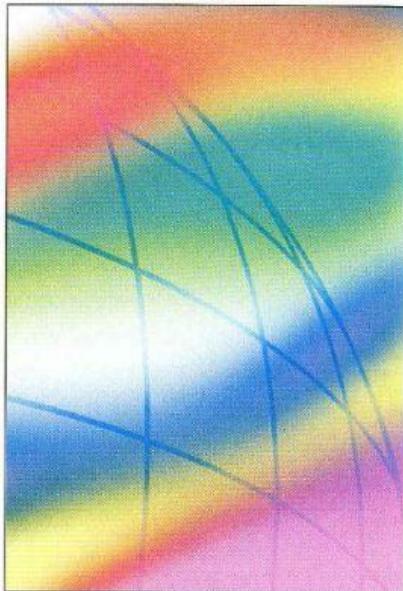


Colour and Communication

Colour, although only a small 0) B of our communication system, plays a large role. Whether you are designing Web 1) , buying clothes or decorating your kitchen, your 2) of colours sends a definite message to other people, and they will respond to it in a 3) way. Every colour has a different 4) on people, and the practice of correct colour selection is a delicate 5) To further complicate matters, the effects of colours change, as times and fashions change.

Certain colours also mean different things in different cultures. For example, in the United States, blue is thought to be a relaxing colour. Tests reveal that the colour blue 6) blood pressure, calms viewers and gives them a sense of 7) In Middle Eastern countries, however, blue is believed to be a protective colour and people 8) their front doors blue to ward off 9) spirits.

Colour communication is an essential part of how we see the world. In western societies, we know that a jester is comical and playful because he 10) in bright red, green, blue and yellow. The colour black, however, is 11) with boredom or evil, and white with purity and light. The colour orange is friendly, relaxing and peaceful, whereas 12) yellow is a happy colour. Research 13) that all human beings make a subconscious judgement about a person or item within the first 90 seconds of 14) it, and 62% to 90% of that assessment is 15) on colour alone.



0	A portion	B part	C piece	D factor
1	A covers	B papers	C pages	D sheets
2	A choice	B option	C decision	D pick
3	A separate	B certain	C clear	D obvious
4	A idea	B sense	C force	D effect
5	A method	B talent	C art	D ability
6	A lowers	B drops	C sinks	D lessens
7	A caution	B security	C guarantee	D defence
8	A shade	B decorate	C coat	D paint
9	A mean	B evil	C cruel	D wicked
10	A outfits	B clothes	C dresses	D wears
11	A associated	B matched	C joined	D grouped
12	A strong	B powerful	C loud	D bright
13	A exhibits	B displays	C shows	D uncovers
14	A viewing	B seeing	C watching	D looking
15	A established	B constructed	C based	D balanced