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| **Project ID: 2021-1-CZ01-KA220-SCH-000034484**  Ein Bild, das Grafiken, Grafikdesign, Cartoon, Text enthält.  Automatisch generierte Beschreibung  **COURSE FOR ENVIRONMENTAL EDUCATION**  *e-Modules: Teaching Learning activities and their technology*  *enhanced material set to develop*  Ein Bild, das Text, Schrift, Logo, Grafiken enthält.  Automatisch generierte Beschreibung  **Thematic Units for Week-Long Workshop Sessions:**  **Inquiry-Based Integrated Learning Workshop Series**  **on the Intersection of Arts, Science, and Policy"**  **M: 1-6: Color Diplomacy**  **COURSE AUTHOR:**  ***©Tatjana Christelbauer MA (TC)***  ACD Team, Austria   |  | | --- | |  |   ***DISCLAIMER***  *Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.*  **COURSE SHARING LICENSE CC BY-NC-SA**=   **Canonical URL:** <https://creativecommons.org/licenses/by-nc-nd/4.0/>  **MODULE: 1-6**  **LESSON: Color Diplomacy**  **SUBJECTS:** Psychology, Cultural diplomacy, Social sciences, arts, … |

**6. Color Diplomacy, Color Symbolism**

1. **Introductory guide, questions for engaging:**

*Orange … when you think on orange, what appears in your mind?*

*What is your favorite color?*

*Can you describe why? How would you describe the color to a blind person?*

*What colors would you relate to emotions? What color would you relate to nature?*

*Exchange with your colleagues, make further reflection on color symbolism*

Color is a fundamental aspect of human communication, and its symbolism can have a profound impact on our emotions, perceptions, and behaviors. In the realm of politics, colors can be used to convey values, beliefs, and ideals, often subconsciously influencing our opinions and decisions. The colors we choose to associate with a particular movement or ideology can shape our understanding of its goals and values, as seen in the prominent use of green in *green politics* and policy documents such as the EU's Green Deal policy.

This subtle yet powerful tool of communication has been extensively studied in color psychology, with researchers uncovering fascinating insights into how different colors can evoke emotions and attitudes.

Let us explore more about colors through the prism of the color Green and its situated symbolical meaning:

* 1. ***The GREEN and its nuances***

The color Green is one of the most used colors for diverse purposes in the current Sustainable Development. Green holds various symbolic meanings across different cultures and contexts, often representing themes of growth, renewal, and vitality. However, it can also be associated with negative connotations such as jealousy, poison, and witchcraft.

*How is your perception of ´green´and what what would you associate ´green´? How is green experienced by a blind person?*

*“Ich verbinde grün mit Wiese und mit Salat, mit etwas frisches… aber das Hellgrün assoziiere ich mit der Pfeffermünztee.“* (response from a blind student in German. Translated in English: *“I associate ´green´ with grass and with a salad, with something fresh … but the light green I associate with a mint tea “*

Nuances in color can significantly influence the specific symbolic meaning conveyed by a particular shade, tone, or hue. By considering the subtleties of color variations, individuals can ensure that their intended message is accurately communicated without the risk of being misunderstood.

**Explore, explain:** *What nuances of green can you name and associate with some sensation, such as in the example of the blind student above?*

By considering these nuances in the color green, choose the tone that best aligns your intended message and symbolism. Whether aiming to convey growth, stability, earthiness, innovation, or tranquility, selecting the appropriate nuance of green ensures that the message is conveyed accurately and effectively, minimizing the risk of misinterpretation.

**Extend your experience:** Read the article, make summary with most important notes you found about the color green and apply it on other colors you find interesting, from the psychological perspective: <https://www.colorpsychology.org/green/>

Present your findings and exchange with your colleagues.

Research more about the meaningof ´green´ and how it is situated, such as in politics, art, health, ..

**2. Symbolic Importance of Color in Cultural Diplomacy**

Color holds significant symbolic value in various cultures and plays a crucial role in cultural diplomacy. Colors can convey meanings and emotions, and their use can influence perceptions and interactions between different cultures.

