 11. Read the text "True Web Color". Find out sentences with passive and translate them. Put 5 questions to the text.

Text 3

True Web Color

Some people say that as long as the grass is green and the sky is blue, Grandma and little Billy don't give a hoot about the colors they see on the web. That may very well be true for some, but when a corporate logo turns out green instead of teal, when a t-shirt is returned because it's not tomato red, the attitude is quite different. Web color mutations can be explained by understanding what it takes to create accurate color.

The pivotal player in true web color goes by the name of "profile." Computer color profiles specifically define how your computer sees color - or what color profiles are embedded in a graphic. In other words, it describes the color vision of a computer and/or the color vocabulary in a graphic.

In spite of the fact that most designers have color management systems on their machines (and especially those that are built into the Macintosh systems), in spite of the fact that graphic software such as Photoshop can embed color profiles in web

graphics, the web visitor's profile is still an unknown and all bets are off. Furthermore, aside from plug-ins and file formats that are not fully supported, web browsers have limited capabilities to deliver the information. There are other complex and costly solutions. For example, if customers are truly dedicated to an online store, they might take the time to download the software for color accuracy at that one site, but that's not realistic for most situations.

One of the best temporary solutions is to design all web graphics on computers that generate the best colors (as a result of fully corrected gamma and other standards).

(From www.colormatters.com)

Activity 12. Translate the text “True Web Color” in writing.

Activity 13. Translate the following “red” and “white” idioms. Find their meanings from the list below. Use Colorictionary (Appendix 3) if necessary.

IDIOMS: as red as a cherry, as red as a poppy, as red as a rose, as red as a ruby, as red as blood, as white as a ghost, as white as a sheet, as white as the driven snow

MEANINGS:

bright

intensely RED

deep

very pale because of fear/shock/illness

very pale because of bad condition

very WHITE

Activity 14. Fill in the sentences using the idioms from activity 13.

NOTE: A lot of variants are possible here. Explain your choice.

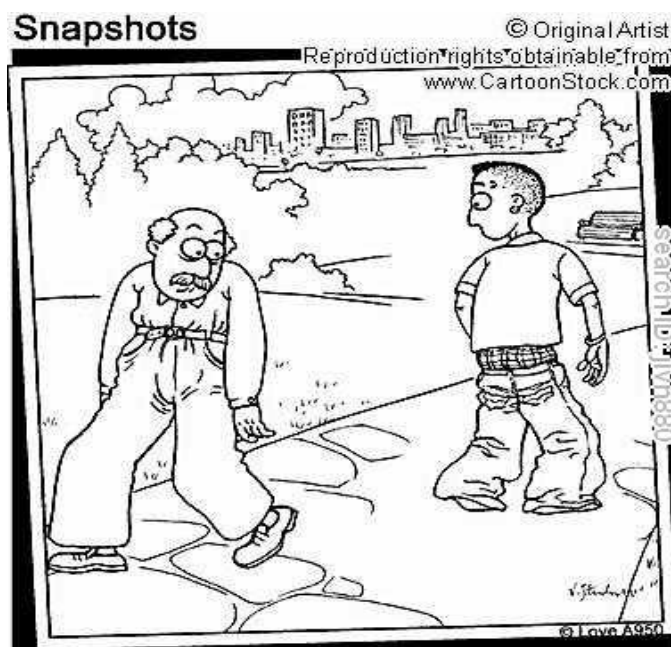
1. The car was _____ after its new paint job.
2. The mark on my arm was _____.

3. The morning sunrise was _____.
4. The office assistant was wearing lipstick that was _____.
5. The stain on the carpet was _____.
6. My sister became _____ when she saw the man at the window.
7. I felt terrible this morning and in the mirror I looked _____.
8. The fur on the dog was _____.

Activity 15. Read and translate color tales (Appendix 2 Part 2). Retell the tale you have chosen using color idioms from previous activities.

Activity 16. Remember the case in your life connected with color. Write a story about it. Choose the epigraph from Appendix 1 (Color quotes).

Activity 1. Look at the cartoon below. Discuss this picture with your partner. Do you know what models of clothes are fashionable in this season? What items are trendy and why?



Activity 2. What do you think about the role of color in fashion? What colors are trendy now? What color of the clothes do you prefer?

Activity 3. Read the text “Color of Your Wardrobe: Wearing Your Emotions” for detailed understanding.

Text 4

Color of Your Wardrobe: Wearing Your Emotions

Have you taken inventory of your closet lately? You may be in a fashion rut and need to introduce some different colors into your wardrobe that will better reflect your day-to-day moods. Unless your mother is still dressing you or you are a slave to following the latest fashion color trends, why not become a mood dresser? Mood

dressers are people who are in-tune with their emotions and dress accordingly. Do you feel pink today? Or, do you feel blue?

1. Wearing Green - Nurturing and Earthy

Green is considered to be one of the most healing among all the colors. Because green is the color of trees and grasses it is a wonderful color choice to wear anytime you are wanting to feel more in-tune with nature. Green represents the Spring season and new growth. Choose this color to wear whenever you are embarking on something new or wish to turn over a new leaf.

2. Wearing Blue - Rest and Spirituality

Any hues of blue are especially calming. Indigo or darker blues can offer more of a comfort zone feeling, almost as if you are sinking into a pool of warm water. Blues in general remind me of a favorite pair of well-worn denim jeans - now that's simply relaxing.

3. Wearing Gray or Black - Invisibility and Blending In

Wearing grays and blacks can be depressive.

Let's face it, black and gray are fashion basics. We all have the basic black suit or black dress slacks that are a must wear for a number of different social settings. Aside from the slinky spaghetti strapped number you have hanging in the back of the closet, you likely choose to wear black because you prefer to blend in and not make any statement. Wearing black will allow you to keep a low-profile in social settings if that is your intention. Don't wear black if you want to stand out amidst a crowd. Most folks don't even bother to wear black at funerals anymore, it's just too sad to wear dreary and dark colors.

4. Wearing Orange - Energetic and Creative

Orange urges you to get out into the world and create something grand!

Orange is a very high energy color. Its creativity juices are extremely intoxicating and sweet tasting. Wearing orange is fun and can make you feel quite playful. Artists love dabbling with orange hues. Orange screams with sexual energy too, not surprising since orange is associated with the sacral chakra. Because of its highly-charged intensity some people cannot comfortably wear this color. Adorning yourself

with an orange accent piece can add a hint of playfulness. Beware, if you need to complete a mundane project avoid wearing orange as it might interfere with the stick-to-it-ness required to stay on task.

5. Wearing Pink - Open Heart

Wearing pink conveys compassion and an open heart.

Most people associate pink with babies, little girls, and feminine energies. But more than feeling feminine, wearing pink conveys compassion and an open heart. When people are wearing pink, whether they are male or female, they appear approachable and capable of loving others. If you want to feel heart-connected reach for that pastel pink sweater from your closet to wear. And if pastel colors don't suit you try on something in bright fuchsia. You'll feel pretty in pink.

6. Wearing Purple - Unique and Special

Wearing purple shows others that you want to be noticed.

Purple is seldom worn as a neutral color. Purple is the wrong color choice to make if you are wanting to blend in among others as you go about your business. The color purple, especially shades of violet, will definitely make a statement. Wearing purple shows others that you want to be noticed. If it is your desire to feel special and unique then purple is the right color choice. If you would like to send a message out into the world that you're one of a kind and that you could care less about conformity, then wear purple.

7. Wearing Red - Powerful and Confident

Red can really pack a punch when needed.

Red is a very powerful color. Wear red whenever you feel a need to portray confidence or would like to boost your self esteem. However, be aware that wearing too much red can make a person come off a little too intimidating to others who may lack self confidence in themselves. Visualizing the color red can help ground your energies so anyone who has "flighty" tendencies will benefit from wearing red to serve as a reminder to ground themselves throughout the day.

8. Wearing White - Fresh Outlook - New Beginnings

Wearing white will help reduce any nagging feelings of disappointment or drudge.

White represents cleansing and new beginnings. Putting on a white blouse feels like being given an opportunity to start the day with a clean slate. Wearing a white garment, as long as it hasn't taken on any discoloration from too much laundering, can offer a fresh and bright outlook. Be sure to get rid of any dingy white clothes often, replacing them with brighter whites.

9. Wearing Yellow - Cheerful and Happy

Yellow is the perfect color to wear whenever your spirits needs an uplift.

Yellow carries the same healing qualities associated with the sun. It offers warmth, optimism, and light. All shades of yellows and golds will cheer you up and help make you feel happier. Wearing yellow out into the world makes an affirmation statement. For certain, yellow is a perky color!

(By Phylameana lila Desy, About.com Guide)

Close-up activities

Activity 4. Make up a color chart representing the color of the clothes and the feelings that you appeal.

Activity 5. Work in pairs. Studying your clothes discuss your own choice of color.

Activity 6. Retell the text using your chart.

Activity 7. Put together the two halves of these quotations about art and colors (use Appendix 1 Color quotes). Can you explain what they mean? Choose one that you like the most and explain your choice.

1. "All colors are the friends of their neighbors ...
2. "Beauty seen is never lost, ...

3. "I like making black and white films in natural surroundings, ...
4. "I want to use colors that complement each other, that cause each other to shine brilliantly, ...
5. "It is only after years of preparation that the young artist should touch color ...
6. "It is not the form that dictates the color, ...
7. "It's a good thing that when God created the rainbow
8. "The colors live a remarkable life of their own
 - a) he didn't consult a decorator or he would still be picking colors." Sam Levenson
 - b) but the color that brings out the form." Hans Hofmann
 - c) that complete each other like a man and a woman." Vincent van Gogh
 - d) God's colors all are fast." John Greenleaf Whittier
 - e) not color used descriptively, that is, but as a means of personal expression." Henri Matisse
 - f) but I much prefer shooting a color film inside a studio where the colors are easier to control." Claude Chabrol
 - g) after they have been applied to the canvas." Edvard Munch
 - h) and the lovers of their opposites." Marc Chagall

Activity 8. Read and translate the text "The Five Biggest Color Mistakes in the Home".

Text 5

The Five Biggest Color Mistakes in the Home

1. Choosing a color from a tiny paint chip, small fabric sample, or a picture in a magazine.

People often look at a small paint chip and think it's a fabulous color. When it's on the walls, it's too garish, too light, or just plain wrong.

A tiny square of color is never a good indicator of how the color will look on a large expanse. A good example is how a warm tan swatch can wind up as vivid as a pumpkin (far too bright and irritating). Beiges and greys are especially susceptible to unexpected results.

Solution:

Buy sample jars of paint and apply a good-sized swatch (not a patch) directly onto the wall or on a poster board or any other rigid material that can be moved around. Live with the colors and look at them under different lighting conditions - daylight and artificial lighting at night.

2. Ignoring the nuances of color

Colors come in dozens of shades. For example, red may be a tomato red (a red with a tinge of orange) or a berry red (a red with a tinge of blue).

A common mistake is selecting a color without considering its saturation. A little bit of a vivid color can go a long way in interior design, whereas too much can be overwhelming.

For example, the muted shades of yellow-green (not bright lime green) work best for all four walls.

Solution:

Carefully examine the color. Place the paint or fabric sample next to the color that you need to match. It should be very very close. When in doubt, remember this: The darker the color the less the likelihood of its clashing. In other words, a deep dark red will be more likely to match a wider range of reds.

Note: Neutral does not mean beige or grey. Every color has a neutral shade.

3. Misjudging patterns.

Typically many people judge a pattern - and the effects of the colors - as they hold it at arms length or close to their eyes.

For example, a pattern that consists of a small yellow design on a blue background will wind up green when viewed at a distance. Colors optically mix. (A good

example of this effect can be found in the pointillist paintings of the Impressionist period in art.)

Solution:

View patterns at a distance of at least 9 feet (3 meters). Get a sample of the patterned fabric or wall covering. Place it on the window, wall, floor, or furniture area where it will be used. Choose a neutral shade that goes with everything in the room.

