

Body Language: Key to Professionals Success
Prof. Rashmi Gaur
Department of Humanities and Social Sciences
Indian Institute of Technology, Roorkee

Lecture - 18
Chromatics, Olfactics & Physical Appearance

Welcome dear participants to the 3rd Module of the fourth week. In this module we would be discussing Chromatics, Olfactics as well as the significance of Physical Appearance to understand the kinetic signals of other people. Chromatics as well as Olfactics have recently emerged as subcategory of non-verbal aspects of communication. They were not included in the initial discussions of Ray Birdwhistell or Hall etcetera.

Chromatics is the way we respond to different colors. Our visual sense is used in an active manner as well as in a passive manner. Chromatics is our communication of messages through colors. It is a vital aspect of non-verbal communication though still not much work has been done in this area.


Our visual sense can be used in an active as well as in a passive manner and therefore, it responds in almost an immediate and subconscious manner like all the other aspects of non-verbal communication. Colors also have cultural meanings and they represent different traits and perceptions in different cultures. A color may have a particular meaning in a particular culture, but in the other culture it may have a different interpretation.

(Refer Slide Time: 01:57)


What is Chromatics?

- Chromatics: communication of messages through colors, a vital aspect of nonverbal communication
- Visual sense can be used in an active as well as passive manner
- Colours have cultural meanings. They conjure different traits and perceptions in different cultures
 - May mean one thing in the US, but something different in Asia or Africa
 - E.g., in US you wear black when in mourning, in India white
 - In Hong Kong traditional bridal dresses are red, in Poland white
 - In Chile a yellow roses means “I do not like you”, in US the opposite

(Source: http://ifa.amu.edu.pl/~kryncki/my_pres/my_pres_17.htm)



(Image: <https://www.alamy.com/stock-photo/chromatics.html>)




IT ROORKEE | NPTEL ONLINE CERTIFICATION COURSE | 2

For example in certain countries black is the color of mourning whereas, in certain other cultures it is considered to be the white which is appropriate during these unfortunate occasions.

(Refer Slide Time: 02:09)

- Color holds power in business and professional worlds: A brand's logo and visual identity comprise a number of visual cues, such as shapes, symbols, numbers and words. But the component that people remember most is color. Color increases brand recognition by up to 80%
- Colors have emotional as well as practical value in business contexts. On an emotional level color affects how consumers feel when they look at a brand, while on a practical level it can help a brand stand out in the crowd
 - “A number of studies on the relationship between color and branding reveal that up to 90% of snap judgments made about products can be based on color alone,
 - Colors influence how consumers view the ‘personality’ of the brand in question
 - Relationship between brands and color hinges on the perceived appropriateness of the color being the right ‘fit’ for a particular brand”

Source: <https://www.canva.com/learn/color-meanings-symbolism/>



IT ROORKEE | NPTEL ONLINE CERTIFICATION COURSE | 3

In the context of interpersonal and business communication, there may be two ways of responding to these findings associated with how we interpret and respond to different colors.

Primarily, we look at colors in our surroundings and in the design of a space, offices space for example. The role of color is important and therefore, we can say that colors hold a certain power in business and professional world.

It is particularly visible in marketing where the color, which has been used for presenting a brands logo and visual identity, becomes dominant. Even though when we look at a brands logo there are different types of visual cues, shapes, numbers, certain words would also be there, but what stands out ultimately is the color which we normally remember and the use of color increases brand recognition by up to 80 percent.

At the practical level we find that a clever and well thought out use of color in a brand makes it a standout in a crowd. The relationship between brand and color hinges on the perceived appropriateness of the color being an exact fit for this situation.

(Refer Slide Time: 03:32)

- Colors of clothing, products, packaging or gifts send intended or unintended messages, especially when people communicate cross-culturally (Hellriegel & Slocum p. 274)
- Significant also within the work cultures: reflect upon the work culture of an organization and its corporate identity
- Natalie Boyd has commented on cultural associations of color in business packaging in the United States*
- Warm colors, such as red, orange and yellow, increase anxiety, arousal and appetite. Fast food chains often choose color combinations of red and yellow because these colors increase appetite. Conversely, cool colors produce a calming effect and stimulate thinking

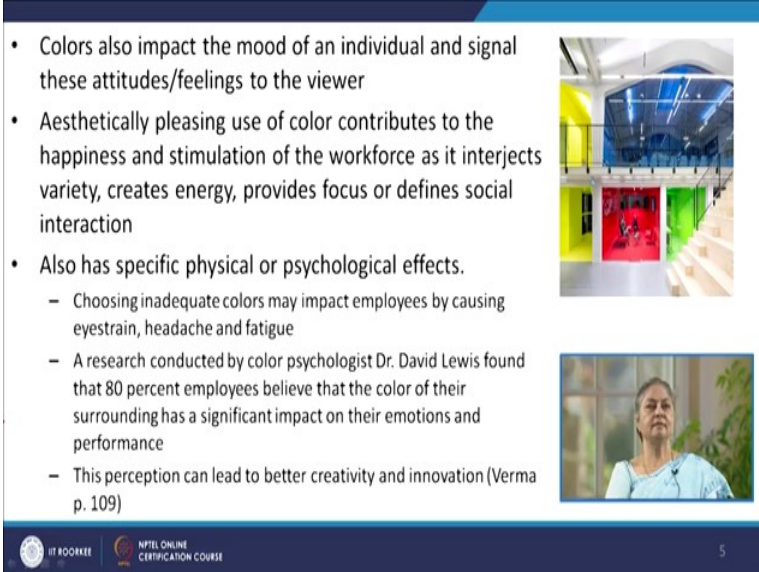
*Ref: <https://www.howdesign.com/resources-education/online-design-courses-education/what-do-colors-mean-in-different-cultures/>

IT ROOKEE | NPTEL ONLINE CERTIFICATION COURSE

Colors are not only important for marketing, but we find that in our clothing, in our choice of accessories, in the way we package our gifts etcetera. We pass on messages which may be intended, but mostly they are unintended. The cross-cultural significance also has to be understood. At the same time we find that colors impact the work culture in an organization as well as the corporate identity which can be created with the help of certain colors. Natalie Boyd has commented on the cultural associations of color in business packaging in the United States.

Warm colors such as red, orange, yellow etcetera increase anxiety, appetite, arousal and therefore, fast food chains often choose color combinations of red and yellow because these colors increase appetite. On the other hand, cool colors produce an effect which is soothing and they stimulate thinking and therefore, they are preferred in the interior decoration of restaurants.

