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THE COLOR CONCEPT

FOLKLORE CHARTS, LISTS AND GRAPHS

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10-22-97

Articles are Numbered for Easy Reference

Note: On the pie charts, although a color may have appeared in a story, it did not necessarily have a definitive meaning in the story. Therefore, it will not appear in the pie chart.

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The Color Concept

Color has come to represent emotion or power or sex or money, and the print media is partly responsible for that. In the articles I present in my collection, color is an intricate part both past and present print articles. The print media is merely a mirror for the thoughts and stories which make American folklore. Consequently, the motifs created by color in the print media parallel the motifs in American society.

Color as a folklore genre is nothing new. In medieval courts kings and queens wore purple for purple represented royalty. Only the royal family was to wear this color. The color purple has kept this meaning even today. A majority of the articles in my collection described purple as royal. It also has a connection to the past, being defined as retro and poetic. This ties in with its medieval origins. It has a lavish appeal similar to the medieval period.

My collection was created using articles in newspapers and magazines articles pulled from fashion pages, sports pages, even covers, over the last seven years. This collection gives clear meaning to color and its use in life. Color plays a role in clothing, language, career, environment and gender. Already, people reading this can guess which colors represents these words. Green is

automatically associated with the environment. Humans should take time to question why they associate this color with the environment.

The media plays a large part in color associations. Often times there are several meanings to a color causing misinterpretations when people use color to convey a message.

In "Blue Heaven (March 28, 1997, New York Times Magazine)," we see how folklore items are changing, but the genre itself does not. Blue is called "misery's chromatic metaphor" because it has come to be associated with the bruise, carbon dioxide poisoning and death. But, not navy!

In "Interview Suits Are Still Navy After All These Years (New York Times, April 2, 1995)," the writer suggests that navy suits are the way to go to get that management position. America has adopted navy as the professional color.

Blue is the one color with many variations; baby blue, sky blue and navy. As a result, this color has the most meanings. An explanation could be that blue is so recognizable. It's in the sky, in the water, on jeans and on faces. First place gets a blue ribbon and naval officers wear blue suits.

Red has also revolutionized the clothing industry. Reagan red is a power color often seen on Nancy Reagan. However, this representations seems more from her strong-willed personality. Hence, color meanings often result from emotion and action. Hillary Clinton is another

strong-willed president's wife, therefore, she was ridiculed for wearing pink (Her True Colors, Washington Post, February 5, 1996). Pink, a soft and feminine color, should not be worn by Hillary Clinton according to journalists.

Color speaks all languages. Color has seeped into the very languages spoken internationally. You have heard of a redline, a yellow zone or brown-bagging. In "Primary and Other Colors (New York Times Magazine, August 11, 1996)" the writer suggests that we subconsciously choose colors to represent other things. The psychological aspect is collaborated by accredited psychologists, however, they conduct all their research based upon folklore. If we believe in a particular folklore and we are involved in the research, ofcourse it will be biased.

Color has a definite role in advertising and mass consumption. Foods have to be the appropriate color so that particular markets will purchase them according to "Marketers Seek the Color of Delicious." And, you now "Why You Still Can't Buy a Flaming Pink Computer," well, because it won't fit into the business setting. Pink computers are still a little to extraordinary for our folklore beliefs. However, things do change, although the folklore stays the same.

Media, such as newspapers, specialty magazines and the internet also create meanings for color. Purple, tangerine, sulphur apple and many more colors have been invented, especially computer hues (Fashion's Future, in Computer

Hues, New York Times, October 3, 1995). They will probably be classified as futuristic colors and used for futuristic products.

Society creates motifs with color. Pastels imply the presence of celestial beings. Angels books and religious materials use these colors for that instant association and also to put people at peace. Peace is what we seek when looking towards heaven or asking God's advice. In contrast, death is black, possibly because black is the absence of color; death the absence of soul.

Colors will continue to represent cultural motifs. Consequently, more colors will be invented to satisfy new motifs and possibly explain that which can't be explained by words.