4. Too many colors and contrasts

The biggest mistake an amateur or professional designer can make is using too many colors and contrasts. The result is so disorderly that people are not comfortable in a room.

Solution:

Begin by limiting the palette to two colors. Experiment with various shades of the same basic color. This can still create a very dramatic effect. Accents in other colors can be added later.

5. Focusing on color trends

All too often, people are controlled by color trends. Unfortunately, if you dig deep enough into color forecasting, you'll probably find contradictory information.

Solution:

Forecasters are really trying to read the moods of people and note trends. Your feelings and moods define the colors that are best for you. The colors in your home need to reflect your preferences and fit in with your lifestyle. Since color trends change quite often, consider your budget and how long you will keep a piece (or new wall colors) before making a decision.

(From Color Matters for the Home - "The Ten Biggest Color Mistakes")

Activity 9. Retell the text as if you were:

a) interior designer b) an owner of the flat c) a person doing repairs

Activity 10. What other design mistakes do you know? Make a list of recommendations to an amateur designer.

Activity 11. Choose an idiom to replace the expression in the brackets. Use Colorictionary (Appendix 1) for translation.

1. The girl was (very pleased) that she was chosen to represent her class at the competition.

(a) blacked out (b) tickled pink (c) green with envy (d) out of the blue

2. My boss is not very flexible and he always sees things (as either good or bad).

(a) in the red (b) off-color (c) with flying colors (d) in black and white

3. The government finally gave the city (permission) to build the new airport.

(a) the green light (b) a horse of a different color (c) once in a blue moon (d) red tape

4. Our company has been (losing money) for over three years now.

(a) rolling out the red carpet (b) yellow-bellied (c) in the red (d) green

5. It was a (memorable) day when the first person went to space in a rocket.

(a) yellow-streak (b) white-elephant (c) red-herring (d) red-letter

6. My brother passed the test to become a police officer (easily and with great success).

(a) green (b) with flying colors (c) out of the blue (d) tickled pink

7. Our company told us (suddenly and without any warning) that our factory would close next month.

(a) out of the blue (b) once in a blue moon (c) with flying colors (d) pitch-black

8. The mother (was very angry) when her daughter came home at 3 o'clock in the morning.

(a) rolled out the red carpet (b) saw red (c) showed her true colors (d) looked at the world through rose-colored glasses

9. The man argued with his wife until he was (very angry) but still she would not agree with him.

(a) brown bagging it (b) in the black (c) blue in the face (d) a pot calling the kettle black

10. I go to the swimming pool only (rarely) although I love to swim.

(a) green around the gills (b) with flying colors (c) in the red (d) once in a blue moon

Activity 12. Translate all the above idioms. Make up 10 sentences using them.

Grammar

Activity 13. Find in the text the following tense forms: Present Simple (Active and Passive), Present Continuous Active, Future Simple Active. Translate these sentences. Modify the verbs in the sentences into Past Simple (Active and Passive), Past Continuous Active, Future Perfect Active.

Activity 14. Fill in the table as shown in the example:

Noun	Adjective	Verb
indicator		
	misjudging	
		mean
		select
designer		
decision		
		limit
	contradictory	
preference		
	disorderly	

Speaking point

Activity 8. Discuss the role of color in art and design in the form of dialogs between:

- artist and client
- interior designer and client
- two fashion designers
- two women of fashion (two men/a man and a woman)

Writing

Write an essay on one of these topics. You should write at least 250 words. Choose the epigraph for your essay from Appendix 1 (Color quotes).

1. Color in painting.
2. Color in Web graphics.
3. Color in fashion.
4. Color in interior design.

Project

You are a professional design. Make up one of the following design projects:

1. Fashionable collection of clothes
2. Interior design.
3. Web design.

Use a lot of personal examples, provide evidence, i.e. schemes, photos, paintings etc. Be ready to give detailed comments on your project.



*There are colors which belong
to certain countries and people.
Marc Chagall*

Section 1

Warm-up activities

Activity 1. Read epigraph to the chapter and look at the cartoon. Try to explain the meaning of this quote and discuss the picture. Find their connection with the title of this chapter.

Activity 2. Work in pairs and discuss the following questions. Make a short report on them.

1. Remember the most famous brands. How many of them can you name?
2. What brands are the most attractive to you and why?
3. Do you know how color is used in marketing?

Activity 3. Read the text “Color and Marketing”. Translate it for detailed understanding.

Text 1

Color and Marketing

Research conducted by the secretariat of the Seoul International Color Expo 2004 documented the following relationships between color and marketing:

1. 92.6 percent said that they put most importance on visual factors when purchasing products. Only 5.6 percent said that the physical feel via the sense of touch was most important. Hearing and smell each drew 0.9 percent.

2. When asked to approximate the importance of color when buying products, 84.7 percent of the total respondents think that color accounts for more than half among the various factors important for choosing products.

3. Research reveals people make a subconscious judgment about a person, environment, or product within 90 seconds of initial viewing and that between 62% and 90% of that assessment is based on color alone.

4. Research by the Henley Centre suggests 73% of purchasing decisions are now made in-store. Consequently, catching the shopper's eye and conveying information effectively are critical to successful sales.

Color and Brand Identity

1. Color increases brand recognition by up to 80 percent

2. Color influences brand identity in a variety of ways. Consider the phenomenal success Heinz EZ Squirt Blastin' Green ketchup has had in the marketplace. More than 10 million bottles were sold in the first seven months following its introduction, with Heinz factories working 24 hours a day, seven days a week to keep up with demand. The result: \$23 million in sales attributable to Heinz green ketchup (the highest sales increase in the brand's history). All because of a simple color change.

3. Apple Computer

Apple brought color into a marketplace where color had not been seen before. By introducing the colorful iMacs, Apple was the first to say, "It doesn't have to be beige". The iMacs reinvigorated a brand that had suffered \$1.8 billion of losses in two years. (And now we have the colorful iPods.)

The Influence of Color

Color Increases Memory

If a picture is worth a thousand words, a picture with natural colors may be worth a million, memory-wise. Psychologists have documented that "living color" does more than appeal to the senses. It also boosts memory for scenes in the natural world.

By hanging an extra "tag" of data on visual scenes, color helps us to process and store images more efficiently than colorless (black and white) scenes, and as a result to remember them better, too.

Color Engages and Increases participation

Ads in color are read up to 42% more often than the same ads in black and white (as shown in study on phone directory ads).

Color Informs

Color can improve readership by 40 percent 1, learning from 55 to 78 percent 2, and comprehension by 73 percent 3.

Color Attracts Attention

Frequently Cited "Facts"

Tests indicate that a black and white image may sustain interest for less than two-thirds a second, whereas a colored image may hold the attention for two seconds or more. (A product has one-twentieth of a second to halt the customer's attention on a shelf or display.)

People cannot process every object within view at one time. Therefore, color can be used as a tool to emphasize or de-emphasize areas.

A Midwestern insurance company used color to highlight key information on their invoices. As a result, they began receiving customer payments an average of 14 days earlier.

(From www.colormatters.ru)

Close-up activities

Activity 4. Find out the right answer:

1. When purchasing products the most important factor is

- a. hearing
- b. visual experience
- c. touch
- d. smell

2. The reason of Heinz ketchup phenomenal success is

- a. change of color
- b. change of price
- c. change of advertisement

3. Psychologists have documented that "living color"

- a. influences our mind
- b. develops technical skills
- c. boosts memory for scenes in the natural world

Activity 5. Find out the wrong answer:

1. Color

- a. increases memory
- b. informs
- c. decreases participation
- d. attracts attention

2. A colored image

- a. holds the attention for two seconds or more
- b. is read up to 42% more often
- c. improves comprehension by 73 %
- d. sustains interest for less than two-thirds a second

Activity 6. Give the Russian for:

1. to conduct 2. to purchase 3. assessment 4. convey 5. recognition 6. demand
7. marketplace 8. to suffer 9. appeal 10. to reinvigorate 11. to boost 12. to indicate 13.
to sustain interest 14. customer 15. participation 16. to receive payments 17. invoices
18. data

Activity 7. Give the English for:

1. подтверждать (документально) 2. подсознательный 3. первоначальный
4. оценка (суждение) 5. следовательно 6. увеличивать 7. влиять 8. потери

(ущерб) 9. цветной 10. привлекать внимание 11. запоминать 12. заслуживать ч-л. 13. вешать ярлык 14. поддаваться лечению 15. бесцветный 16. перерабатывать 17. акцентировать

Activity 8. Collocations: make up sentences with the words given. Mind the way words collocate. Some of the words may be used more than once.

to document	color	between
improve	information	by
to halt	marketing	on
to hold	interest	to
to put	relationships	for
to convey	attention	
to influence	readership	
sustain	importance	

Activity 9. Retell the text “Color and Marketing”.

Activity 10. Read and translate color and business idioms. Use Coloric-tionary (Appendix 3) if necessary.

in the black, in the red, out of the red, to see the color of (someone's) money, white elephant, white sale, black market

Activity 11. Match the idiom with its meaning.

Idiom	Meaning
15.in the black	a) a useless possession (that often costs money to maintain)
16.in the red	
17.out of the red	b) to be in debt, to be unprofitable

18.to see the color of (someone's) money	c) the selling of towels or sheets at a reduced price
19.white elephant	d) to be successful or profitable
20.white sale	e) the place where goods/money are illegally bought and sold
21.black market	f) to prove that someone has enough money for something
	g) out of debt

Activity 12. Fill in the blanks in the following sentences using the idioms from previous activities.

1. The new supermarket is a _____ and nobody wants to visit it.
2. Unfortunately company has been _____ for three years now.
3. The car dealer would not let me take the car until he _____.
4. Our company has been _____ since they began to cut costs.
5. We went to the _____ at the department store to buy some new sheets.
6. Our company is finally _____ and we are now making money.
7. We bought mobile phones on the _____ of China.

Activity 13. Read and translate the text “Color and E-Commerce” for detailed understanding. Make a summary of the text.

Section 2.

Warm-up activities

Activity 1. Read and translate the short text “The Symbolism of Green in Western culture”

Text 2

The Symbolism of Green in Western culture

In Celtic myths the Green man was the God of fertility.

Later in the millennium, Early Christians banned green because it had been used in pagan ceremonies.

Nevertheless, as evidenced by this 15th Century wedding portrait, the color green was the best choice for the bride's gown because of its earliest symbolism.

Of note is the continued symbolism attached to the color in the latter part of this century. Anyone who chooses a green m & m (an American candy which contains an assortment of different colored chocolate sweets) is sending a somewhat similar message. Green has been reinterpreted by late 20th century American culture to signify a state of heightened sexuality in this specific situation.

Other cultural references for green:

Green was a sacred color to the Egyptians representing the hope and joy of Spring. Green is a sacred color to Muslims. Japanese Emperor Hirohito's birthday is celebrated as "Green Day" because he loved to garden.

Green trivia:

It is said that green is the most restful color for the human eye. Some claim that green has great healing power. It can soothe pain. Suicides dropped 34% when London's Blackfriar Bridge was painted green.

(from www.colormatters.ru)

Activity 2. Prepare a detailed and illustrative report on symbolism of white, black, red, yellow, blue in different cultures.

Activity 3. Translate the following idioms with white, black, red, yellow, blue. Give their exact definitions in English (use Colorictionary, Appendix 3).

as white as a ghost, to whitewash (something), as black as night, to blackball (someone), red-hot, red in the face, to have a yellow streak, yellow-bellied, blue blood, out of the blue, talk a blue streak

Activity 4. Work in pairs. You are going to play a word game. There is a table with the words from the text and idioms. Pick up any word and ask your partner to give the synonym to it. If he guesses he gets a point. Take turns in playing and mind that every time you choose a word you must know the answer. Put 7 sentences with the word.