**Explore how:** make research about symbolic of a color you like in diverse cultures.

Look for state symbols such as colors on the flag, official dress/suite/ colors, colors of

trendy products, and so on …

Listen & read about symbolism of color explained by Dr. Vien Cheung University of Leeds: Colour: its influence and impact on the way we live: <https://spotlight.leeds.ac.uk/world-changers/colour/>

Read brief explanation of the J.W. von Goethe Theory of color: <https://www.themarginalian.org/2012/08/17/goethe-theory-of-colours/>

**3. The Significance of Colors in Politics and Policies**

Colors hold symbolic meanings that can convey messages, evoke emotions, and shape perceptions. In the realm of politics and policies, the use of colors is often strategic and intentional, serving as a powerful tool for communication and branding.

*How colors matter in politics and policies?*

Different colors are symbolically associated with specific meanings and concepts. For example, green is commonly linked to environmentalism and sustainability, making it a fitting choice for initiatives like the European Green Deal. Similarly, blue often symbolizes stability, trust, and reliability, which may be reflected in policy documents like a *Blueprint* for economic development or governance.

Political parties, organizations, and movements often adopt specific colors to establish their brand identity and foster recognition among constituents.

For instance, the use of red in socialist or leftist movements may signify passion, solidarity, or revolutionary ideals, while conservative parties may opt for colors like blue or green to convey stability, tradition, or environmental protection.

Colors can evoke emotional responses and influence public opinion. For example, warm colors like red or orange may convey urgency, excitement, or passion, while cool colors like blue or green may evoke calmness, trust, or serenity. Political campaigns and advocacy efforts often leverage color psychology to appeal to voters' emotions and values.

The meaning of colors can vary across cultures and contexts, highlighting the importance of understanding symbolic associations and cultural nuances. For example, while white may symbolize purity or peace in some cultures, it may represent mourning or loss in others. Awareness of these cultural differences is essential for effective communication and cross-cultural engagement.

**3.1. exercise**

Explore: connect to and make test in the color naming:

<https://colornaming.net/>



**3.2. How blind people experience color?**

Listen to Tommy Edison, who was born blind, how he explains what the colors red, blue, orange, black, and white mean to him.

[ • Blind Person Guessing The Colors of S...](https://www.youtube.com/watch?v=U8F9ewlroRk&t=0s)

<https://www.youtube.com/watch?v=59YN8_lg6-U>

Related Videos: Blind Person Guessing The Colors of Scented

<https://www.youtube.com/watch?v=gCwZCaawKNk>

**Task for Assessment:**

**Color-Emotion-Action Vocabulary:**

**Create** a color-emotion-action vocabulary chart that includes various colors, nuanced descriptions of their emotional connotations, and associated actions or behaviors.

By engaging in this task, students can deepen their understanding of the symbolic meaning and psychological impact of colors in politics and policies, as well as develop critical thinking skills in analyzing visual communication strategies.

For example:

Color: Red

Emotion: Passionate, energetic, urgent

Action: Mobilize, protest, advocate

Encourage students to explore how different colors are used in political messaging, advertising, and branding to evoke specific emotions and influence behavior.

Ask students to analyze political campaign materials, policy documents, or advertisements to identify color choices and assess their effectiveness in conveying messages and eliciting emotional responses.

**Multiple-Choice Quiz:**

Which color is commonly associated with environmental sustainability and is prominently featured in initiatives such as the European Green Deal?

a) Red b) Blue c) Green d) Yellow

Answer: c) Green

What color is often used to symbolize stability and trust, and may be found in policy documents like the European "Blue Print"? a) Green b) Blue c) Red d) Purple

Answer: b) Blue

Which color is associated with peace and diplomacy and is prominently featured in the United Nations flag? a) Red b) Yellow c) Blue d) Orange

*In the Sustainable Development Goals (SDGs) logo, what color is used to represent Goal 3: Good Health and Well-being?* a) Red b) Yellow c) Blue d) Purple

Answer: a) Red

*Which color is often used to symbolize energy, innovation, and technological advancement, and may be featured in policies related to renewable energy, digital transformation and prevention of violence?* a) Green b) Blue c) Yellow d) Orange

Answer: d) Orange

*What color is commonly associated with poverty reduction, social justice, and economic empowerment, and may be featured in policies aimed at addressing inequality and promoting inclusive growth?* a) Blue b) Red c) Yellow d) Purple

Answer: b) Red

*In the European Union flag, what color represents peace and harmony among the member states?* a) Blue b) Green c) Red d) Yellow