Folklore Content Analysis

Article 1:

- * Blue Calms people.
- * Blue means death.
- * Society changes color meanings to mesh with trends

Article 2:

- * Navy is the professional color.

Article 3:

- * Language is color-conscious.
- * Using color in a word gives it subconscious meaning.
- * Green stands for the environment.

Article 4:

- * Color sends message to grocery shoppers:
- * Black represents death
- * Clear and colorlessness means safety and cleanliness.
- * Vivid colors are childish
- * Good colors and bad colors.
- * Cool colors are blue, green and purple
- * M&M's:
 - green-aphrodisiac
 - red-make a wish
 - yellow-call in sick

Article 5:

- * Neutral tones (grey, black and white) lack individuality.
- * Grey computers are professional looking as opposed to other colors.

Article 6:

- * Sky blue gives police uniforms a professional, thin, neat look.
- * Navy blue on police uniforms gives them a militaristic, intimidating look.
- * Clothes, specifically the right color, make a man.

Article 7:

- * White clothes come from the white in computers. Makes you look savvy.
- * Tangerine, orange and sulphur apple green are turn offs to older people.
- * Reagan Red after aggressive Nancy Reagan.
- * Andy Warhol Red
- * Baby pink and baby blue are soft colors.

Article 8:

- * Women use colored clothing to change their image. To appear soft and innocent one minute and aggressive the next.
- * Purple is royal.
- * White stands for purity and innocence.
- * Red has the "don't mess with me" look of Nancy Reagan.
- * Bar Blue - lovability
- * Yellow-little miss sunshine

Article 9:

- * Cars are red or black
- * Green is now second favorite car color
- * Watch latest fads to decide newest car colors.
- * Purple is a hot color because of the 70' revival in fashion
- * They see Barney and have repeated exposure, which makes some people not like it.

Article 10:

- * Grey is a solid, stable and durable color.
- * Red "Haute" is optimistic.
- * Wet Clay (a grey) is rich, natural and environmental.
- * Round Midnight (black) stands for multiculturalism and ethnicity.
- * Alligator Green reflects the trend towards urban combat.
- * Car colors reflect society.

Article 11:

- * Color distinguishes a product from others.
- * Black makes things look smaller, slimmer and is complimentary to every other color.

Article 12

- * Purple implies luxury or royalty.
- * Green is the new neutral color.
- * Women saw purple in fashion and now are buying all the purple cars.
- * They look to sports to predict the latest color trends.
- * Rust or gold will be the future.

Article 13:

- * Lower class urban women are impulse buyers who will try the latest colors.
- * Middle class American family members are prudent.
- * Blue and grey are safe colors.
- * Color loyal people tend to be from suburban or rural areas and over 60.

Article 14:

- * Bright colors say welcome.
- * Red is the most welcoming color.
- * Yelow, green, brown and orange are bright colors.
- * White is blah.
- * Purple is weird.
- * Blue is not an outdoor color.

Article 15:

- * Blue cheese.
- * Blue ribbon represents being a winner or number one, i.e. blue is for victory.

Article 16:

- * Brown represents the outdoors and nature, especially in shoes.

Article 17:

- * Colors are used in sports team names so that the subconscious meaning of color implies to the team.
- * Green Waves
- * Red Raiders

Article 18:

- * Color defines seasons.
- * Winter is dull and barren of color.