God	whitewash	love	red in the face
as black as night	ban	as white as a ghost	yellow-bellied
joy	blackball	candy	restful
different	out of the blue	blue blood	wedding
red-hot	power	to have a yellow streak	talk a blue streak

Activity 5. Read and translate the following text. How do you think is the color of wedding dress significant? Why?

Text 3

Wedding Dress Color

Most brides today marry in white which symbolizes maidenhood. This tradition started by the rich in sixteenth century. The tradition was given a boost by Queen Victoria who chose to marry in white instead of silver which was the traditional color of Royal brides. Before the white dress brides wore their best dress. The color was a matter of preference.

White would be an inappropriate color for a wedding in China. It is the color of mourning. If a bride chooses a white wedding gown, her parents would probably not allow her to get married.

In India, even in Christian weddings, while most brides wear white, it is usually relieved by at least a touch of some other color. If a married woman wears unrelieved white in India, she is inviting widowhood and unhappiness.

In English culture there are special conceptions of wedding colors. The following is a traditional rhyme offering advice on dress color:

*Married in White, you have chosen right,
Married in Blue, your love will always be true,
Married in Pearl, you will live in a whirl,
Married in Brown, you will live in town,
Married in Red, you will wish yourself dead,
Married in Yellow, ashamed of your fellow,
Married in Green, ashamed to be seen,
Married in Pink, your spirit will sink,
Married in Grey, you will go far away,
Married in Black, you will wish yourself back.*

A green dress is thought to be unlucky unless the bride is Irish. The old expression that a woman has a 'green gown' was used to imply promiscuity, the green staining being due to rolling in grassy fields.

(by Petrene Soames)

Activity 6. What other wedding superstitions do you know? Do they have any cultural meaning?

Activity 7. Retell the text providing additional information if needed.

Activity 8. Are their typically “male” or “female” colors? Why?

Activity 9. Read and translate the text “The Meaning of Color for Gender” in writing.

Text 4

The Meaning of Color for Gender

What we see and interact with is in color, includes both natural and built environments. About 80% of the information which we assimilate through the sense, is visual. However, color does more than just give us objective information about our world-it affects how we feel. The presence of color becomes more important in interior environment, since most people spend more time inside than outside.

Is there a gender difference in response to color? Although findings are ambiguous, many investigations have indicated that there are differences between gender in preferences for colors. Early investigations done by Guilford (1934) on the harmony of color combinations found that a person is likely to see balance in colors that are closely related or the opposite. Guilford also found some evidence that more pleasing results were obtained from either very small or very large differences in hue rather than medium differences, with this tendency more frequent in women than men.

A review of color studies done by Eysenck in early 1940's notes the following results to the relationship between gender and color. Dorcus (1926) found yellow had a higher affective value for the men than women and St. George (1938) maintained that blue for men stands out far more than for women. An even earlier study by Jastrow (1897) found men preferred blue to red and women red to blue. Eysenck's study, however, found only one gender difference with yellow being preferred to orange by women and orange to yellow by men. This finding was reinforced later by Birren (1952) who found men preferred orange to yellow; while women placed orange at the bottom of the list.

Guilford and Smith (1959) found men were generally more tolerant toward achromatic colors than women. Thus, Guilford and Smith proposed that women

might be more color-conscious and their color tastes more flexible and diverse. Likewise, McInnis and Shearer (1964) found that blue green was more favored among women than men, and women preferred tints more than shades. They also found 56% of men and 76% of women preferred cool colors, and 51% men and 45% women chose bright colors. In a similar study, Plater (1967) found men had a tendency to prefer stronger chromas than women.

Rikard Kuller (1976) conducted a study on the effects of color in two opposite environments. Six men and six women were asked to stay in two rooms, one room was colorful and complex; while the other was gray and sterile. Electroencephalogram (EEG) and pulse rates were recorded throughout the period, as well as the individuals' subjective emotional feelings. The results showed heart rates were faster in the gray room than in the colorful room. Moreover, men were found to have stress reactions more than women. Men also became more bored than did the women in the gray room. Kuller also postulated that men could not achieve the same degree of mental relaxation as women.

Thomas, Curtis, and Bolton (1978) interviewed 72 Nepalese and asked them to list the names all the colors they could think of. There was a significant difference between men and women. Although, the women consistently listed more color names than men did, the cultural context of this study must be noted since Nepalese women traditionally wear more colorful clothing than men do. A similar study by Greene (1995) examined the color identification and vocabulary skills of college students. They were asked to identify the colors of 21 color chips. The results showed that women recognized significantly more elaborate colors than did the men. Findings also indicated that gender different responses in color identification may be attributed to a difference in the socialization of men and women.

Another study examined the appropriateness of colors used on the walls of a simulated domestic interior furnished in one of three styles; Georgian, Art Nouveau and Modern. Whitfield (1984) reported that internal consistency among women is higher than for men. When the study was broadened to include marital status, married

women achieve significantly more internal consistency in each condition of the three styles than did the men.

More recently, Radeloff (1990) has found that women were more likely than men to have a favorite color. In expressing the preferences for light versus dark colors, there were no significant differences between men and women; however, in expressing the preference for bright and soft colors, there was a difference, with women preferring soft colors and men preferring bright ones.

(by Natalia Khouw)

Speaking point

Activity 7. Work in pairs. Make up dialogs about cultural color preferences. Use new expressions and color idioms from sections 1 and 2.

Writing

Write an essay on the meaning of color in different cultures. You should write at least 250 words. Choose the epigraph from Appendix 1 (Color quotes).

Project

Make up a presentation in Power Point. Choose one country and describe the role of colors in its culture.

APPENDIX 1

Color Quotes

A hundred things are done today in the divine name of Youth, that if they showed their true colors would be seen by rights to belong rather to old age.

Wyndham Lewis

A lot of the American press at the time was saying 'just watch what happens when Bertelsmann tries to buy EMI, that will be a moment of truth that will show the Commission's true colors.' Well, that deal never happened either.

Mario Monti

After some time, with my eyes closed, I began to enjoy this wonderful play of colors and forms, which it really was a pleasure to observe. Then I went to sleep and the next day I was fine. I felt quite fresh, like a newborn.

Albert Hofmann

All colors are the friends of their neighbors and the lovers of their opposites.

Marc Chagall

Although I had resigned my commission as an officer two years before, I immediately left Switzerland, accompanied by my wife, in order to report for duty. As it happened, a wire reached me a day later calling me to the colors.

Fritz Kreisler

And as he spoke of understanding, I looked up and saw the rainbow leap with flames of many colors over me.

Black Elk

And then we watched an amazing number of movies from the late '60s and '70s, which is my favorite time, and we studied their camera movements, their stocks, the way they lit stuff, the colors they used.

Ted Demme

Any ground subtracts its own hue from the colors which it carries and therefore influences.

Josef Albers

Beauty seen is never lost, God's colors all are fast.

John Greenleaf Whittier

Black and white are the colors of photography. To me they symbolize the alternatives of hope and despair to which mankind is forever subjected.

Robert Frank

But what is of great importance to me is observation of the movement of colors.

Robert Delaunay

By painting colors and lines and forms seen in quickened mood I was seeking to make this mood vibrate as a phonograph does. This was the origin of the paintings in The Frieze of Life.

Edvard Munch

By giving the public a rich and full melody, distinctly arranged and well played, all the time creating new tone colors and patterns, I feel we have a better chance of being successful. I want a kick to my band, but I don't want the rhythm to hog the spotlight.

Glenn Miller

Color is a very critical thing. I've found that architects don't like colors. Engineers too. And so somebody has to stand in. Because this is the finish of it. It is the emotional part of a structure. I had great satisfaction in doing that.

John Hench

Colors answer feeling in man; shapes answer thought; and motion answers will.

John Sterling

Colors are the smiles of nature.

Leigh Hunt

Colors must fit together as pieces in a puzzle or cogs in a wheel.

Hans Hofmann

Colors, like features, follow the changes of the emotions.

Pablo Picasso

Death is pitch-dark, but colors are light. To be a painter, one must work with rays of light.

Edvard Munch

Even colors were important to me. If it was a somber scene, the colors were muted and dark. If it was a happy or seductive scene, the colors were brighter.

Donna Mills

Every time I get a script it's a matter of trying to know what I could do with it. I see colors, imagery. It has to have a smell. It's like falling in love. You can't give a reason why.

Paul Newman

Everybody thinks they know what art should be. But very few of them have the sense that is necessary to experience painting, that is the sense of sight, that sees colors and forms as living reality in the picture.

Otto Dix

Everything is blooming most recklessly; if it were voices instead of colors, there would be an unbelievable shrieking into the heart of the night.

Rainer Maria Rilke

Gardening is how I relax. It's another form of creating and playing with colors.

Oscar de la Renta

God's colors all are fast.

John Greenleaf Whittier

He who never sacrificed a present to a future good or a personal to a general one can speak of happiness only as the blind do of colors.

Olympia Brown

How does a pansy, for example, select the ingredients from soil to get the right colors for the flower? Now there's a great miracle. I think there's a supreme power behind all of this. I see it in nature.

Clyde Tombaugh

I am just learning to notice the different colors of the stars, and already begin to have a new enjoyment.

Maria Mitchell

I did some pastels and I did other pieces in which there was just basically one color per square, and then they would get bigger and I could get 2 or 3 colors into the square, and ultimately I just started making oil paintings.

Chuck Close

I don't want to imitate life in movies; I want to represent it. And in that representation, you use the colors you feel, and sometimes they are fake colors. But always it's to show one emotion.

Pedro Almodovar

I find that acrylics dry very fast - which is supposed to be its charm; however, I find that because of that quality they don't blend as nicely as the oils. The oils, for one thing, are softer and more flexible than the acrylics. Also, the colors are brighter with oils.

Boris Vallejo

I give bird songs to those who dwell in cities and have never heard them, make rhythms for those who know only military marches or jazz, and paint colors for those who see none.

Olivier Messiaen

I kind of do the drawing with the painting in mind, but it's very hard to guess at a size or a color and all the colors around it and what it will really look like.

Roy Lichtenstein

I knew exactly what I was, and there was no hang-up with me. None whatsoever. The fact that the pigment of my skin maybe being lighter brown than other people of my race, maybe some of them, but you know our race has all colors.

Billy Eckstine

I like making black and white films in natural surroundings, but I much prefer shooting a color film inside a studio where the colors are easier to control.

Claude Chabrol

I loved downers, almost any kind. Loved the colors of them. Loved them yellow... I did. I would just have a bouquet in my hands at night.

Rosemary Clooney

I much prefer playing the bad guys. I think they are always the most interesting characters. I liken it to painting: if you're playing the good guy, you get three colors: red, white and blue. But if you're the bad guy, you get the whole palette.

Ronny Cox

I painted the picture, and in the colors the rhythm of the music quivers. I painted the colors I saw.

Edvard Munch

I then realized that I could never be satisfied again with the mere natural charm of my voice, that I had to constantly paint when singing, melting all the colors, expressing reds and blacks that had to be less primary but bursting with subtly colored combinations.

Placido Domingo

I think it's time to do clean-up for a generation. I believe this is one of the movies that hits home for all colors and all races. Everybody I talk to, black or white, suburban, rich or poor, can relate to rejection, can relate to not having a father or a mother.

Derek Luke

I want to use colours that complement each other, that cause each other to shine brilliantly, that complete each other like a man and a woman.

Vincent van Gogh

You can't be at the pole and the equator at the same time. You must choose your own line, as I hope to do, and it will probably be color.

Vincent van Gogh

As the funds you will expend have come from many places in the world, so let there be no territorial, religious, or color restrictions on your benefactions, but beware of organized, professional charities with high-salaried executives and a heavy ratio of expense.