Answer: a) Blue

*Which color is often used to symbolize education, knowledge, and creativity, and may be featured in policies related to lifelong learning and cultural enrichment?* a) Green b) Blue c) Yellow d) Purple

Answer: c) Yellow

*What color is commonly associated with gender equality, women's empowerment, and human rights, and may be featured in policies aimed at promoting gender equity and social inclusion?* a) Pink b) Blue c) Red d) Purple

*Answer: d) Purple*

*In the United Nations Sustainable Development Goals (SDGs) logo, what color represents Goal 13: Climate Action?* a) Green b) Blue c) Yellow d) Orange

Answer: a) Green

**References and related scientific research:**

**Journal Articles:**

Mehta, R., & Zhu, R. J. (2009). *Blue or red? Exploring the effect of color on cognitive task performances*. Science, 323(5918), 1226-1229.

**Online Resources:**

Color Matters: This website offers comprehensive information on the science and psychology of color, including articles, research findings, and practical applications in various domains. (URL: <https://www.colormatters.com/>)

The Psychology of Color in Marketing and Branding: An article on the American Psychological Association (APA) website that explores the psychological effects of color in marketing and branding, drawing on scientific research and real-world examples. (URL: <https://www.apa.org/news/press/releases/2013/03/color-marketing>)

The Influence of Color on Consumer Behavior: A research paper published in the Journal of Business Research that investigates the impact of color on consumer perceptions, preferences, and purchasing behavior. (URL: <https://www.sciencedirect.com/science/article/pii/S0148296313001026>)

**3.3. Color symbolism in art**

***Hundertwasser* Yellow\_jalousy**

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GELBE HÄUSER - MIT DER LIEBE WARTEN TUT WEH, WENN DIE LIEBE WOANDERS IST - EIFERSUCHT

YELLOW HOUSES - IT HURTS TO WAIT WITH LOVE IF LOVE IS SOMEWHERE ELSE

MAISONS JAUNES – JALOUSIE

*“It hurts to wait with love if love is somewhere else” HWG46*

**Ein Bild, das Zeichnung, Kinderkunst, Kunst, Bild enthält.

Automatisch generierte Beschreibung**

*"When you mix architecture with love, you get box houses-of-cards with yellow hot-water-bottle windows. In every window a blue tear. The red tower is located at Vienna's West Train Station. Near it is where she lived. Plattensteiner, my astrologer, said I should paint a lot when I am unhappily in love, especially then. Later I would not get around to it."*

(from: Hundertwasser 1928-2000, Catalogue Raisonné, Vol. 2, Taschen, Cologne, 2002, p. 507)

**Engage, imagine, reflect, explain, exchange***: Have you experienced “unhappy love” and being jealousy? How would you describe the feeling? Have you spoken about with someone?*

*What was the cause? How have you overcome it?*

Reflect on experiences (if so), exchange with your colleagues, how to maintain such attempts and understand the cause.

*It may help you by further experiences when … what?*

Become aware of causes and your reactions, become aware of the power of colors on your emotional state and cognition

*(even if no conscious impact, that is also an self-perceptive finding)*

*What color would you order to jalousy? How would you embody such experience?*

It can be a musical phrase, a bodily movement, drawing, story … Give your imagination free space for playful creations, make an exhibition with your colleagues on the topic

*What colors would you associate with other emotions?*

*What color would you relate to someone?*

There are endless possibilities to attach to color and meaning. Use this tool for becoming aware of its meaning and use, learn to work with colors for your presentations, understand the symbolic meaning of colors while using emoticons, communicating in digital space, avoid misunderstandings ..

**Extend experience**: Read the Color Poem of *Hundertwasser*, written in Vienna 1957 for the Poster catalogue for Gallery St. Stephan: My eyes are tired, (orig. in German).

<https://hundertwasser.com/en/texts/ich_esse_nicht_gerne_kirschen> (Engl. Version)

How are colors described and connected with *Hundertwassers* environmental ecology?

*What signs are included in verses?*

*What is the meaning of those signs and how it integrates into overall composition of the poem?*

**Extend your experience:** Write your Color Poem, include signs which you find suitable and meaningful for your poem. What would be your focus put on? What matter would you associate with colors? Imagine and create, compose your poem, read it to someone, exchange impressions, record, send as a message to someone you like, draw a picture to illustrate the poem, compose a music phrase, …