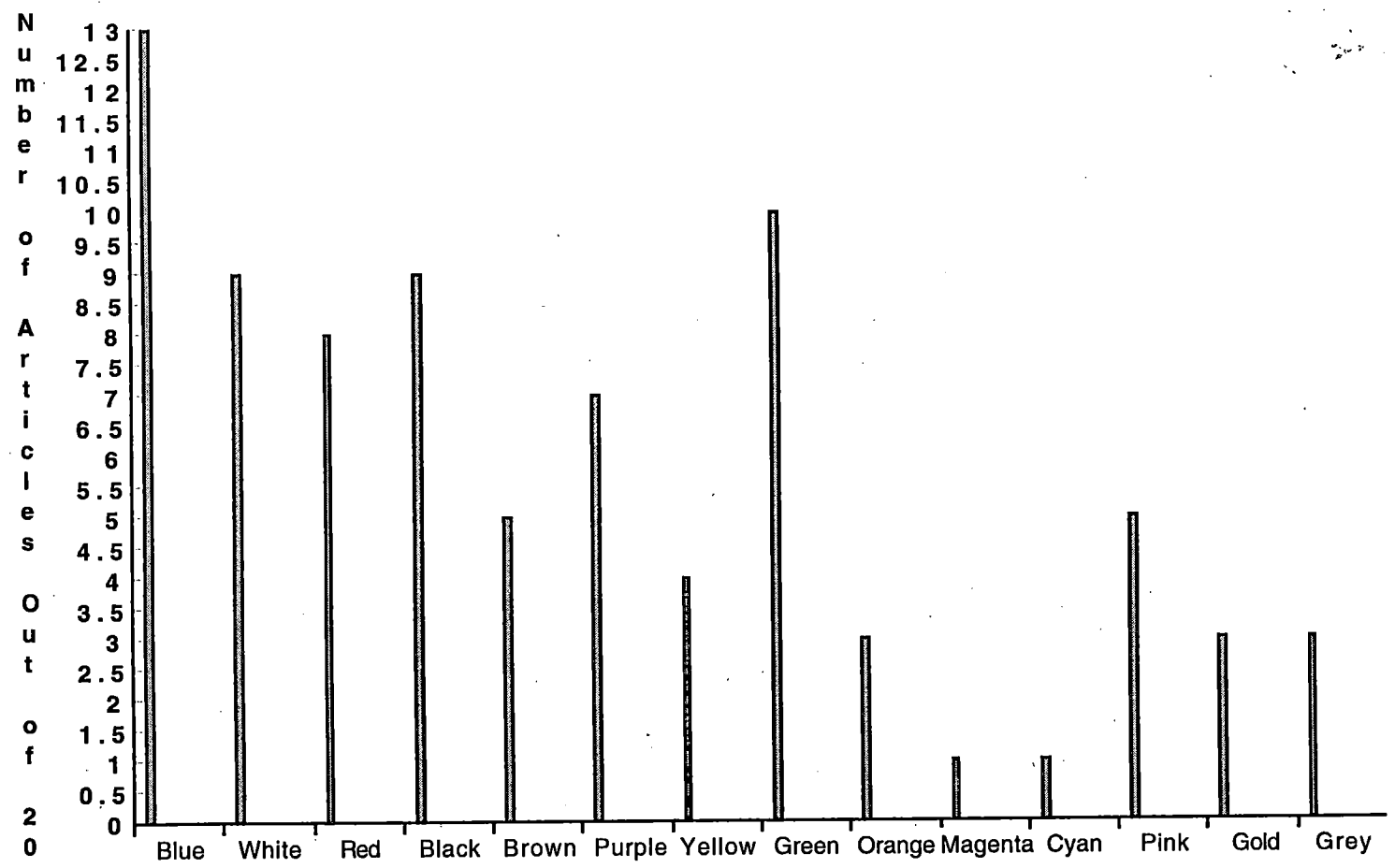
Article 19:

- * "Blue Sky" guys once again blue implies victory and happy times.

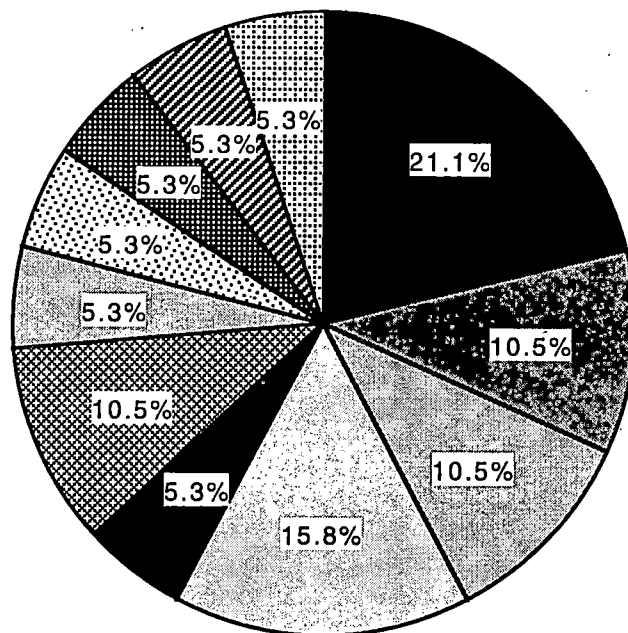
Article 20:

- * Whites, pastels and blues imply a celestial motif

Number of Articles with Color



Blue

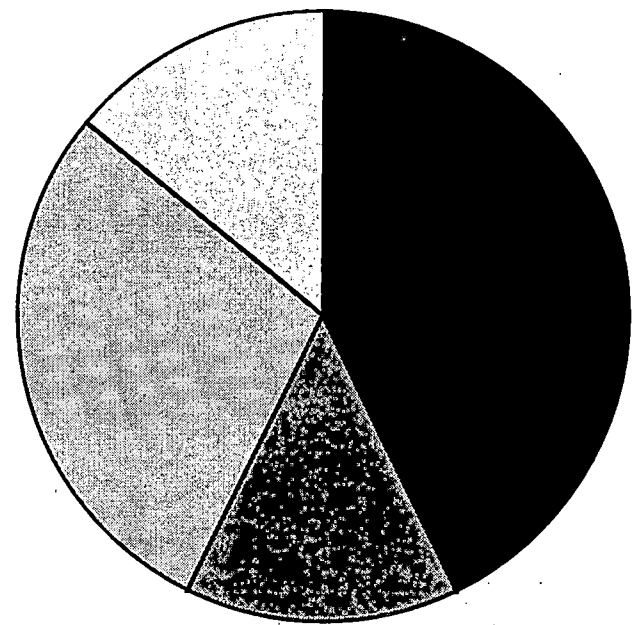
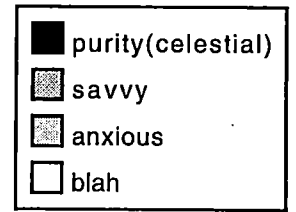


- professional
- safety
- conservative
- child-like
- calm
- teampayer
- thin
- intimidating
- victorious
- celestial
- militaristic

Descriptions in Articles

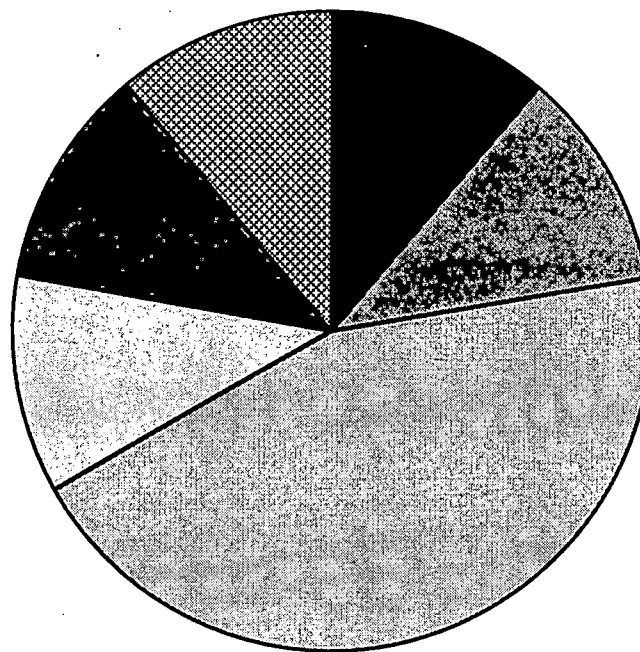
Memorials & Political Activities
History, Culture & Education
Women's Leadership Organization