(Refer Slide Time: 04:47)




- Colors also impact the mood of an individual and signal these attitudes/feelings to the viewer
- Aesthetically pleasing use of color contributes to the happiness and stimulation of the workforce as it interjects variety, creates energy, provides focus or defines social interaction
- Also has specific physical or psychological effects.
 - Choosing inadequate colors may impact employees by causing eyestrain, headache and fatigue
 - A research conducted by color psychologist Dr. David Lewis found that 80 percent employees believe that the color of their surrounding has a significant impact on their emotions and performance
 - This perception can lead to better creativity and innovation (Verma p. 109)

Our choice of color suggests our attitudes to other people and at the same time the choice of color in our surroundings influences our moods also. The use of those colors which are aesthetically pleasing in our surrounding create a positive stimulation in us at the workplace and they help us in retaining our focus during our official interactions. Choosing inadequate colors may impact employees by causing not only eye strain or headache, but also it can encourage a sense of fatigue.


Also I would refer to a very interesting finding of Doctor David Lewis, a color psychologist who has found in his research that about 80 percent employees believe that the color of their surroundings has a significant impact on their emotions and performance. A well planned use of colors which are able to stimulate positive feelings amongst the employees would lead them to better creativity and innovative ideas. We understand that colors have a psychological association and they have thus a certain communicative value.

(Refer Slide Time: 06:07)

- Colors have psychological associations and communicative value
 - For example, performers feel more relaxed in green rooms, weightlifters do their best in blue gyms
- Individual choice and our selection of colours speaks something of our personality, our attitude, and our mindset
- Andrea Mountford, a color psychologist, comments that wearing the right colors at work is extremely important. They make a positive impact on colleagues and bosses and can also enhance career (Verma p. 109)
- Suitable colors for professional contexts



[Image: <http://materialicious.com/2014/04/nti-office-by-long-lee-architects.html>]




IT ROORKEE | NPTEL ONLINE CERTIFICATION COURSE 6

For example, performance feel more relaxed in a green room and weightlifters do their best in blue colored gyms, but beyond this in the professional world it is our choice of colors through different accessories which we carry on our body that we reflect our personality and our attitudes to other. Different color psychologists have commented that wearing the right shades at workplace is important because it helps us in creating a particular impact on our colleagues as well as on our bosses and can enhance our career choices. This finding brings us to the next logical question and that is what may be the suitable colors for professional contexts.


(Refer Slide Time: 06:54)

Professional Implications

- Darker colors convey authority, whereas lighter shades project an approachable image
 - According to researchers and image consultants, the appropriate professional attire for both men and women is in black or navy blue. Black is often associated with traits like authority, aggression, or power (Martin & Chaney p.75)
- Studies have also found patterns and relationships between uniform color and employee/customer behaviors
- Industries take advantage of the subliminal effects of color psychology to build and reinforce their brand images, messages, and goals, as color triggers subconscious and deeply rooted emotional responses in how people think, make choices



[Image: <https://atalloresuit.com/mens-suit-colors.html>]



IT ROORKEE | NPTEL ONLINE CERTIFICATION COURSE 7

A darker colors convey a sense of authority whereas, lighter shades project an approachable image. Different findings are almost unanimous in this suggestion that the appropriate color for the professional attires for all genders is either black or navy blue. Some psychologists have suggested gray also, but the majority is in favor of black or navy blue. These colors are associated with traits like authority and power. Black particularly is also associated with a positive sense of aggression in the sense of being assertive.

Researchers also lead us to think that there is a certain relationship between the color which is chosen for a uniform and the behavior of the employees as well as the behavior of a customer towards an employee who is dressed in a particular color. Industries have always taken advantage of these researchers. Different industries have different goals and messages which they want to convey and fulfill.

They also have different brand images and even within a particular organization we find that different segments perform different type of duties. And therefore, they want to use the subliminal effect of color psychology to trigger subconscious and deeply rooted emotional responses in how people think behave and make their choices in the workplace.

(Refer Slide Time: 08:28)

• A study of Creighton University (1999) found that colors have a substantial role in both employees' efficiency and emotions in the workplace

- It found that employees in blue uniform feel calm and are more hopeful about their work - this mindset allows them to remain more engaged throughout the day

• Various industries have different images and goals they hope to achieve. Their choice of uniform colors conveys particular sets of subliminal messages:

- Doctors, medical staff, lab workers – white to create a sense of sanitation and sterility
- McDonald's has long used yellow and red combination—to capture red's associated traits of excitement and yellow's conveyed feelings of warmth and happiness

(Source "Uniform Color Psychology: Sending Subtle Messages.")

(Source & Image: "Uniform Color Psychology: Sending Subtle Messages.")

(Source "Uniform Color Psychology: Sending Subtle Messages.")

IIT ROORKEE NPTEL ONLINE CERTIFICATION COURSE 8

Colors also have the capability to substantially impart a sense of efficiency and positivity in the workplace if used correctly. A study of Creighton University conducted in 1999

found that employees who were wearing uniforms in different shades of blue felt calm and they also felt more hopeful about their professional roles and competence. The choice of uniform colors conveys particular sets of subconscious messages. For example, the medical staff, doctors, lab workers are always dressed in white because it imparts a sense of purity and also evokes associations of sanitation and sterility.

McDonald has used yellow and red combination to capture the associated traits of excitement as far as red is concerned, and they conveyed feelings of warmth and happiness which are conventionally associated with yellow. These associations have also been supported by research.

(Refer Slide Time: 09:42)

Color	Symbolized Traits
Black	power, sophistication, mystery, death
White	hope, simplicity, cleanliness, goodness, purity
Red	love, passion, romance, danger, energy
Yellow	intellect, friendliness, warmth, caution, cowardice
Blue	peace, sincerity, confidence, integrity, tranquility
Grey	authority, maturity, security, stability
Green	life, growth, nature, money, freshness
Orange	innovation, creativity, thinking, ideas
Purple	royalty, luxury, wisdom, dignity

What do Colors Symbolize in General?

Source: <https://visme.co/blog/how-to-choose-a-color-scheme/>

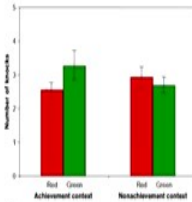
IT ROORKEE | NPTEL ONLINE CERTIFICATION COURSE | 9

This chart displays the normal associations which we have with different colors. These are based not only on common perceptions, but they have also been supported by scientific researches. Even though this chart displays the dominant perceptions as well as findings of scientific researches, there are cultural variations in the way we interpret different colors.

(Refer Slide Time: 10:13)


Cultural Interpretations

- Multiple associations of colors
- Red: In China it is associated with good luck, but symbolizes bad luck to many Koreans. In France and the United Kingdom, it is perceived as masculine. In Japan it is associated with happiness. In Ghana it is associated with sadness. In some other African countries it is associated with witchcraft and death (Martin & Chaney)
- In affiliative situations, people wearing red clothing are perceived to be more attractive than those dressed in other colors. However, in achievement situations, red is associated with negative or avoidant responses



Context	Red	Green
Achievement context	~2.5	~3.5
Nonachievement context	~3.0	~2.5

(Image: <https://www.sciencedirect.com/science/article/pii/B9780123942869000020>)





IT ROORKEE | NPTEL ONLINE CERTIFICATION COURSE | 10

Let us look at these cultural variations. Now the red color has different associations in different cultures in China. It is associated with good luck, but for many Koreans it symbolizes just the opposite. In countries like France and Britain, it is perceived to be a masculine color. In Japan it is associated with happiness; in Ghana on the other hand it is associated with a sense of sorrow. In certain other African countries, it is associated with witchcraft and symbolizes death.