Conrad Hilton

My choice of colors does not rest on any scientific theory; it is based on observation, on feeling, on the experience of my sensibility. Inspired by certain pages of Delacroix, an artist like Signac is preoccupied with complementary colors, and the theoretical knowledge of them will lead him to use a certain tone in a certain place. But I simply try to put down colors which render my sensation.

Henri Matisse

It is only after years of preparation that the young artist should touch color - not color used descriptively, that is, but as a means of personal expression.

Henri Matisse

Often while reading a book one feels that the author would have preferred to paint rather than write; one can sense the pleasure he derives from describing a landscape or a person, as if he were painting what he is saying, because deep in his heart he would have preferred to use brushes and colors.

Pablo Picasso

Why do two colors, put one next to the other, sing? Can one really explain this? No. Just as one can never learn how to paint.

Pablo Picasso

I'm not an abstractionist. I'm not interested in the relationship of color or form or anything else. I'm interested only in expressing basic human emotions: tragedy, ecstasy, doom, and so on.

Mark Rothko

When I am painting I have a general notion as to what I am about. I can control the flow of paint: there is no accident. I don't work from drawings. I don't make sketches and drawings and colour sketches into a final painting.

Jackson Pollock

The fact that people break down and cry when confronted with my pictures shows that I can communicate those basic human emotions.. the people who weep before my pictures are having the same religious experience I had when painting them. And if you say you are moved only by their color relationships then you miss the point.

Mark Rothko

The color of the object illuminated partakes of the color of that which illuminates it.

Leonardo da Vinci

The whole world, as we experience it visually, comes to us through the mystic realm of color.

Hans Hofmann

It is not the form that dictates the color, but the color that brings out the form.

Hans Hofmann

One of the weaknesses of much abstract painting is the attempt to substitute the inventions of the intellect for a pristine imaginative conception. The inner life of a human being is a vast and varied realm and does not concern itself alone with stimulating arrangements of color, form and design. The term 'life' as used in art is something not to be held in contempt, for it applies all of its existence, and the province of art is to react to it and not to shun it. Painting will have to deal more fully and less obliquely with life and nature's phenomena before it can again be great.

Edward Hopper

Entertainment and art are not isolated. Entertainment is in art like color in pictures.

Martin Kippenberger

Color has taken possession of me; no longer do I have to chase after it. I know that it has hold of me forever... Color and I are one. I am a painter.

Paul Klee

Color is sensibility in material form, matter in its primordial state.

Yves Klein

We get used to a certain kind of color of form or format, and it's acceptable. And to puncture that is sticking your neck out a bit. And then pretty soon, that's very acceptable.

Lee Krasner

It would start with a color, a form, and it begins dictating to me what's needed in terms of color as well as form.

Lee Krasner

I found I could say things with color and shapes that I couldn't say any other way--things I had no words for.

Georgia O'Keeffe

Color is crucial in painting, but it is very hard to talk about. There is almost nothing you can say that holds up as a generalization, because it depends on too many factors: size, modulation, the rest of the field, a certain consistency that color has with forms, and the statement you're trying to make.

Roy Lichtenstein

Seek the strongest color effect possible.. the content is of no importance.

Henri Matisse

Since my pictures are large, colorful and unframed, and since museum walls are usually immense and formidable, there is the danger that the pictures relate themselves as decorative areas to the walls. This would be a distortion of their meaning, since the pictures are intimate and intense, and are the opposite of what is decorative.

Mark Rothko

There are painters who transform the sun into a yellow spot, but there are others who, thanks to their art and intelligence, transform a yellow spot into the sun.

Pablo Picasso

I felt a tremendous affinity with Van Gogh's deep feeling for the things he painted and how he exaggerated the colors of sky, chairs, faces, to bring them to almost more than life.

Susan Rothenberg

Colour is my day-long obsession, joy and torment.

Claude Monet

You can't be at the pole and the equator at the same time. You must choose your own line, as I hope to do, and it will probably be color.

Vincent van Gogh

I think there is a special bond between Carolina athletes. A lot of people seem to wear our gear because it is fashionable. They love the colors. It's Michael Jordan's school!

Lorrie Fair

I try to apply colors like words that shape poems, like notes that shape music.

Joan Miro

I try to construct a picture in which shapes, spaces, colors, form a set of unique relationships, independent of any subject matter. At the same time I try to capture and translate the excitement and emotion aroused in me by the impact with the original idea.

Milton Avery

I use colors to bring fine points of story and character.

Vincente Minnelli

I used this line to demonstrate how important colors are in movies: It's not a caprice.

Pedro Almodovar

I'll never forget the fall colors on the Berkshires.

William Standish Knowles

I've got no respect for any young man who won't join the colors.

Nathan Bedford Forrest

I've tried everything. I've done therapy, I've done colonics. I went to a psychic who had me running around town buying pieces of ribbon to fill the colors in my aura. Did the Prozac thing.

Jim Carrey

In my experience a painting is not made with colors and paint at all. I don't know what a painting is; who knows what sets off even the desire to paint?

Philip Guston

In this movement of colors I find the essence, which does not arise from a system, or an a priori theory.

Robert Delaunay

In Torch Song, I did that character almost non-stop from 1978 until I made the movie in 1987. Then I had some failure, which also colors how you react to doing other things.

Harvey Fierstein

It's a good thing that when God created the rainbow he didn't consult a decorator or he would still be picking colors.

Sam Levenson

It's important for me to see as many colors in the character as possible.

Kelly Lynch

It's ok to show all your colors.

Luis Guzman

It's really easy to get colors right. It's really hard to get black - and neutrals - right. Black is certainly a color but it's also an illusion.

Donna Karan

Knowing how to paint and to use one's colors rightly has not any connection with originality. This originality consists in properly expressing your own impressions.

Thomas Couture

Light in Nature creates the movement of colors.

Robert Delaunay

Lots of colors appear when you're working with other people.

Jean Stapleton

Many a dangerous temptation comes to us in fine gay colors that are but skin-deep.

Matthew Henry

Michael would take us on location and see how the colors worked in the forests and fields.

Madeleine Stowe

Nature is my springboard. From her I get my initial impetus. I have tried to relate the visible drama of mountains, trees, and bleached fields with the fantasy of wind blowing and changing colors and forms.

Milton Avery

Neither, I must say with all due respect, is it the power of teachers and students. Basically the true and real power is with working people of all colors, of all beliefs, of all national origins.

Harry Bridges

Novel writing should never be confused with journalism. Unfortunately, in the case of Primary Colors, a fair number of journalists confused.

Joe Klein

One gets to the heart of the matter by a series of experiences in the same pattern, but in different colors.

Robert Graves

One of the reasons I came to Berkeley was because I saw so many students of all different colors speaking so many different languages and ferociously presenting all these different views. I thought, this is the 21st century and I want to be here!

June Jordan

Only when human sorrows are turned into a toy with glaring colors will baby people become interested - for a while at least. The people are a very fickle baby that must have new toys every day.

Emma Goldman

People that are 40, they don't sit around at talk about gray hair and how it covers their hair. They talk about highlighting, of course they're covering gray, but they don't talk about it that way. They're going to get their colors because they need a little lightening.

Andie MacDowell

Programmers and marketing people know how to get into your subconscious - they spend millions of dollars researching colors, shapes, designs, symbols, that affect your preferences, and they can make you feel warm, trusting, like buying. They can manipulate you.

Richard Hatch

Red is one of the strongest colors, it's blood, it has a power with the eye. That's why traffic lights are red I guess, and stop signs as well... In fact I use red in all of my paintings.

Keith Haring

Romance and novel paint beauty in colors more charming than nature, and describe a happiness that humans never taste. How deceptive and destructive are those pictures of consummate bliss!

Oliver Goldsmith

Simultaneity in light is harmony, the rhythm of colors which creates the Vision of Man.

Robert Delaunay

Sixteen million colors in your palette are hard for any artist, especially a beginner, to turn down.

Buffy Sainte-Marie

Some colors are very difficult to render, and you must compensate to get the color you want on the screen.

Claude Chabrol

Some colors reconcile themselves to one another, others just clash.

Edvard Munch

Thank you for allowing me to use colors as rich and deep as you please. I had always wanted to do so, yet was never allowed because of the color capabilities of our lithographers. Now that I have done it, I don't think I'll ever go back.

Maxfield Parrish

That's why for Zakk Wylde's Black Label Society the colors are black and white. There are no gray issues. Life is black and it's white. There's no in-between.

Zakk Wylde

The art of an artist must be his own art. It is... always a continuous chain of little inventions, little technical discoveries of one's own, in one's relation to the tool, the material and the colors.

Emil Nolde

The beggar wears all colors fearing none.

Charles Lamb

The colors I choose there was to paint the first hotel, the Disneyland Hotel. Because of the cloudy sky we had in Paris, it had to be a particular kind of color who will fight those grey days. And also something you can see when you're driving up 'There it is! We're arriving!'

John Hench

The colors I use may clash or vibrate against one another but this is done intentionally.

Frank Bruno

The colors live a remarkable life of their own after they have been applied to the canvas.

Edvard Munch

The goal is always to make a nice tableau painting with the voice. The more color I can find, the more shadow I can find - the goal is always to make more nuance and colors.

Cecilia Bartoli

The little may contrast with the great, in painting, but cannot be said to be contrary to it. Oppositions of colors contrast; but there are also colors contrary to each other, that is, which produce an ill effect because they shock the eye when brought very near it.

Voltaire

The makeup is simply an extension of the personality and colors, clothing, makeup all express something.

Gene Simmons

The mind is like a richly woven tapestry in which the colors are distilled from the experiences of the senses, and the design drawn from the convolutions of the intellect.

Carson McCullers

The mind wears the colors of the soul, as a valet those of his master.

Anne Sophie Swetchine

The West is color. Its colors are animal rather than vegetable, the colors of earth and sunlight and ripeness.

Jessamyn West

There are infinite shadings of light and shadows and colors... it's an extraordinarily subtle language. Figuring out how to speak that language is a lifetime job.

Conrad Hall

There are lighter colors of granite and I like to break the rules.

Douglas Wilson

There are only 3 colors, 10 digits, and 7 notes; its what we do with them that's important.

Jim Rohn

They that are against superstition oftentimes run into it of the wrong side. If I wear all colors but black, then I am superstitious in not wearing black.

John Selden

Twilight is about getting older and relationships - not about a murder mystery. It's about love when you reach a certain age; nothing is in primary colors.

Robert Benton

Vocations which we wanted to pursue, but didn't, bleed, like colors, on the whole of our existence.

Honore de Balzac

We had a very exhaustive, extensive search for the guy that is going lead our football team over the next few years. We spent about two months in an in-depth interview process, and Bret came out with flying colors. We are absolutely thrilled that he is our head coach.

Ron Jaworski

We think the Puritans always dressed in black and white, which they didn't. They loved very bright colors. And there were other differences in perceptions that gave one a very different view of them.

Carlisle Floyd

We've achieved this feeling, for instance, with the colors. The colors in the park are harmonious with each other, not like in big cities where they don't.

John Hench

What a privilege to be here on the planet to contribute your unique donation to humankind. Each face in the rainbow of colors that populate our world is precious and special.

Morris Dees

You don't want a million answers as much as you want a few forever questions. The questions are diamonds you hold in the light. Study a lifetime and you see different colors from the same jewel.

Richard Bach

You look rather rash my dear your colors don't quite match your face.

Daisy Ashford

You must try to match your colors as nearly as you can to those you see before you, and you must study the effects of light and shade on nature's own hues and tints.

William Merritt Chase

Your attitude is like a box of crayons that color your world. Constantly color your picture gray, and your picture will always be bleak. Try adding some bright colors to the picture by including humor, and your picture begins to lighten up.

Allen Klein

APPENDIX 2

COLOR READING

Part 1. Color texts

Color and E-Commerce

Regardless of how we define commerce, almost every web site is selling something. It may be a one person accounting business, it may be a site that sells only tanning products or a much larger department store. Even educational sites could be considered commercial if they must generate advertising income.