White



Descriptions in Articles

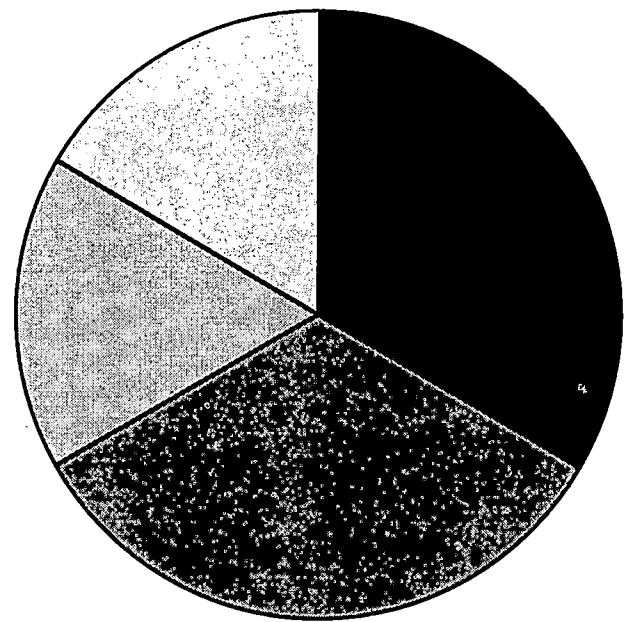
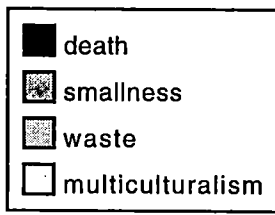
Red



- safety
- ▒ rareness
- ▒ aggressive
- popular
- optimistic
- ▒ welcoming

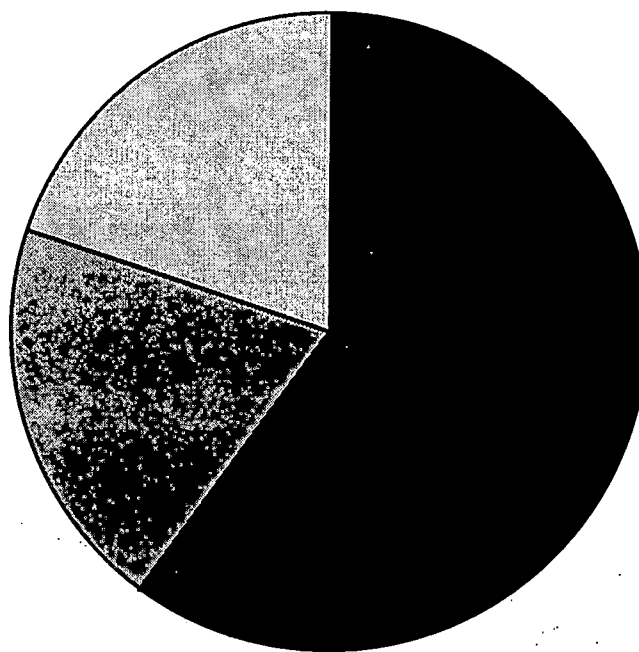
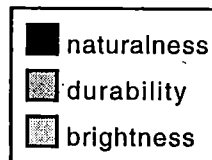
Descriptions in Articles

Black



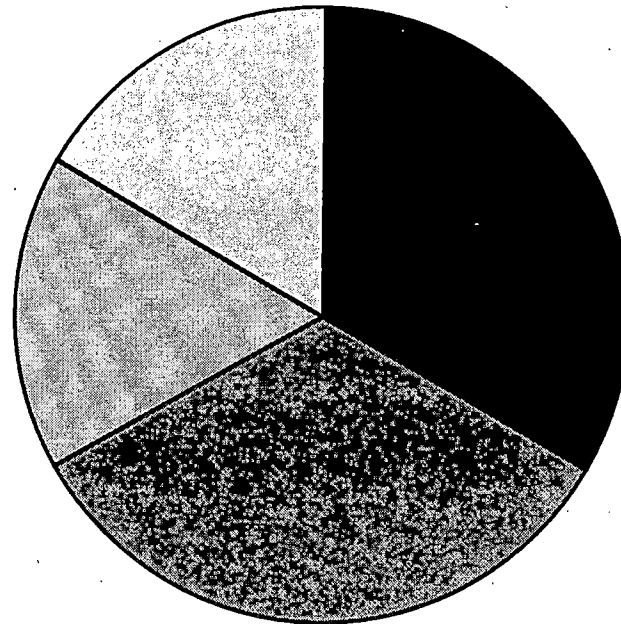
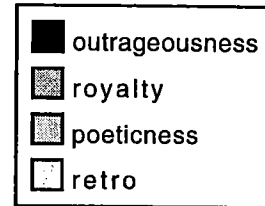
Descriptions in Articles