Researchers have also found that in affiliative situations, people who are attired in red color are perceived to be more attractive, however in achievement situations red is associated with negative or avoidant responses.

(Refer Slide Time: 11:03)


- In intellectual achievement contexts in which one's competence is evaluated, red is associated with failure and green with success (Richards & Flink p. 1684). But normal associations with energy and passion remain vivid in people's perception
- Rebeca Gross* has analyzed some brand colors to prove it
 - Kombi sells warm winter clothing suitable for the Canadian climate. Its brand identity uses red to evoke that feeling of warmth and heat as well as drawing on the colors of the Canadian flag



VÄNSTERPARTIET

image:
<https://www.crvflags.com/lotw/flags/se-pol.html#socialdemokraterna>

The visual identity the Swedish Democratic Youth League uses is red as it is strongly tied to political affiliations
In Sweden, red is the color of the Democratic Party, derived from its traditional symbol of a red rose



*Rebeca Gross, <https://www.canva.com/learn/color-meanings/symbolism/>

IT ROOKIE | NPTEL ONLINE CERTIFICATION COURSE | 11


It is said also about the intellectual achievement context in which our competence is evaluated, where red is associated with failure and green is associated with success. Despite these findings we find that the normal associations in people's mind of red are with energy and passion which remain vivid and are often used as marketing strategy.

I would refer here to a very interesting article by Rebecca Gross who has analyzed certain brand colors to prove this idea. She has referred to the brand of Kombi which sells a warm winter clothing suitable for the Canadian climate. Its brand identity is based on red which evokes feelings of warmth as well as its associations with the colors of the Canadian flag.


She is also referred to the visual identity of the Swedish Democratic Youth League which has used red as it is a strongly tied to the political affiliations and the traditional symbol of the red rolls as far as the Swedish Democratic Party is concerned.

(Refer Slide Time: 12:20)

- **Blue** may have a positive connotation when used to represent peace and tranquility associated with the blue of the sky or the sea. In most countries blue is viewed as a masculine color; except in Iran, where blue is considered undesirable
 - In other situations, blue may have a negative connotation when used to suggest sadness, depression. "To be in the blues" expresses melancholia
- The brand identity for Wo Hing General Store draws on a rich visual language that combines vibrant blue with light blue. It pays homage to the bright lights of Asia while portraying a calmer space and atmosphere
- Siegfried is a life coaching company that is all about communication and leadership. Blue in its advertisements conveys Siegfried's professionalism, dependability, strength and vibrancy



Source and image: Rebeca Gross.
<https://www.canva.com/learn/color-meanings-symbolism/>



IT ROOKIE | NPTEL ONLINE CERTIFICATION COURSE | 12


Different associations of blue have also been used to represent peace and tranquility and it is always associated with the blue of the sky or the sea in this sense. In most countries, it is viewed as a masculine color. Iran is an exception where blue is considered as an undesirable color. Despite the positive associations which color has in our psychology, we find that in language it communicates a negative meaning to be in. The blue expresses a melancholy attitude and suggest depression.

However the positive aspects of blue have been used as marketing strategy and a particular brand which has used different shades of blue very effectively is the one of Wo Hing general store which draws on the rich visual language that combines vibrant blue with light blue. It pays homage to the bright lights of Asia and at the same time portrays eye space and atmosphere which is soothing to look at.


Another example is of the brand images of a life coaching company Siegfried which is about communication and leadership. The blue in the advertisements of this life coaching company suggest professionalism as well as dependability.

(Refer Slide Time: 13:52)

- **Green:** Brighter, lighter greens indicate growth, vitality and renewal; while darker, richer greens represent prestige, wealth and abundance
- This business card for Albahaca Restaurant looks good enough to eat! With a vibrant green image of the restaurant's namesake herb, the brand is fresh, healthy and full of vitality



Branding by Kokoro & Moi to promoting a street food festival in Helsinki, also used green. The fluorescent green communicates both the neon lights of Asia's night markets as well as the fresh and experimental food being served (Rebeca Gross)




IT ROOKIE | NPTEL ONLINE CERTIFICATION COURSE | 13


Different shades of green are also used in marketing strategy. The bright yet light green color indicates growth, vitality and renewal whereas, the richer shades of green which are darker in tone represent wealth, abundance and prestige. Rebecca Gross has taken examples of two brands. One is of the business card for Albahaca restaurant which uses vibrant green and it is associated with the restaurant's namesake herb suggesting fresh and healthy food. Another example which has been cited by her is related with the branding by Kokoro and Moi to promote their street food festival in Helsinki. The fluorescent green communicates the neon lights of Asia's night markets as well as the fresh and experimental food which people expect in such situations. Black is another color which has multiple associations.

(Refer Slide Time: 14:57)

- **Black** is associated with power, exclusivity, sophistication and high technology. But may also be considered funereal and thus evokes feelings of sadness
 - Often used in metallic or glossy shades, contrasted with bold colors in brand advertisements for suggestions of power and exclusivity
- **White** suggests purity and innocence and has been used successfully in marketing soaps as well as bridal gowns. Also suggests mourning. Used when brand personality is about simplicity, purity and transparency
- **Customs:** In Brazil, should avoid wearing green and yellow
 - These are the colors of the Brazilian flag, and people of Brazil do not wear them. This is different from the American practice in which flag colors can be used for any product (Martin & Chaney p.76)
- **Religious symbolism :** Saffron in Hinduism, Green in Islam



Source and image:
<https://www.canva.com/learn/color-meanings-symbolism/>



14



It is associated with exclusivity, power, sophistication as well as high end technology. On the other hand, it is also associated with a funereal atmosphere and they evoke sorrow. In marketing strategies, it has often been used in metallic and glossy shades often contrasted with other bold colors for suggesting power and exclusivity as well as technical competence.

White is associated with purity and innocence and has been successfully used in marketing of those brands where the personality is about simplicity, purity and transparency. Colors also have certain customary associations. For example, in Brazil people tend to avoid wearing shades of green and yellow because these are the colors of the Brazilian flag and the people of Brazil do not want to use it for their day to day apparels.

This practice is very different from the American practice where the colors of the flag can be worn on any type of a product at the same time colors also have religious symbolism. For example, Saffron is considered sacred in Hinduism whereas, green is considered to be sacred in Islam.