A successful store has a simple formula. Initially, it must be accessible to everyone. It must be attractive and inviting. Once inside, the customer must be able to move comfortably through the store and find what they need. They must be able to examine the merchandise (or service) and get information about it. Finally, they must be able to successfully complete a purchase or procure a service.

For the first time in history, a flat surface electronically simulates a physical "bricks and mortar" store. In spite of the limitations of this digital medium of images and text, the same formulas for success apply — and even more so.

Color must function successfully on several levels simultaneously. First, on a technical level, the colors must be as accurate as the existing technology will allow, while, at the same time, heeding the rules of optics. Second, once a set of colors has caught and held the visitor's attention they must succeed in conveying appropriate information. Third, colors must function competently as the primary structural element in the store's design — the web page layout. In this capacity, color must create appropriate spatial and navigational effects on the page and the site as a whole. Fourth, as the primary aesthetic tool, colors must create a sense of visual harmony, thus sustaining and enhancing the customers' interest in the shopping experience.

(From www.colormatters.com)

You are the Colors You Choose

Fashionable Colors - Color Therapy

We all have our own fashion style, but did you realize your choice of colors may actually reveal more about you than just your tastes or that the colors you wear may even affect your moods?

It is now accepted that color can be used to stimulate or inhibit certain behaviors. Advertising executives are well aware that a product can have a completely different impact if the color of the packaging is changed. Psychologists have found that certain colors in our immediate environment can help us perform some tasks. For example, exercise is best performed in an environment of warm colors, such as reds and oranges, whereas the tranquil blues and greens are ideal for mental concentration.

Quite often the sayings in the English language have tapped into a deeper interpretation of the colors. Red with rage, green with jealousy, purple passion, feeling blue, he is yellow, are well known to most people. However, each color has a cornucopia of meanings associated with it.

Your Choice of Color

Swiss psychiatrist Carl Jung encouraged his patients to use color in their paintings to express the deepest unconscious part of their psyches. We all go through "favorite color" phases. It has been discovered that personality traits are reflected by your preferred color. Extroverts favor red, introverts prefer blue, yellow is the choice of intellectuals, and well-balanced individuals tend to go for green.

Using Color Positively

Apart from recognizing whether something suits you or not, an inner sense tells you which color to wear. Deny this feeling and you could be ignoring a benevolent influence. For example, red increases energy and promotes free movement. For a woman it can reflect changes in the reproductive cycle such as menstruation or ovulation. If you have a sudden desire to wear red it could indicate that you are about to experience a tiring day and need all the help you can get. Interestingly when traffic

lights were first introduced people had great difficulty stopping for the red light because on a psychological level red means GO and green means STOP.

Why do you look great in something one day and the next time you wear the same outfit it looks dreadful? It is because the color no longer reflects who you are in that moment. Wearing a color can cause you to act and react to life in different ways. Your choice offers insight into current life issues and can, in some instances warn of potential illness.

Color and Illness

Each color has positive attributes or truths and the opposites of these are challenges. For instance, the truth of blue symbolizes faith and communication. The challenge is a lack of faith, depression, and difficulty with speech. Conscious awareness of the colors you choose to wear can offer insight into potential change in your life. For example, Illness of some kind can be indicated when a color that is out of character is worn frequently. If red is worn regularly it could point to a physical condition, blue an emotional imbalance, and yellow a nervous state.

Disease means that we are out of balance, color can help to re-balance and make us whole again. Red is good for improving circulation and orange has been found to be beneficial for children with autism. Green is useful for calming and balancing the heart, and is supposed to influence regeneration of cells and elimination of toxins. This is the basis of Color Therapy. Color healing was used in the temples of Heliopolis in Ancient Egypt, as well as in China and India. Hippocrates, the founder of modern day medicine, placed colored strips on cuts to aid in the healing process.

The Gray Areas

Black is a popular non-color, often worn to suppress and protect the emotions. Any color worn with it is a paradox since it represents unrealized potential. The promise of power that black evokes lies within the consciousness of the wearer. Combined with another color it augurs control over its influence. With red it controls physical power and yellow intellectual power. White on the other hand highlights a color and worn alone symbolizes a clean palate, completion, purity, cleansing, and strength. The challenges of white are those that accompany a new start, anger, vul-

nerability, and tears. Gray is the combination of black and white and symbolizes the diversity of the two creating a state of caution.

When colors are combined each influence reflects off the other. Wearing green with red puts a different slant on the meanings. As green means stop and red means go, these colors together can signify a difficult decision, usually involving staying or leaving a situation. Wearing these colors can aid in the decision making process through the vibratory influence of each color.

Color Therapy

Whether it's a date or an interview, think about the impression you want to make. Use this information to plan your wardrobe and achieve the greatest impact. The truth of each color symbolizes potential, the challenges indicate blockage. Wearing a color can stimulate and/or counteract either of these energies. For example, if you are lecturing wear blue, for a steamy night of passion bring out the red dress, and if it's attention you are seeking opt for the limitlessness of yellow. If you wear more than one color combine the meanings and create your own new potentials and challenges.

Red

Symbolizing awakening red exudes power, energy, and a passion for life. Red is known to heal sexual difficulties and anemia.

Truth: movement, new beginnings, decisions, passion, love, energy, life, security.

Challenge: anger, frustration, lethargy, nervousness.

Wear red when:

Your energy is low and you need a boost.

You want to be more assertive and want to make things happen faster.

You want your sexuality to exude from your being.

Your energy is low and you need a boost.

You want to be more assertive and want to make things happen faster.

Do not wear red when:

You do not want attention

You are feeling frustrated and angry with everyone.

You are feeling nervous

You do not want attention

You are feeling frustrated and angry with everyone.

Orange

Often worn by eastern aesthetics, orange is associated with vibrant health. It has the same vibrational frequency as DNA, the template of all human cells. This color is known to heal shock.

Truth: creativity, new ideas, confidence, joy, sensuality, ambition, sports, childhood

Challenge: shock, fear of survival, dependency, letting go, control

Wear orange when:

You need to heal your emotions.

You want to heighten your creativity.

You want to have fun and your sensual circuits need the boost.

You need to heal your emotions.

You want to heighten your creativity.

Do not wear orange when:

You feel restless.

You want to take a rest.

You want to relax your feminine/masculine charms.

You feel restless.

You want to take a rest.

Yellow

A color often worn by entertainers, because it makes them stand out in a crowd and confronts the challenge of being center of attention. Yellow is known to heal the digestive tract.

Truth: freedom, optimism, mental activity, concentration, open-mindedness

Challenge: fear, no boundaries, negativity, timidity

Wear yellow when:

You are studying and need to keep your mind awake.

You want to infuse some joy into your life.

You need to attend to details.

You are studying and need to keep your mind awake.

You want to infuse some joy into your life.

Do not wear yellow when:

You do not want to be the center of attention.

You want to relax your mind.

You feel fear.

You do not want to be the center of attention.

You want to relax your mind.

Green

Those seeking their own identity, fulfillment of their heart's desire, and/or are searching for a new direction, are drawn to wear this color. By doing so they are challenged to find ways of creating their own abundance. Green heals the heart, eases tension, and regenerates cells.

Truth: security, abundance, nature, heart matters, new space, new beginnings, balance

Challenge: unrealistic, shying away from people/society, stagnancy

Wear green when:

You desire to feel more space around you.

You need to feel like both feet are on the ground.

You want to see things from a different perspective.

You desire to feel more space around you.

You need to feel like both feet are on the ground.

Do not wear green when:

You feel your life is stagnant.

You do not want to face the truth of a situation.

You are confused about where life is taking you.

You feel your life is stagnant.

You do not want to face the truth of a situation.

Blue

True blue symbolizing devotion to duty worn by most authority figures - nurses, policemen, etc. Anyone who consistently wears blue is deep thinker and tends to re-energize by seeking their own company above that of others.

Truth: authority, peace, organized, practical, devotion, structure, communication

Challenge: aloofness, control issues, isolation, depression, martyrdom

Wear blue when:

You need to be more organized.

You want to communicate something important.

You want to exude an air of calm authority.

You need to be more organized.

You want to communicate something important.

Do not wear blue when:

You feel depressed.

You are being too critical of both yourself and others.

You are feeling isolated or lonely.

You feel depressed.

You are being too critical of both yourself and others.

Violet

Violet can indicate major change and a need to retreat, as a caterpillar retreats into a cocoon before it transforms into a butterfly.

Truth: transformation, spiritual self-realization, truth, creativity, recovery, healing

Challenge: pain, misuse of power, bruising, looking for a way out, grief, unemotional

Wear violet when:

You are seeking purpose in your life.

You need to let go of destructive behavior or addictions.

You want to transform something in your life.

You are seeking purpose in your life.

You need to let go of destructive behavior or addictions.

Do not wear violet when:

You want to turn your back on society.

You suffer grief but your emotions are blocked.

You are daydreaming instead of doing.

You want to turn your back on society.

You suffer grief but your emotions are blocked.

Pink

Pink symbolizes unconditional love. Wearing it encourages a sense of affection, increases sensitivity, and challenges you to confront your vulnerabilities.

Truth: unconditional love, affection, flirting, open to love, hearing

Challenge: lack of self-love/self-esteem, healing grief, immaturity, vulnerable

Wear pink when:

You want others to love you instantly.

You need to concentrate and listen.

You want to feel feminine and vulnerable.

You want others to love you instantly.

You need to concentrate and listen.

Do not wear pink when:

You are giving all the time and not receiving.

You feel fragmented.

You feel vulnerable and insecure.

You are giving all the time and not receiving.

You feel fragmented.

Brown

The symbolism of color is based in part on the natural world. For instance soil offers some insight into the meaning of brown - needed to grow food, without it we would be challenged to find ways to survive.

Truth: security, practicality, work, money, commitments, determination to succeed

Challenge: loss of security, lack of money, fear of survival

Wear brown when:

You want to organize your finances

You want to feel that everything in your life is going well.

You need to get down to some hard work.

You want to organize your finances

You want to feel that everything in your life is going well.

Do not wear brown when:

You are feeling too bogged down with things.

You are not interested in hard work and want to play instead.

You want to expend lots of energy.

You are feeling too bogged down with things.

You are not interested in hard work and want to play instead.

Turquoise

Known to enhance healing of the immune system, useful for illnesses such as AIDS. Native Americans use the semi-precious stone Turquoise as an allergy healer, also an autoimmune condition.

Truth: communication, lecturing, media, creativity, immune system healer

Challenge: inability/unwilling to communicate, poor defense, rejection

Wear turquoise when:

You want to tap into your creativity through dance, music, art, etc.

You want to connect with your own spirituality.

You are lecturing - especially around the throat.

You want to tap into your creativity through dance, music, art, etc.

You want to connect with your own spirituality.

Do not wear turquoise when:

You don't want to talk about it!

You are more interested in yourself and not others.

You feel rejected.

You don't want to talk about it!

You are more interested in yourself and not others.

(From Elizabeth Harper healing.about.com)

Color: The Magic and Mystery of Words

We are six billion people living in a color-drenched world. In fact, there are one million colors that the human eye can distinguish. (Others put the number as high as 7 million.)

How we translate colors into language is a formidable and endless task. If we begin with a search for standard terms, we'll find Berlin and Kay's linguistic study. It lists eleven basic color terms that fall into three classes:

1. Black, gray, white (achromatic color terms)
2. Red, green, blue, yellow (primary color terms)
3. Brown, orange, purple, pink (secondary color terms)

However, people obviously make many more subtle distinctions in color than merely these eleven cited by Berlin and Kay. Back in the 1930s - 40s, the British Colour Council published a Dictionary of Colour Standards that often had very strange names for colors, like Bee Eater Blue, Kermes, and Squirrel. Currently, the NBS/ISCC system defines a set of 267 color centroids with intuitive yet scientific standardized names (such as "light grayish red"). This sadly neglected system is as close as we'll get to a standard for English color terms.