Brown



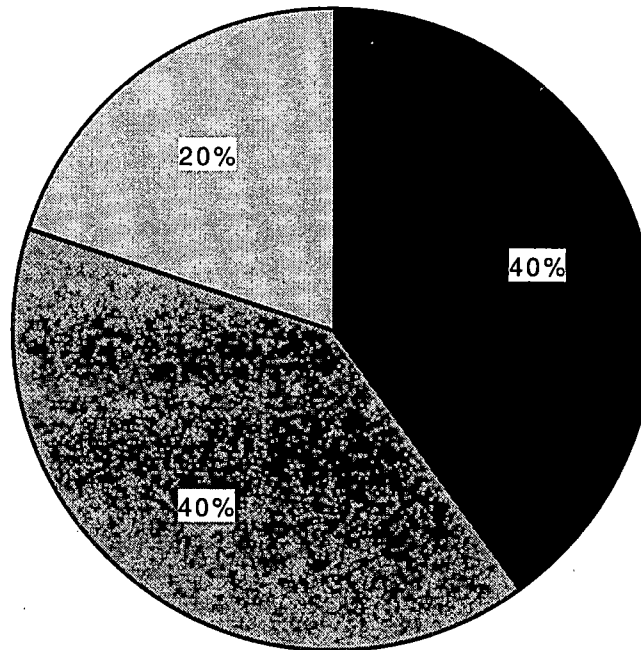
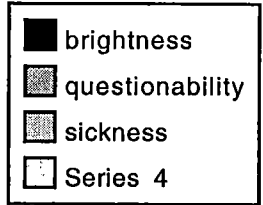
Descriptions in Articles

Purple



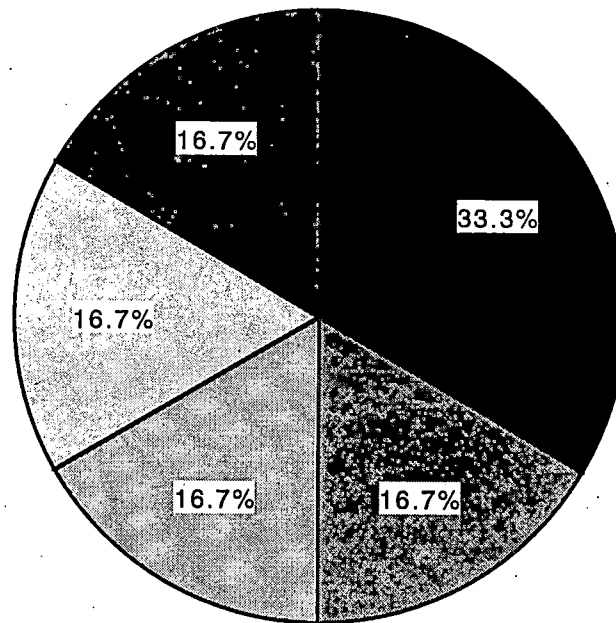
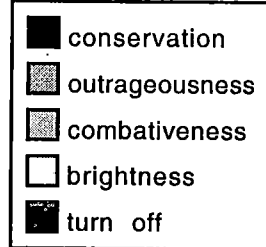
Descriptions in Articles