(Refer Slide Time: 16:27)

- **Color-in-Context Theory**: is a broad model of color and psychological functioning that explains and predicts relations between color and its affect, cognition and behavior
 - Color is a nonlexical visual stimulus that can symbolically convey various types of information
 - It is associated with psychologically relevant meanings - beyond intrinsic and appraisals of pleasantness/unpleasantness. Our brain automatically, implicitly, processes these
- John Gage, *Color and Culture: Practice and Meaning from Antiquity to Abstraction* (1999): color is a contingent, historical occurrence whose meaning, like language, lies in the particular contexts in which it is experienced and interpreted
- Elliot and Maier (2012) suggest that a color's meaning is interpreted in the environment in which it is encountered
 - Contexts that affect color perceptions include additional visual information, such as the shape or texture of the object on which the color is seen



IT ROORKEE NPTEL ONLINE CERTIFICATION COURSE 15

In the context of professional communication, we also have to look at the color in context theory which is a broad model of color and psychological functioning. That explains and predicts relations between color and its effect, cognition and behavior.

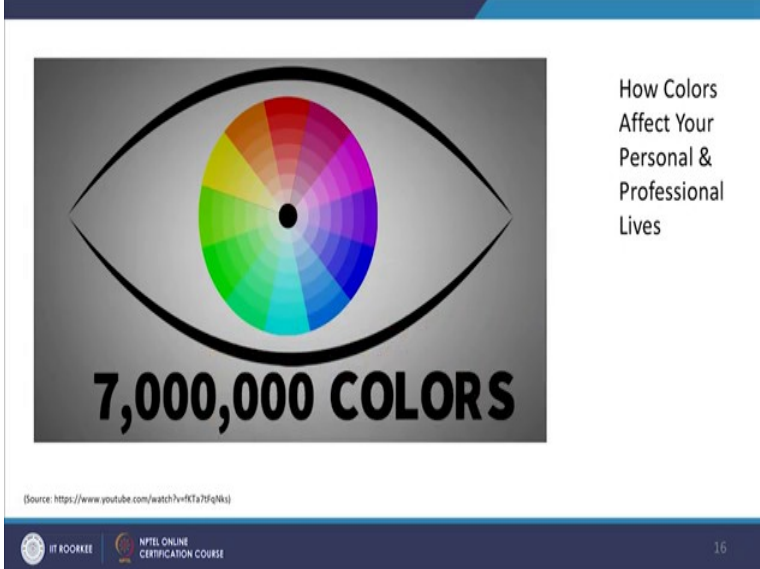
According to this theory, color is a non-lexical visual stimulus that can symbolically convey various types of information about the person who is carrying a particular color. It is also associated with different meanings which have psychological relevance and this relevance goes beyond the intrinsic values of colors as well as beyond the simplistic and superficial appraisals of pleasantness and unpleasantness. Our brain is capable of processing them almost immediately and automatically.

I would also refer to a very interesting book which talks about this aspect of non-verbal communication. It is by John Gage. The title of the book is *Color and Culture Practice and Meaning from Antiquity to Abstraction* published in 1999, wherein he has suggested that color is a contingent historical occurrence whose meaning like language lies in the particular context in which it is experienced and interpreted. Other theorists like Elliot and Maier have also suggested that the meaning of a particular color cannot be dissociated from the context or the environment in which it is encountered.

And it is a context which affects our perception of a color and gives an additional understanding and information. For example, the shape and the texture of the object on

which the color is seen, the placing of this object in a particular environment etcetera also provide additional interpretations of a particular color.

(Refer Slide Time: 18:37)



How Colors Affect Your Personal & Professional Lives

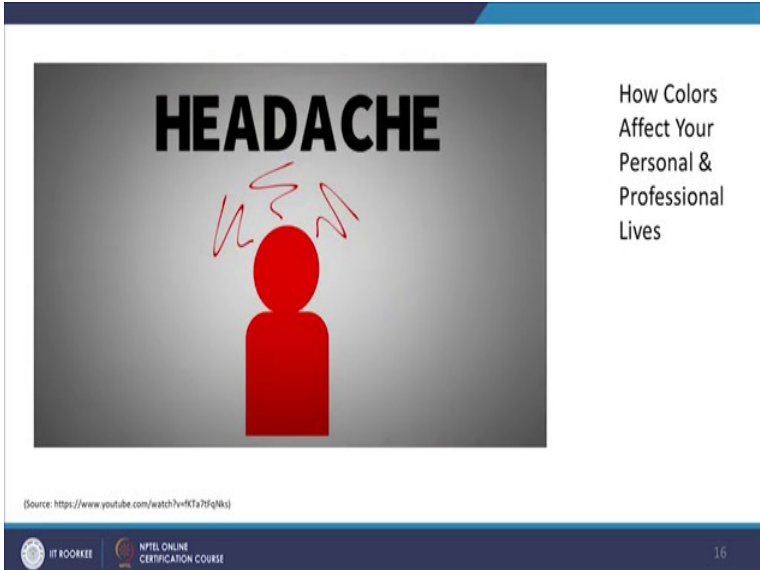
7,000,000 COLORS

(Source: <https://www.youtube.com/watch?v=fK7a7f9Nks>)

IT ROORKEE | NPTEL ONLINE CERTIFICATION COURSE | 16

Nonetheless we can say that colors affect our personal as well as professional lives by imparting clues about our personality to others. Moment you open your eyes in the morning, your brain is flooded with over seven million colors.

(Refer Slide Time: 18:52)



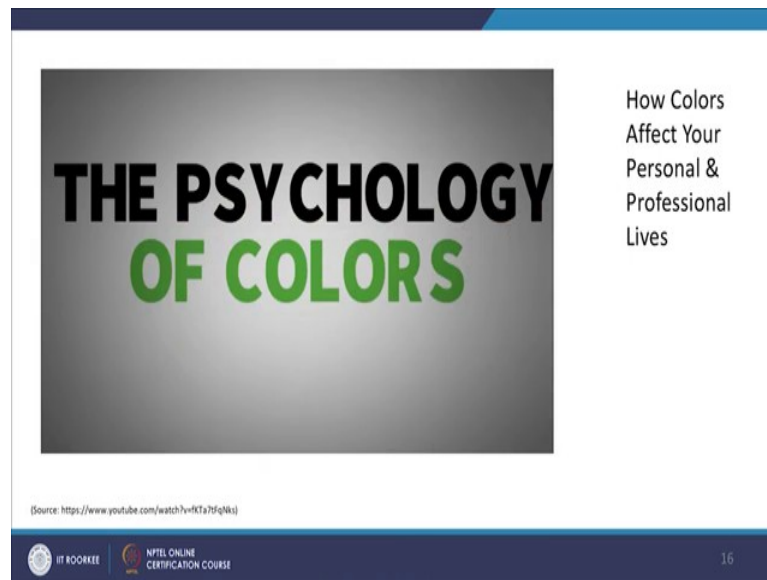
How Colors Affect Your Personal & Professional Lives

