

Colour cards

Read the following cards. Highlight or underline anything that strikes you as surprising or unusual. Then complete the table on the next page.

Black

Black is the colour of authority and power. It is popular in fashion because it makes people appear thinner. It is also stylish and implies submission. Priests wear black to signify submission to God, and some fashion experts say a woman wearing black implies submission to men. Black clothes can make people seem distant or evil, which is why villains, such as Dracula, often wear black.

Yellow

Cheerful yellow attracts attention. It is considered an optimistic colour, but people lose their tempers more often in yellow rooms, and babies will cry more. It is the most difficult colour for the eye to take in, so it can be overpowering if overused. Yellow enhances concentration, hence its use in libraries, and it also speeds up the metabolism.

Purple

The colour of royalty, purple connotes luxury, wealth, and sophistication. This is because the dye which was used to make the clothes of royalty was extremely expensive. Purple is also feminine and romantic. However, because it is rare in nature, it can appear artificial.

Green

Currently the most popular decorating colour, green symbolizes nature. It is a calming, refreshing colour, and people waiting to appear on TV sit in 'green rooms' to relax. Hospitals also use green because it relaxes patients. Brides in the Middle Ages wore green to symbolise fertility. However, seamstresses often refuse to use green thread on the eve of a fashion show for fear it will bring bad luck.

Blue

The colour of the sky and the sea, blue is one of the most popular colours. It causes the body to produce calming chemicals, so it is often used in bedrooms. Blue can also be cold and depressing. Fashion consultants recommend wearing blue to job interviews because it symbolises loyalty. People are more productive in blue rooms, and studies show weightlifters are able to lift heavier weights in blue gyms. Blue also has the opposite effect to red, and makes people lose their appetite.

Red

Red stimulates a faster heartbeat and breathing, and is also the colour of love. Red cars are popular targets for thieves, and decorators say that red furniture should be in perfect condition because it will attract attention. Red also helps stimulate the appetite, and so is often used to decorate restaurants and as food colouring. In contrast, the most romantic colour, pink, is more tranquilising. Sports teams sometimes paint the changing rooms used by opposing teams bright pink so their opponents will lose energy.

White

Brides wear white to symbolise innocence and purity. White reflects light and is considered a summer colour. It is popular in decorating and in fashion because it is light, neutral and goes with everything. However, white shows dirt and is therefore more difficult to keep clean than other colours. Doctors and nurses wear white to imply cleanliness.

Which colour is associated with these things, and why?	My guess	Correct answer
1. priests		
2. brides		
3. villains		
4. love		
5. the sea		
6. nature		
7. fertility		
8. luxury		
9. power		
10. cleanliness		
What colour ...		
1. ... dress would you recommend for a woman who is worried about her weight?		
2. ... cars are stolen more than any others?		
3. ... is used a lot in the fashion industry because it matches everything?		
4. ... makes people feel less energetic?		
5. ... suit might give a good impression at a job interview?		
6. ... makes babies cry more?		
7. ... can appear artificial?		
8. ... aids relaxation?		
9. ... makes people feel stronger?		
10. ... is associated with bad luck?		