Other resources are *Standard Color Terms* by Berlin and Kay and *The Visual Nature of Color* by Patricia Sloane. (Although some reviewers disagree with the factual nature of some chapters, the book includes a long list of color names derived from objects and a reprint of the ISCC list of 267 major color classes.)

On the other hand, most people don't use standard terms like "light yellowish brown" to describe "tan." A greater issue is how we might define popular descriptive terms that are less scientific.

For example, in our current world of non-standard terms, most people are familiar with colors described by words such as crimson, indigo, chartreuse and khaki. Some may have difficulty with puce (a purplish-brown), cerise (cherry red), viridian (green with a tinge of blue), ochre (dark yellow), and cyan (blue-green). Painters and designers may have an easy time with common pigment terms such as ultramarine, umber, sienna, quinacridone violet and phthalo blue. Others may choke.

Another problem is posed by similar yet distinctly different color terms, such as burgundy (a dark blue-based red) and maroon (a dark brown-based red). Others may debate turquoise and aqua, fuchsia and magenta. For example, the color swatches in PowerPoint might label aqua as something different from the aqua in the web-safe color chart. If we turn to the NBS system, we'll find "medium blue-green," "deep greenish blue," and many other similar hues. The rest is up to us.

Speaking of turquoise, this term and chartreuse are examples of several common English terms of French origin - that most people recognize - but very few can spell (and understandably so). Bizarre spellings also arise from fuchsia, a familiar term for "hot pink." Aside from sincere efforts to spell the term phonetically, including "fuschia," the correct spelling - fuchsia - was derived from the name of a German botanist, Leonard Fuchs.

Given this state of affairs, over 60,000 people have taken the Global Color Survey at Color Matters in the past 5 years. Until recently, people could answer by entering any text as an answer to a question. (For example: Which color do you associate with "Good Luck"?) If a person considered green to be a lucky color, they could type "green" or "kelly green," or any description of the color. As we reviewed the answers to all the questions, we found 792 terms for green. Such as: snappy green, summer tree-tops green micro-green, kindergarten green, dookie green, cheap-ass 7-11 green, frog egg green, and peridot green. The best by far was "basement bathroom green."

Of note were the 1,000 plus terms used to define whites, off-whites, and beige. Adjectives such as glistening, pearly, shimmery, blinding, glittering, and gleaming were frequently coupled with white. More common terms, such as ivory, ecru,

parchment, vanilla and cream, were used for off-whites and very light browns. Once again, some imaginative terms arose. "Time Card Beige" and "Nicotine Cream" won the awards in this area of the color wheel.

Finally, there were quite a few terms (in the database) that pushed the limits of our minds, as well as several web search engines. We share them with you now.

Annatto = orange-yellow (the rich golden color of cheddar cheese actually comes from the seeds of the annatto plant)

Eau-de-Nil = a light shade of green

Gamboge = brownish orange (Asian yellow gum resin; reddish yellow color)

Peridot = pale green, a variety of olivine

Amaranth = a deep reddish purple to dark or grayish, purplish red (amaranthine-unfading, eternal, purple)

Anthracite = coal black

Cochineal = red

(From www.colormatters.com)

Car color matters

GREEN CARS

I own a dark, hunter green Saturn. I have noticed that policemen tend to pass me by even when I am speeding. Could this possibly be the color of my car? USA

"Metallic green" is the official color of my Mazda, which is hardly an adequate description! My baby vacillates between black, dark blue, and green - sometimes taking on tinges of aqua, depending on the light and her mood. Whether she reflects on me or I on her, I'm not sure, but we trundle along in sync and harmony. Our bond seems to scare other cars away - despite being a careless driver, we've never had a crash! Australia

I lived in Indonesia. I never had any particular preference for car colors, so in the past I had many different colors. I've had white, beige, dark brown, blue, emerald green, dull green, even turquoise. Every member of the family is a good driver, there was only one accident within 10 years and it wasn't our fault. About 2 years ago, I got

a very dark green metallic car. Within 8 months the car once fell into a small sewerage, hit a truck, got hit on the back twice, got the stereo stolen, vandalized, had a total engine malfunction on a real heavy rain, and several other minor mishaps. Most of these happened during the night. I sold the car afterwards, and bought exactly the same car but this time it's metallic red. Nothing bad ever happened to the new one. I talked to new owner, but he said it's doing just fine. That's odd.....Indonesia

I recently owned a 1997 Firebird which was White. Within the five years i owned the car, i got rear ended 5 times. I used to get tickets all the time too for speeding even when i was just a few miles over the speed limit. Eventually I bought a new car...A Green metallic Honda Accord. I can speed and Policemen don't pull me over at all. Nobody has hit my car yet...knock on wood.

Consider this!

If your conservative metallic green Honda were a Mercedes in a rural town, or a T-bird or Pontiac with a jacked up rear and mag tires, then I bet that green wouldn't make a bit of difference in your expanding ticket collection. It's probably less the color that affected it (true red was often the color of sporty cars because it is a highly saturated color with many associations) and more the style and it's implications--from the point of view of the policeperson.

TURQUOISE CARS

I am different now. I drive a sensible, white, entry-level luxury car. But once, I was wild and owned a turquoise Camaro. I will not comment about the quality of the car, or how it drives in the snow, but I will always remember, little girls dancing in the street as I drove by, and telling me how pretty my aqua-colored car was. They were right! USA

GREY & SILVER CARS

My mother owned a silver-grey car. We noticed a significant number of near collisions on foggy morning and dusky evening hours. The silver seems to blend in with the road. USA

I will never again rent a dark gray car. After renting hundreds of cars in various colors around the US, It was discovered that no matter where you are, a dark gray car

just can't be seen well under low light level conditions - it blends with the road, and consequently people cut in front of the car as if it wasn't there at all. This happened 5 times in one day! Contrast with the road surface is essential, otherwise you are driving an invisible car. It doesn't matter what model or sized car - just the color. Then I once had a light blue car in a shade that it no longer available (thank heavens). I got rid of because birds kept diving into the car thinking it was water. This would happen even when driving the car.

YELLOW CARS

I had a yellow mazda; Bees were always a problem, I could not enjoy having the windows down due to this. Now I have a blue oldsmobile and Dragonflies think the hood is a pond and try to land on it over and over again. USA

BLACK CARS

I owned one time a black firebird and used to park under trees of the park in front of the house. These trees being the home of a lot of pigeons and I had far more pigeon "droppings" on my car than on light colored cars. May be a dark coloured ground is more "inspiring" for the birds ? Belgium

WHITE CARS

I have this thing for white cars since I discovered they don't look that dirty even when they're filthy. When I was shopping for my white Honda Accord, the first salesman asked me what color I wanted. I replied, "White." Then he proceeded to ask me what my second color choice was, to which I replied, "White." USA

I am now driving my first non-white car and I've already decided that my next car will be white again. The funny thing is that in talking about white cars, people always make the comment that "white cars show the dirt more." Nothing could be further from the truth! My metallic hunter-green Jeep Cherokee always looks dirtier than my white cars ever did. Besides, as a designer, I think that you can appreciate a car's "lines" and good looks better without color to get in the way visually.

(From www.colormatters.com)

Part 2. Color tales

Bad blue filters

Joel Silver, President of the Imaging Science Foundation sends this citation:

Greetings Color Police,

We are an educational group that encourages the use of test patterns and color measuring devices in the consumer electronics industry.

After gathering well over a thousand on site field reports since 1994 we can inform you that Americans are viewing their TVs through Blue filters!

The proper color balance of almost all consumer color TVs is unfortunately skewed towards blue. The reasons for that relate to the "Science" of "Marketing" and is a story in itself. The good news is that many manufacturers now offer an alternative setting on the on screen menus for consumers that is more accurate. The bad news is that the vast majority of retailers do not understand enough about what they sell to recognize a "feature" that delivers more accurate color balance at the touch of a button.

Where is the Color Police when we need you?

Regards and keep up the good work!

Joel Silver ISF

(From www.imagingscience.com)

U.S.A. - Color Coding of Terror Alerts

Color coding can be a great idea. Under the current "Color Coding of Terror Alerts" system in the USA, the highest-level warning is red, which signifies a "severe risk" of a terrorist attack. This is followed by orange, yellow, blue and green.

On one hand, it was a decent solution for complaints that terrorist warnings since September 11 have been too vague. On the other hand, they are meaningless because it's not as simple as red light, green light. The color coding will have true meaning only when the federal government issues guidelines for what to look for and what to do under each color level.

The Daily Show on Comedy Central reported that this color coding came as a tremendous relief for Americans who suffer from continuing feelings of panic, anxiety, and dread, but don't know what colors to associate with those feelings.

(From www.colormatters.com)

Deadly Color Matters

It was reported on CNN.COM that the US government had to change the color of their food aid parcels dropped in Afghanistan. It seems the bright yellow color of the food drops - which had been chosen because it stands out against the landscape - is the exact same shade of bright yellow of the cluster bomb. In other words, Afghans may approach and handle unexploded bombs thinking they are food parcels. Note: Who was responsible for research and planning when choosing the color of this packaging.

(From www.cnn.com)

A swig of blue

Aloha! I am a painter in Hawaii who uses acrylic paint to create pictures. One glorious day recently I was painting a brilliant blue sky, and cleaned my brush in a makeshift water Gatorade bottle. And wouldn't you know it, I had the exact color blue Gatorade in the refrigerator. Well, it's obvious where this is going-in a moment of exhilaration I juggled the whole bottle, and I immediately noticed it wasn't cold, and it tasted like muddy, chalk water! That moment of 'Ahaa!' came to me, only this one led me to the telephone and the poison center hotline. Well, I was using a 'safe paint', I had nothing to worry about. My lesson: have fun painting, but don't use drinking containers to mix the paint in-it can sometimes look good enough to drink!

(By Bill Widner)

About the Color Grey

My story relates to something I learned early in life from a friend, which continues to influence me throughout life.

I was in the seventh grade in the mid 1960's, and our schools had just been racially integrated for the first time. I am white, and was meeting and making friends with black students for the first time in my life. A student at my school (Renata) who did not share classes with me had learned from a mutual friend that I, too loved Poetry. She stopped me in the hall one day, introduced herself, and gave me a handwritten note to read.

The note was the most beautiful and romantic prose I had ever read. It told me about who she was, how she loved Shakespeare, and how her favorite color in the world was grey. She loved grey because it was the color of the sky when God was about to send the earth rain.

I too loved grey, because I suffered from severe migraines, and still do. Philosophically, I was always a person who needed control of life and saw concepts in "black and white" rather than appreciating the shades of gray that actually describe most semantic issues we are faced with in life. No answers are ever black and white--they are usually shades of grey determined by differences in perception based on our personal histories.

Thirty years later, I have never forgotten what I learned from Renata about appreciating the beautiful shades of grey that exist materially, politically, and spiritually in our lives. I am an artist who mainly works in charcoal and Oriental Brush painting because I revere the lovely shades of grey that make the extremes (black and white) truly sing. And I still love Renata and cherish our friendship despite living in states nearly 1000 miles apart.

(By Clemmie King, USA)

A loyal hawk tunes into colors

I worked for over 20 years developing and presenting wildlife educational programs in northern California using birds of prey which, for one reason or another were not able to be released back to the wilds. This story is about a particularly beau-

tiful and personable 20 year old red tailed hawk named Windwalker who was housed right outside the sliding glass doors of my kitchen in a 10' x 10' aviary. Frequently, when I was home and not on the road with him and five other raptors doing wildlife programs, the doors remained open and Windwalker could visit inside or outside as he chose. Needless to say, our relationship was special and very close.