Yellow



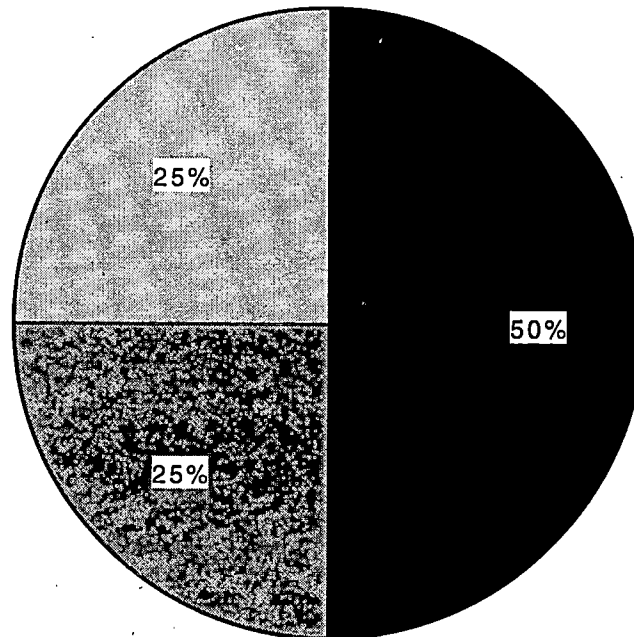
Descriptions in Articles

Green



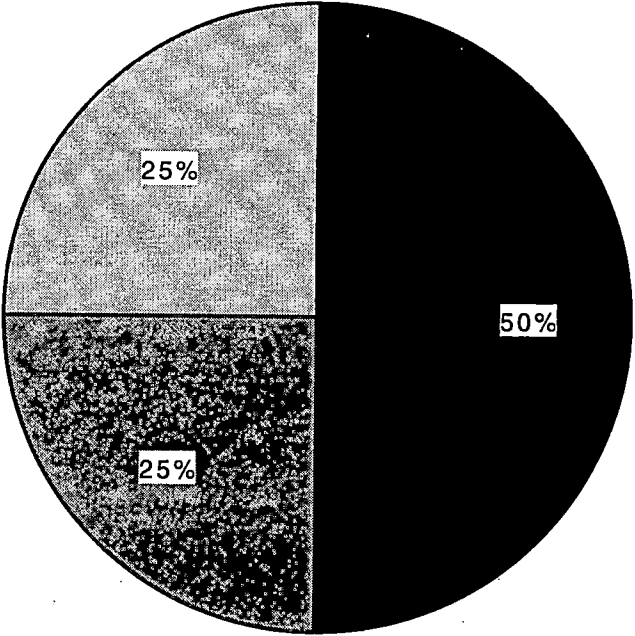
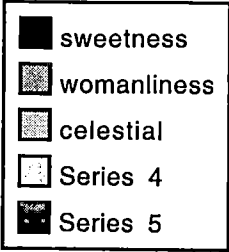
Descriptions in Articles

Orange



Descriptions in Articles

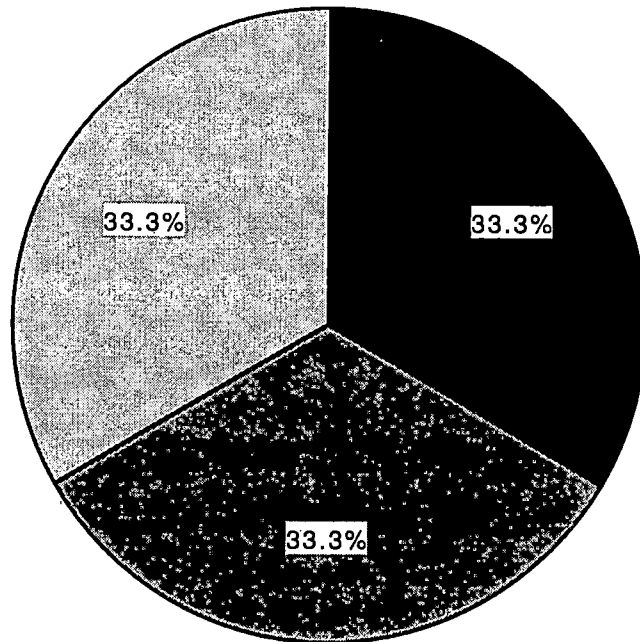
Pink



Descriptions in Articles

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Grey



Descriptions in Articles

- neutrality
- ▨ durability
- ▩ safety
- Series 4
- Series 5

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