HEADACHE

(Source: <https://www.youtube.com/watch?v=fK7a7f9Nks>)

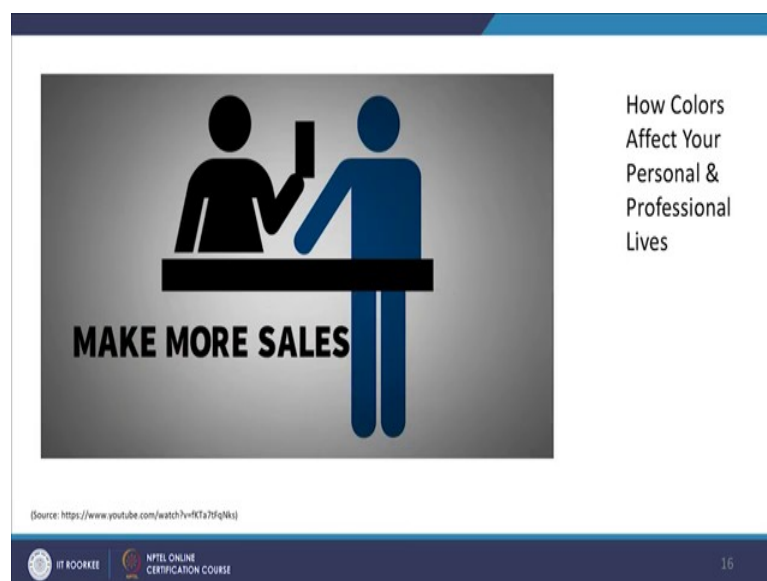
IT ROORKEE | NPTEL ONLINE CERTIFICATION COURSE | 16

(Refer Slide Time: 18:55)



The slide features a central graphic with the text "THE PSYCHOLOGY OF COLORS" in bold, black and green letters. To the right, the subtitle "How Colors Affect Your Personal & Professional Lives" is displayed in a smaller, black font. The slide includes a source link at the bottom: (Source: <https://www.youtube.com/watch?v=KfTa7fGkNs>). The footer contains the logos for IIT ROORKEE and NPTEL ONLINE CERTIFICATION COURSE, along with the page number 16.

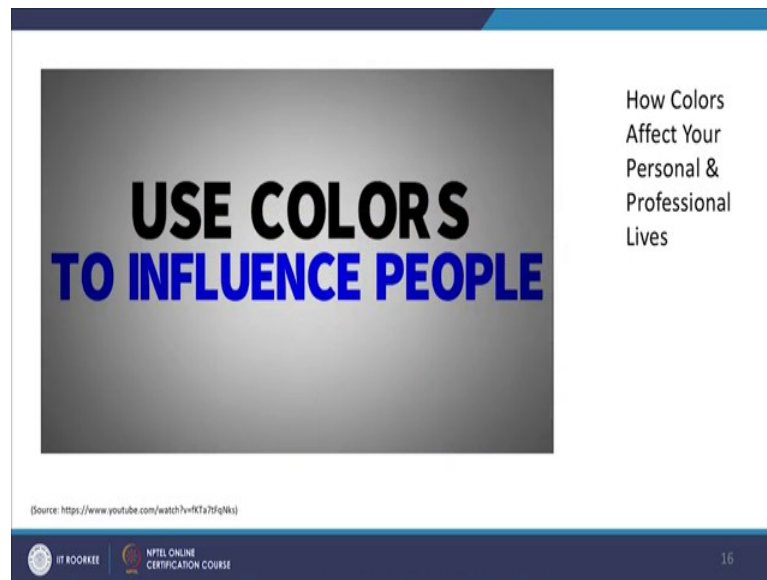
(Refer Slide Time: 19:00)



The slide features a central graphic with the text "MAKE MORE SALES" in bold, black letters. Above the text is an illustration of two stylized human figures, one black and one blue, standing behind a counter. The blue figure is holding a tablet or document. To the right, the subtitle "How Colors Affect Your Personal & Professional Lives" is displayed in a smaller, black font. The slide includes a source link at the bottom: (Source: <https://www.youtube.com/watch?v=KfTa7fGkNs>). The footer contains the logos for IIT ROORKEE and NPTEL ONLINE CERTIFICATION COURSE, along with the page number 16.

Believe it or not some colors can even give you a headache. Once you understand the psychology behind colors, you will be better equipped to take on the world. With an understanding of the basic colors, you can become a better marketer and make more sales.

(Refer Slide Time: 19:07)



**USE COLORS
TO INFLUENCE PEOPLE**

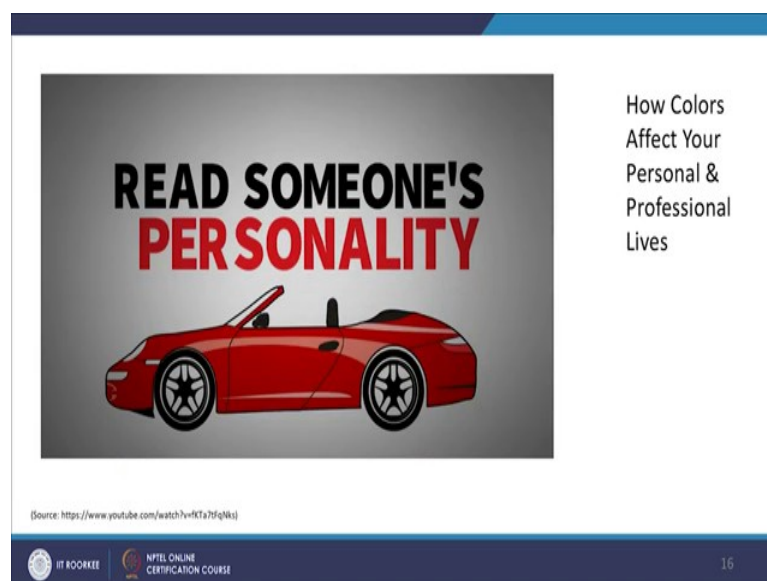
How Colors
Affect Your
Personal &
Professional
Lives

(Source: <https://www.youtube.com/watch?v=KfTa7fGkNs>)

IT ROOKIE | NPTEL ONLINE CERTIFICATION COURSE


16

(Refer Slide Time: 19:11)



**READ SOMEONE'S
PERSONALITY**

How Colors
Affect Your
Personal &
Professional
Lives



(Source: <https://www.youtube.com/watch?v=KfTa7fGkNs>)