While nocturnal birds of prey like owls, sacrifice the ability to see in color by giving up a large percentage of the cones in their eyes to maximize their night vision (which requires primarily rods), the diurnal raptors, unlike the owls and most songbirds, can not only see color, some of them are able to discern ultraviolet light, allowing them to see urine trails of the rodents they hunt. Eyesight is of extreme importance to falcons, hawks and eagles whose visual orientation, finely articulated because of their ability to perceive color, supersedes the sense of hearing in their very high speed world.

While at a board meeting of the wildlife rescue and rehabilitation organization that I volunteered for, our group moved to our hostess' patio for a delicious dessert of fresh ripe California strawberries and shortcake. With Windwalker perched on my knee, I put my fork into the first bite of shortcake, whereupon the bird became quite excited, quickly but delicately plucking the blood-red strawberry off my fork with his sharp beak and with a calculated toss, threw it to the ground! Everyone watched in amazement while the hawk proceeded to remove all the strawberries from my plate, depositing them in a mushy red heap at my feet. With his task completed, he relaxed and began preening his feathers, a project that consumes about 30% of a raptor's day. The rest of the meeting was given over in an attempt to understand his unusual behavior.

We concluded that in all our years together, Windwalker had never seen me eat anything as bloody red as the meat that he himself consumes on a daily basis. He was using a delightful combination of memory, loyalty and his ability to discern colors to intelligently correct a situation that in his mind was not normal.

(From www.colormatters.com)

Cars and Cookies Don't Mix - "There's my colors!"

Years ago my team and I were designing the packaging for a start-up baked-goods company. About 5 weeks into the process we presented our initial designs and mock-ups. The client was pleased but told us the color directions need to be changed. We presented our reasoning, and data, for the selected color palette and still he wanted the colors to be changed.

After a lengthy discussion defending the attributes of our recommended colors he asked us to step outside with him --which we initially thought may have been an invite to fight him over the debated issue. Then he pointed to his car-- a green, brown and red Eddy Bauer Edition truck, and stated "there's my colors". He wanted his packaging to follow the colors of the car. So, after much resistance, we produced the packaging in the client-demanded colors. The product didn't sell well, in fact they didn't even move from the shelves. Now he is out of business.

I guess Cars and Cookies don't mix well!

(By Roy De Young, Creative Director, Western Region Temel, Inc)

A Black and White Wedding



There was never any doubt that my bridesmaids would wear black and white at my wedding! There was, however, some local controversy over my selection in the hearts and minds of the older Italian women in the little town in which I grew up--black at a wedding--mother of mary--what was she thinking?! Perhaps the time had not yet come for this unseemingly distasteful combination for a wedding party attire--the year was 1970!

And, adding to my woes, the day started out with an overcast sky and drizzling rain--this was in late August! If it were not for the intense red glamelias (tea rose hybrid) the girls wore in their hair and carried in their basket bouquets, even I thought we might look "funereal" without the bright sun. Well, all turned out well when the sun made its brilliant debut and the heat rose to 90 degrees. Even the little Italian ladies who came to witness the heresy had to admit the look was not so bad after all. Most importantly, my wonderful hubby and I are still very much in love today--maybe it was the early morning rain that brought us the love luck, or the yin and yang colors, or just the right alignment of the moon/sun/stars. Whatever - it worked!

The combination of black and white has remained with me all these years and continues to play an integral role in my decorative and design work. I am drawn to the combination of light and dark and how they play off of one another. Of course, we could expend tremendous energy discussing the emotional, psychological, environmental, sociological (you get the picture) of color preferences--but we'll leave that for another contest!

(From www.colormatters.com)

Part 3. Color jokes

- Peter, eat up your greens. They are very good for growing children.
- But, mum, who wants to grow children?

(Английский с улыбкой)

You know that little indestructible black box that is used on planes, why can't they make the whole plane out of the same substance?

(Практика английского языка)

A LETTER FROM A REDNECK MOTHER TO HER SON

DEAR SON,

I'M WRITING THIS SLOW 'CAUSE I KNOW YOU CAN'T READ FAST. WE DON'T LIVE WHERE WE DID WHEN YOU LEFT. YOUR DAD READ IN THE PAPER THAT MOST ACCIDENTS HAPPEN WITHIN TWENTY MILES OF HOME, SO WE MOVED. WON'T BE ABLE TO SEND YOU THE ADDRESS AS THE LAST ARKANSAS FAMILY THAT LIVED HERE TOOK THE NUMBERS WITH THEM FOR THEIR HOUSE, SO THEY WOULDN'T HAVE TO CHANGE THEIR ADDRESS.

THIS PLACE HAS A WASHING MACHINE. THE FIRST DAY I PUT FOUR SHIRTS IN IT, PULLED THE CHAIN AND HAVEN'T SEEN 'EM SINCE.

IT ONLY RAINED TWICE THIS WEEK, THREE DAYS THE FIRST TIME AND FOUR DAYS THE SECOND TIME.

THE COAT YOU WANTED ME TO SEND TO YOU, AUNT SUE SAID IT WOULD BE A LITTLE TOO HEAVY TO SEND IN THE MAIL WITH THEM HEAVY BUTTONS, SO WE CUT THEM OFF AND PUT THEM IN THE POCKETS.

WE GOT A BILL FROM THE FUNERAL HOME, AND IT SAID IF WE DIDN'T MAKE THE FINAL PAYMENT ON GRANDMA'S FUNERAL BILL, UP SHE COMES.

ABOUT YOUR SISTER, SHE HAD A BABY THIS MORNING. I HAVEN'T FOUND OUT WHETHER IF IT IS A BOY OR A GIRL SO DON'T KNOW IF YOU ARE AN AUNT OR UNCLE.

YOUR UNCLE JOHN FELL IN THE WHISKEY VAT. SOME MEN TRIED TO GET HIM OUT, BUT HE FOUGHT THEM OFF PLAYFULLY, SO HE DROWNED. WE CREMATED HIM AND HE BURNED FOR THREE DAYS.

THREE OF YOUR FRIENDS WENT OFF THE BRIDGE IN A PICKUP. ONE WAS DRIVING AND THE OTHER TWO WERE IN THE BACK. THE DRIVER GOT OUT. HE ROLLED DOWN THE WINDOW AND SWAM TO SAFETY. THE OTHER 2 DROWNED. THEY COULDN'T GET THE TAIL GATE DOWN.

NOT MUCH MORE NEWS THIS TIME. NOTHING MUCH HAPPENED. IF YOU DON'T GET THIS LETTER, PLEASE LET ME KNOW AND I WILL SEND ANOTHER ONE.

LOVE, MA

COSMOPOLITAN REDNECK

You know you're a redneck when the biggest city you've been to is Wal-Mart.

DOUBLE SHOT OF REDNECKNESS

You might be a redneck if you mow your grass and find three cars.

You might be a redneck if you think the first four words of the national anthem are, "Gentlemen start your engines".

HORSE TEARS

A fellow walks into a bar very down on himself. As he walks up to the bar the bartender asks, "What's the matter?"

The fellow replies, "well I've got these two horses (sniff, sniff), and well... I can't tell them apart. I don't know if I'm mixing up riding times or even feeding them the right foods."

The bartender, feeling sorry for the guy, tries to think of something he can do. "Why don't you try shaving the tail of one of the horses?" The man stops crying and says, "that sounds like a good idea, I think I'll try it." A few months later he comes back to the bar in worse condition than he was before. "What's the matter now?" the bartender asks.

The fellow, in no condition to be in public, answers, "I shaved the tail of one of the horses (sob, sob), but it grew back and I can't tell them apart again!" The bartender, now just wanting him to shut up or leave says, "why don't you try shaving the mane, maybe that will not grow back."

The fellow stops crying, has a few drinks, and leaves. A few months later the fellow is back in the bar. The bartender has never seen anybody in this sorry of a state. Without the bartender even asking the fellow breaks into his problems. "I.. I shaved the (sob) mane of one of the (sniff) horses, and... it... it... grew back!"

The bartender, now furious at the guy's general stupidity, yells, "for crying out loud, just measure the stupid horses. Perhaps one is slightly taller than the other one!" The fellow can not believe what the bartender has said and storms out of the bar. The next day the fellow comes running back into the bar as if he had just won the lottery. "It worked, it worked!" he exclaims. "I measured the horses and the black one is two inches taller than the white one!"

(Anecdotes from www.SixthSense.ru/humor/)

APPENDIX 3

Colorictionary

black Idioms

as black as a skillet

- very black

My hands were as black as a skillet when I finished working on the car engine.

as black as a stack of black cats

- very black

The little boy was as black as a stack of black cats after playing outside all day.

as black as a sweep

- very dirty/black (a chimney sweep cleans chimneys and becomes very black)

My friend was as black as a sweep after he finished cleaning the basement.

as black as coal

- very black

My friend's cat is as black as coal.

as black as night

- very dark and black

The old house was as black as night when we entered it.

as black as pitch

- very black

My face was as black as pitch after cleaning the stove all morning.

as black as the ace of spades

- very black

The horse in the parade was as black as the ace of spades.

black and blue

- bruised

My shoulder was black and blue after I fell down the stairs.

black and white

- either good or bad, either one way or the other way but not in between

Our boss sees everything in black and white although he knows this is impossible.

black box

- an electronic device such as a flight recorder that can be removed from an aircraft as a single package

The investigators searched for a long time in order to find the black box of the airplane.

black eye

- a bruise near one's eye which makes it appear black

The man received a black eye when he bumped into the closed door.

black market

- the place where goods/money are illegally bought and sold

We sold some cigarettes on the black market during our travels.

black out

- to darken a room or building by turning off the lights

During the war people in the cities were forced to black out their windows so nobody could see them.

black out

- to lose consciousness

The man blacked out during the parade and he had to sit down and rest.

black sheep (of a family)

- a person who is a disgrace to a family or group

The man is the black sheep in his family and has not made a success of his life.

blackball (someone)

- to exclude/ostracize someone socially, to reject someone

The businessman was blackballed in the industry because of his bad business practices.

blacklist (someone)

- to exclude/ostracize someone, to write someone's name on a list if they break some rules

The sports federation blacklisted the swimmer because he was using steroids.

blackmail (someone)

- to extort/take money from someone by threatening him or her

The photographer tried to blackmail the famous actress with some photographs that he had taken.

blackout

- a temporary situation where you do not release some information

The government decided to have a blackout regarding the information related to the political prisoner.

black-tie event/affair

- a formal event where guests wear semi-formal clothes with men wearing black bow ties with tuxedos or dinner jackets

The award ceremony for the movie awards was a black-tie affair.

in black and white

- in writing, officially

I put down my complaint in black and white.

in (someone's) black books

- to be in disgrace or out of favor with someone

The boy is in his girlfriend's black books because he was late for their date.

in the black

- to be successful or profitable

Our company has been in the black since they began to cut costs.

pitch-black

- very black, as black as pitch

The road was pitch-black and we could not see anything.

pot calling the kettle black

- the person who criticizes/accuses someone else is as guilty as the person he or she criticizes/accuses

My friend criticized me for not changing jobs but that is like the pot calling the kettle black. She will not change jobs either.

put (something) down in black and white

- to write the details of a contract or something on paper

I asked the buyer to put the offer to buy my car down in black and white.

blue Idioms

black and blue

- bruised

My shoulder was black and blue after I fell down the stairs.

blue blood

- the blood of a noble/aristocratic family

Many of the blue bloods of the town went to the opening of the opera.

blue in the face

- to be very angry or upset, to be excited and very emotional

I argued with my supervisor until I was blue in the face.

blue-ribbon

- of superior quality or distinction, the best of a group

A blue-ribbon panel of experts were asked to suggest a new policy for the city.

get/have the blues

- to become sad or depressed

The dull cloudy weather has caused me to get the blues.

out of the blue

- without any warning, by surprise (like coming out of a blue sky)

Out of the blue my friend decided to quit his job and go to Europe.

talk a blue streak

- to talk very much and very rapidly

The woman beside me on the bus talked a blue streak for most of the journey.

talk until one is blue in the face

- to talk until one is exhausted

I talked until I was blue in the face but I could not change my teacher's mind about my essay.

cry oneself blue in the face

- to cry too loud

Newborn cried himself blue in the face and his mom didn't know what to do.

brown Idioms

be browned off

- to be annoyed by something or someone.