IT ROOKIE | NPTEL ONLINE CERTIFICATION COURSE

16

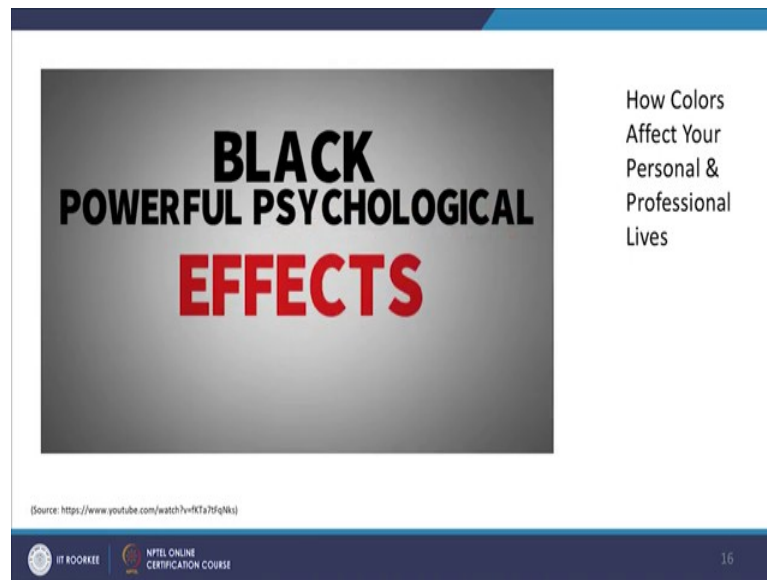
(Refer Slide Time: 19:19)



You can use the power of certain colors to influence people and make yourself more persuasive. Knowledge of color psychology can even help you read another person's personality just by looking at the color of their car. Although we see the world in 7 million different colors, most people do not have the slightest clue how colors affect their mood and purchasing decisions. By wearing certain colors you can make people feel a certain way which could help you succeed in a variety of different situations.

For example, imagine you have an interview tomorrow and you really want the job, but there is a long list of applicants before and after your interview. Now, the color blue is associated with loyalty and trust, so the simple act of wearing blue to the interview will make the hiring manager unconsciously trust you more. Imagine you have a major business deal coming up or some other important event. By wearing blue you have seen more trustworthy and the business deal is more likely to turn out in your favor.

(Refer Slide Time: 20:04)



**BLACK
POWERFUL PSYCHOLOGICAL
EFFECTS**

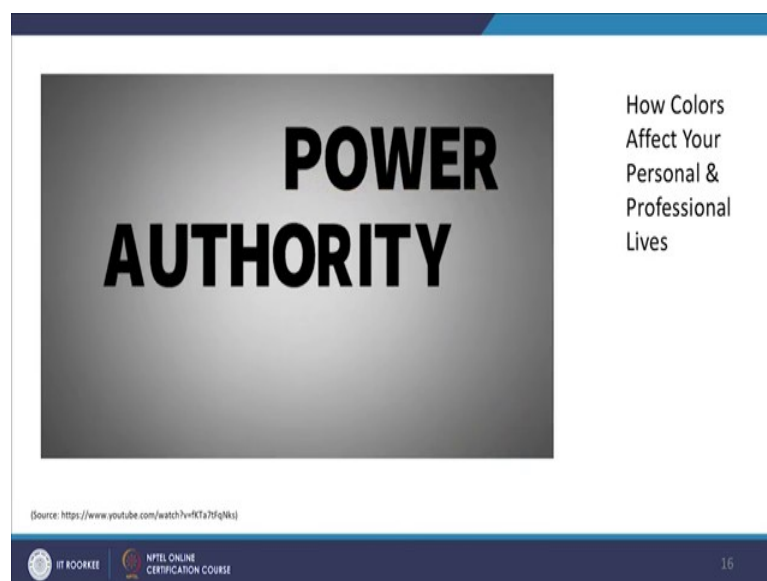
How Colors
Affect Your
Personal &
Professional
Lives

(Source: <https://www.youtube.com/watch?v=KfTa7fGkNs>)

IT ROORKEE | NPTEL ONLINE
CERTIFICATION COURSE

16

(Refer Slide Time: 20:18)



**POWER
AUTHORITY**

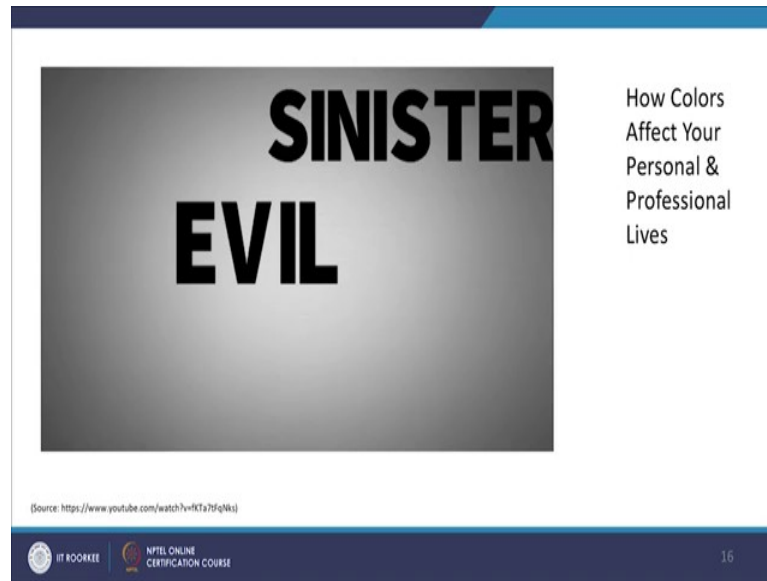
How Colors
Affect Your
Personal &
Professional
Lives

(Source: <https://www.youtube.com/watch?v=KfTa7fGkNs>)

IT ROORKEE | NPTEL ONLINE
CERTIFICATION COURSE

16

(Refer Slide Time: 20:21)

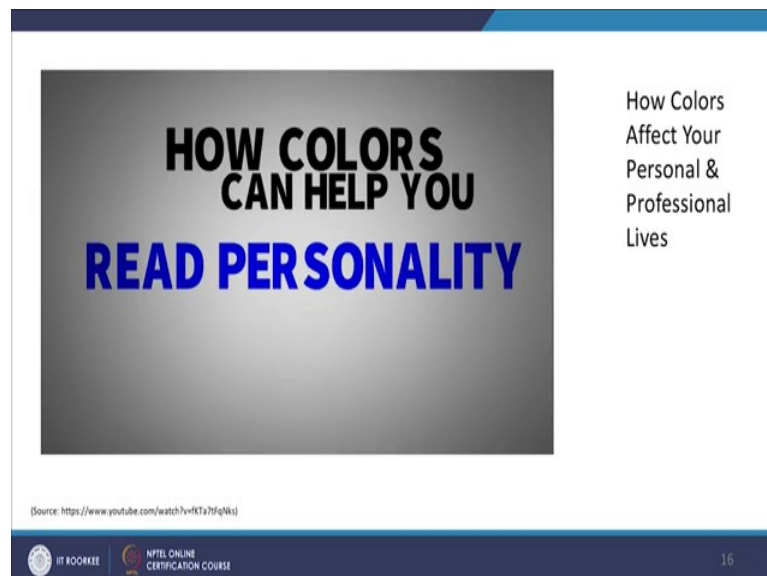


The slide features a central graphic with a dark-to-light gradient background. The words "SINISTER" and "EVIL" are written in large, bold, black, sans-serif capital letters. To the right of the graphic, the text "How Colors Affect Your Personal & Professional Lives" is displayed in a smaller, black, sans-serif font. At the bottom of the slide, there is a source link: "(Source: <https://www.youtube.com/watch?v=fKta7fGkIs>)". The footer includes the logos for "IIT ROORKEE" and "NPTEL ONLINE CERTIFICATION COURSE", along with the page number "16".

This is just one example of what one color can do for you. Another major color is black and although it might not seem very exciting, it has powerful psychological effects on the observer. The psychology behind the color black says that it reflects power and authority.

But it could also make you appear to be sinister or evil. If you are trying to attract girls who want to be with an authoritative man, then do not forget to customize your wardrobe with black clothes.

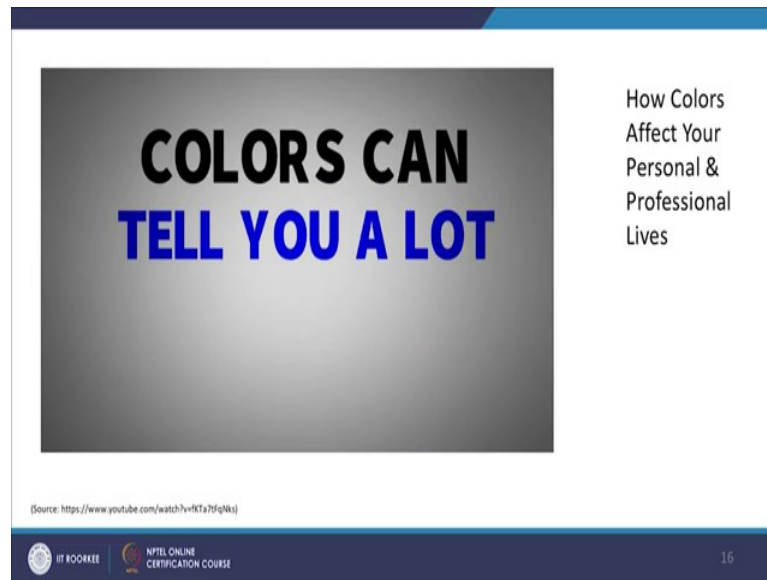
(Refer Slide Time: 20:38)



The slide features a central graphic with a dark-to-light gradient background. The text "HOW COLORS CAN HELP YOU" is written in bold, black, sans-serif capital letters, and "READ PERSONALITY" is written in bold, blue, sans-serif capital letters below it. To the right of the graphic, the text "How Colors Affect Your Personal & Professional Lives" is displayed in a smaller, black, sans-serif font. At the bottom of the slide, there is a source link: "(Source: <https://www.youtube.com/watch?v=fKta7fGkIs>)". The footer includes the logos for "IIT ROORKEE" and "NPTEL ONLINE CERTIFICATION COURSE", along with the page number "16".

Black also has slimming effects and it works wonders for people who are overweight and need to look slimmer for a spoke. Neither you understand the major colors and the psychology behind them, you should know how this knowledge can be used to read another person's personality

(Refer Slide Time: 20:46)



Once you have studied psychology long enough, you will start to realize that the colors surrounding a person can directly or indirectly tell you a lot about his personality. The secret is paying attention to the cars, clothes and gadgets that he owns. Imagine you walk into a gym and see 15 different people all going about their business and trying to get stronger and healthier. Without this knowledge you would never consider the colors of their iPods, wristbands, shoes or water bottles and what they can tell you about each person's personality.

(Refer Slide Time: 21:23)

Olfactics

- Olfactics is communication through smell and scent: a much neglected and less studied aspect of body language
- Scent plays a role in social functioning and has a psychological significance
 - Pleasant scents serve to attract, and unpleasant ones repel others
- Related with memory
 - Associated with old memories, helps to retain an experience in totality
- Can also act as a warning system
- Some cultures are more smell conscious than others
- Cultural variations





Image
<https://www.google.co.in/search?q=Olfactics&rlz=C31363091346301:346342126018102:1275646672488189:912121188848148189-93383816-63888888-6189730817427404>



IT ROORKEE | NPTEL ONLINE CERTIFICATION COURSE

17

And therefore, it is understood as an emerging dimension of non-verbal aspects of communication.


Another aspect which I would take up for discussion is olfactics which means communication through smell and scent. It is a much neglected and less studied aspect of body language and its significance is being felt only recently. In our social functioning, scent has a certain role and it also has a psychological significance. At the outset we can say that pleasant smells serve to attract whereas, unpleasant ones repel others.

But it is not easy to diagnose a particular scent as being pleasant or unpleasant one. The association of a particular smell with memory is always there. Our old memories often are associated with certain smells and the repetition of a particular smell may carry us backward in time. At the same time if the smell is associated with a currently occurring experience, we retain it in our memory in totality.


A smell can also act as a system of warning. Some cultures are more smell conscious than others and it sensitizes us to the fact that in our appreciation of smells also, cultural variations do exist in most of the developed countries.

(Refer Slide Time: 22:57)

- In developed countries, people spend billions of dollars on scent. Societies like the United States and United Kingdom tend to be very uncomfortable with body odors and smells
 - In America, for instance, many people tend to consider body odor offensive and will avoid talking to someone who has body odor; and daily use scent, cologne, deodorant, aftershave apart from a lot of antiseptics and sanitizers to avoid it
 - In contrast, Arabs are much more accepting of body odors and consider them natural (Cullen & Parboteeah p. 567)
- People's smell preferences are not universal and vary across cultures
- Similar to other nonverbal codes, olfactics can impact intercultural communication and one's willingness to engage (Jackson pp. 120-121)



(image:<https://indianexpress.com/article/lifestyle/fashion/rules-of-wearing-a-perfume-that-every-man-must-know-5235207/>)




IT ROORKEE | NPTEL ONLINE CERTIFICATION COURSE | 18

It is normally found that people are uncomfortable with body odors and smells and therefore, they spend a lot of money on wearing artificially created scents. A study tells us that in America many people consider that the body odor is offensive and would avoid talking or interacting with a person who has strong body smells and therefore, there is a very strong market of scents, colognes, deo's, aftershaves etcetera which helps us to overpower the natural body odors.


In contrast we find in that in Arabic countries there is a better acceptance of body odors and they are considered to be a natural part. Our preferences in terms of smell are not universal and therefore, similar to other interpretations of non-verbal codes. Olfactics can also impact intercultural communication as well as can impair our willingness to be engaged in a dialogue with other people.