'My colleague is really browning me off. He's so lazy.'

be done brown (be done up brown)

- to be swindled or cheated by buying something worthless

Don't go to that shop or you'll be done brown.

brown bag it

- to take a lunch to work

I must brown bag it this week because the company cafeteria is closed.

do brown (do up brown)

- to swindle or cheat someone by selling him something worthless

The shop assistant was so persuasive that he did me brown.

do brown (do up brown)

- to do something thoroughly, to be at one's best

Well, if we're going to have this kind of party, we have to do it up brown...

in a brown study

- to be found in deep unpleasant thoughts

I called him but had no reaction – perhaps Jack was in a brown study.

gray Idioms

get/have gray hair

- to have one's hair turn gray from stress

Our teacher is getting gray hair from all the stress.

a gray area

- a question that is not clearly defined and may have a broad or more than one answer, neither black or white

The issue of the tax on children's toys was a gray area for the accountant.

gray matter

- brains, intelligence

I wish that my friend would use his gray matter more effectively when he is making his crazy plans.

green Idioms

get/have the green light

- to receive a signal to start or continue something

We got the green light to begin a study of the security problems at our school.

give (someone) the green light

- to give someone permission to proceed with a project

We were given the green light to begin the new project.

grass is always greener on the other side

- a place that is far away or different seems better than where we are now

The man realized that the grass is greener on the other side when he saw that his new job had many problems too.

green

- to be inexperienced or immature

The young man is rather green and does not have enough experience to drive the large piece of machinery.

green around the gills

- looking sick

My friend looked green around the gills after the long bus ride.

green belt

- an area of fields and trees around a town

Our city has a policy to increase the green belt around the city.

green-eyed monster

- jealousy

The woman was consumed by the green-eyed monster and it was affecting her life.

green thumb

- a talent for gardening, the ability to make things grow

My neighbor has a green thumb and she is able to grow one of the best gardens in our neighborhood.

green with envy

- to be very jealous, to be full of envy

I was green with envy when I heard that my cousin would be going to London for a week.

greenhorn

- an untrained/inexperienced/naive person

The young man was a greenhorn and he had much to learn about his new job.

pink Idioms

in the pink (of condition)

- in very good health

My grandmother was in the pink of condition when I saw her.

look at/see the world through rose-colored glasses

- to see only the good things about something, to be too optimistic

My friend always looks at the world through rose-colored glasses and he does not believe that some people are dishonest.

pink slip

- a termination notice from a job

I received my pink slip last week and I am now looking for a new job.

see pink elephants

- to see things which are not really there because they are only in your imagination

The man was seeing pink elephants according to those who listened to his story.

tickled pink

- to be very pleased or delighted by someone or something

"My mother was tickled pink that you visited her when you were in town."

red Idioms

as red as a cherry

- bright red

The car was as red as a cherry after its new paint job.

as red as a poppy

- bright red

The mark on my arm was as red as a poppy.

as red as a rose

- intensely red

The morning sunrise was as red as a rose.

as red as a ruby

- deep red

The office assistant was wearing lipstick that was as red as a ruby.

as red as blood

- deep red

The stain on the carpet was as red as blood.

beet red

- dark red (usually to describe face)

My sister's face turned beet red when I caught her singing in front of a mirror.

catch (someone) red-handed

- to catch someone in the middle of doing something wrong

The woman was caught red-handed when she tried to steal some cosmetics.

ears are red

- one's ears are red from embarrassment

My ears were red after hearing what the teacher said about me.

in the red

- to be in debt, to be unprofitable

The company has been in the red for three years now.

like waving a red flag in front of a bull

- what you are doing will definitely make someone angry or upset

Talking about the city mayor with my father is like waving a red flag in front of a bull. He does not like the city mayor.

out of the red

- out of debt

Our company is finally out of the red and we are now making money.

paint the town red

- to go out and party and have a good time

When my cousin came to visit us we decided to go out and paint the town red.

red-carpet treatment

- to receive special/royal treatment

I always receive the red-carpet treatment when I go and visit my aunt.

red-eye

- an airplane flight that leaves late at night and arrives early in the morning

We caught the red-eye flight last night and we are very tired today.

a red flag

- a signal that something is not working properly or correctly

The fallen trees along the road raised a red flag for the safety inspectors.

red herring

- an unimportant matter that draws attention away from the main subject

Talking about the other issue was a red herring and did not do anything to deal with today's problem.

red-hot

- very hot, creating much excitement or demand

The new video game is red-hot and many people are waiting to buy one.

red in the face

- embarrassed

I became red in the face when the teacher began talking about me.

red-letter day

- a day that is memorable because of some important event

It was a red-letter day when my sister received her graduation diploma.

red tape

- excessive formalities in official business

Many businesses complain about the red tape that they must deal with in order to get anything done with the government.

roll out the red carpet

- to greet a person with great respect, to give a big welcome to someone

The government rolled out the red carpet when the politician came to visit.

see red

- to become very angry

My boss saw red when I told him that I would not be coming to work today.

white Idioms

as white as a ghost

- very pale because of fear/shock/illness

My sister became as white as a ghost when she saw the man at the window.

as white as a sheet

- very pale

I felt terrible this morning and in the mirror I looked as white as a sheet.

as white as the driven snow

- very white

The fur on the dog was as white as the driven snow.

black and white

- either good or bad, either one way or the other way but not in between

Our boss sees everything in black and white although he knows this is impossible.

carte blanche

- the freedom or permission to do what you want (blanche/blanc means white in French)

The new manager was given carte blanche to change the policies in her department.

in black and white

- in writing, officially

I put down my complaint in black and white.

put (something) down in black and white

- to write the details of a contract or something on paper

I asked the buyer to put the offer to buy my car down in black and white.

raise/wave a white flag

- to indicate that you have been defeated and you want to give up

The soldiers raised a white flag and gave themselves up to the enemy.

white elephant

- a useless possession (that often costs money to maintain)

The new airport is a white elephant and nobody wants to use it.

white fury

- wild rage, violence

He was in white fury when he found his flat robbed.

white lie

- a harmless or small lie told to be polite or to avoid hurting someone's feelings

I told my supervisor a white lie yesterday and said that I was sick when actually I was not.

white sale

- the selling of towels or sheets at a reduced price

We went to the white sale at the department store to buy some new sheets.

white-tie event/affair

- an event that requires guests to wear formal dress such as men wearing white bow ties with formal evening dress

I attended a white-tie dinner in honor of the president of our university.

whitewash (something)

- to cover up or gloss over faults/errors/wrongdoing

The government was accused of trying to whitewash the scandal about the illegal money.

yellow Idioms

be yellow

- to be too scared to do something, to have no courage

'Tina was too yellow to go on the roller-coaster!'

have a yellow streak

- to be cowardly

The man has a yellow streak and he will not defend you if you are having a problem.

yellow-bellied

- extremely timid, cowardly

The man is yellow-bellied and is never willing to fight for what is right.

other color Idioms

golden opportunity

- the perfect chance

The models' conference was a golden opportunity for me to sell my beauty products.

born with a silver spoon in one's mouth

- born into a rich family

Keiko hasn't worked a day in her life. She was born with a silver spoon in her mouth.

color Idioms

horse of a different color

- something totally separate and different

I know that our boss would like to discuss that issue now but it is a horse of a different color and we should discuss it at another time.

lay on the colors too thickly

- to exaggerate, to be too categorical

It's not as bad as you described – you are laying on the colors too thickly.

lend color to (something)

- to provide something extra to accompany something

The music in the play helped to lend color to the performance of the actors.

local color

- the traditional features of a place which give it its own character

The weekend vegetable market added much local color to the small town.

nail one's colors to the mast

- a) to refuse to admit defeat b) to declare openly one's opinions or allegiances

My motto is 'nail your colors to the mast' – it means that you should be persuasive anyway.

off-color

- in bad taste, rude

The man told an off-color joke at the party which made his wife very angry.

off-color

- not the exact color

We painted our kitchen in an off-color of white.

sail under false colors

- to pretend to be something that one is not (a pirate ship used to disguise itself as an ordinary ship by using a false flag)

The head of the company is sailing under false colors and he does not really know how the company operation works.

see the color of (someone's) money

- to prove that someone has enough money for something

The car dealer would not let me take the car until he saw the color of my money.

show one's true colors

- to show what one is really like or really thinking

I thought that the woman likes me but she showed her true colors when she began yelling at me on the telephone.

stick to one's colors

- to be persuasive, not to change one's opinion

I tried to make him change his mind but he stuck to his colors.

with flying colors

- with great or total success

My friend passed the course with flying colors and she now wants to go out and celebrate.

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KEYS

Chapter 2

Section 1

Activity 4

1. Answer: C

(Electromagnetic waves are able to travel through a vacuum - a region void of matter. Mechanical

waves require a medium in order to propagate from one location to another.)

2. Answers:

- a. The gamma radiation region have the highest frequency.
- b. The radio wave region has the longest wavelength.
- c. All regions have the same speed. The speed of a wave is not dependent upon its frequency and wavelength but rather upon the properties of the medium through which it travels.

3. Answers:

- a. Violet waves have the highest frequencies.
- b. Red waves have the longest wavelengths.

Activity 9.

Word	Synonym	Antonym
susceptible	sensitive	resistant
to understand	perceive	misunderstand
to come in(to)	enter	escape
to enable	activate	deactivate
to promote	stimulate	dissuade
at the same time	simultaneously	discontinuously
distinction	difference	similarity
recognize	to distinguish	confuse
to project	reflect	absorb
to support	maintain	destroy

Section 2

Activity 3

1. Answer: Not accurate

This view presumes that the appearance of an object is independent of the colors of light which illuminate the object. We observe that the same object appears different colors when viewed under different light. So the secret to an object's appearance is not strictly due to its ability to produce a color. In fact the object's only role in determining its appearance is in its ability to absorb certain wavelengths of light which shine upon it.

2. Answer: Black

When the room lights are turned off (there is no light), any object present in the room appears black. The color appearance of an object depends upon the light which that objects reflects to the observer's eye. Without any incident light, there can be no reflected light. Such an object appears black - the absence of light.

3. Practice A: No light will be reflected; it is all absorbed. Thus, the paper would appear black to an observer.

Practice B: Red and orange will be reflected and so the paper appears reddish-orange to an observer.

4. Practice A: Green and blue light will be transmitted and so the object would appear greenish-blue to an observer.

Practice B: Red and orange light will be transmitted and so the object would appear reddish-orange to an observer.

Practice C: Red and blue light will be transmitted and so the object would appear reddish-blue to an observer.

Practice D: Only red light will be transmitted and so the object would appear red to an observer.

Chapter V

Color game

Answers and notes:

1. blue

This was a hit song in the early 60-s.

2. green

In England they say of a gifted gardener “She has green fingers”. In the US they say “She has a green thumb”.

3. white

White lie is a supposedly well-intentioned lie that is told to spare someone’s feelings

4. golden (or blue-eyed)

A golden boy is revered for outstanding skill or good looks. A “blue-eyed boy” refers to a favorite man or boy, too.

5. gray/grey

Agatha Christie’s detective Hercule Poirot was justly proud of his fine brain, his “little grey cells”.

6. scarlet

The term “scarlet woman” comes from the Bible (Revelation XVII, 3-4).

7. silver (silvery)

Someone with a silver tongue is charming and persuasive.

8. pink

People who are withdrawing from alcohol may have scary hallucinations: seeing pink elephants is traditional for those in this state.

9. purple

“Purple prose” is excessively fancy writing.

10. red

Calendar makers used to record saints’ days and holidays in red ink – thus the expression “red-letter day”.

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