(Refer Slide Time: 24:03)

- One's scent is influenced by:
 - Natural body odor, habits (hygiene, use of perfume), activities (sweat-inducing exercise), health (certain illnesses have an odor)
- Smell is not just a biological and psychological experience, it is also a social and cultural phenomenon determining our preferences, aversions as well as position, social class, status and power (Synott)
 - For example, wearing an expensive perfume, cologne or after-shave can signal status and wealth. The strong odor of sweat, on the other hand, can indicate manual labor and a lower financial status
 - Smell can be used effectively to create a good nonverbal impression
 - the perfume that one uses in critical situations like job interviews creates an impression



(Image: <http://iamshariottjasminmontoya.blogspot.com/2012/03/non-verbal-communication.html>)



https://link.springer.com/chapter/10.1007/978-1-4613-2235-1_541

IT ROOKIE | NPTEL ONLINE CERTIFICATION COURSE | 19


Our scent is influenced by our natural body odor. It is also influenced by our habits in terms of our hygiene and the use of a particular smell in the shape of a perfume or deo. It is also influenced by certain activities which may be sweat inducing. It is also influenced by our health because certain illnesses because certain ailments have an odor, but a smell is not just a biological and psychological experience, it is also a social and cultural phenomena and it determines our preference as well as aversions and at the same time it passes on definite clues about our social positions, economic class, status and power.

For example, wearing an expensive perfume, cologne or aftershave can signal a certain status and wealth. On the other hand, there is strong odor of sweat can indicate a person who is perhaps from a lower financial status and who has to indulge in a lot of manual labor. A smell can thus be used effectively to create a good non-verbal impression. A positive smell in a particular context in a critical situation can create a positive impression on the other people.

(Refer Slide Time: 25:33)

- Western notions of aesthetically pleasing fragrances are by no means universal
- For the cattle-raising Dassanetch of Ethiopia, no scent is more beautiful than the odor of cows
 - The association of this scent with social status and fertility is such that men wash their hands in cattle urine and smear their bodies with manure, while the women rub butter into their heads, shoulders and breasts to make themselves smell better and come across as more attractive
- For the Dogon of Mali the scent of onion is the most attractive fragrance a young man or woman can wear. They rub fried onions all over their bodies as a highly desirable perfume
- For the African Bushmen, the loveliest fragrance is that of rain. They would probably regard the olfactory preferences of almost all other cultures, including the Western tastes, as distinctly lacking in subtlety

(http://www.sirc.org/publik/smell_culture.html)



UJ SOORKEE NPTEL ONLINE CERTIFICATION COURSE 20


It is interesting to note that the Western notions of which fragrances are aesthetically pleasant is not universal. Researchers have pointed out some very interesting habits and preferences in this context. A particular section in Ethiopia, which raises cattles, finds that there is no scent which is more attractive than the odor of cows, for the Dogon of Mali the scent of onion is the most attractive fragrance and there are fried onions all over their bodies is a highly desirable perfumes.

For the African Bushmen, the loveliest fragrance is that of the rain and they would find that the western taste are distinctly lacking in subtlety.

(Refer Slide Time: 26:25)

- Arab countries have a complex aesthetics of scent
- Women use a wide range of scents to perfume different parts of their bodies
 - In the United Arab Emirates, musk, rose and saffron are first rubbed over the entire body (which must be scrupulously clean). Hair is perfumed with a blend of walnut or sesame oil and ambergris or jasmine Ambergris and narcissus are among the scents used on the neck
- Perfumes are only used, however, in private situations
 - When a woman is in company of other women, or husband and close family. To wear perfume in public or in the company of men is to be 'like an adulteress' (http://www.sirc.org/publik/smell_culture.html)
- Jelena Djordjevic, a French clinical Neuro-Psychologist, "Even basic processes, such as smelling a scent, are influenced by where we come from and what we know"

(Source: Djordjevic, Sniffing out cultural differences: Olfactory perception influenced by background and semantic information <https://www.sciencedaily.com/releases/2016/11/161121163143.html>)




IT ROORKEE NPTEL ONLINE CERTIFICATION COURSE 21

Arabic cultures have a very complex aesthetics as far as the use of scents and perfumes is concerned. Women use a wide range of scents to perfume different parts of their bodies, but these perfumes are used by women only in private situations in the company of other women or close family members. To wear perfumes in public or in the company of men is considered to be an indication of adulteress models. This aspect has been very succinctly put by Jelena Djordjevic, a French clinical neuropsychologist, who has said that even basic processes such as smelling a scent are influenced by where we come from and what we know.

(Refer Slide Time: 27:13)

- The complexities of personal odor are the subject of sophisticated classification systems in many other cultures
- The average member of the Amazonian Desana community, for example, will readily explain that an individual's unique odor – *oma seriri* – is a combination of natural personal odor, odors acquired through the food he or she eats, odors caused by emotions and periodic odors related to fertility
- Not only is their assessment of the components of personal body odor scientifically accurate, but, unlike Western scientists, the Desana are able to describe each of the smells involved in minute and vivid detail

(Source: http://www.sirc.org/publik/smell_culture.html)

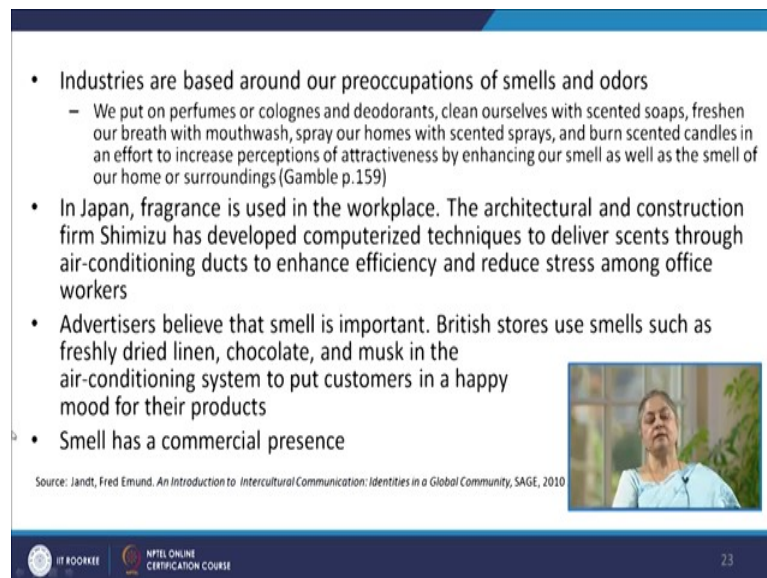


IT ROORKEE NPTEL ONLINE CERTIFICATION COURSE 22

The complexities of the personal odor are the subject of sophisticated classification systems in many other cultures. I would like to point out particular finding which suggests that the average member of the Amazonian Desana community will readily explain that an individual's unique odor is a combination of different smells.

The word which is used by them is Oma Seriri and it is a combination of natural personal odors which are acquired through the food one eats, odors which are caused by emotions and periodic odors which are related to fertility. The assessment of the components of personal body odor is scientifically accurate and unlike western scientists, the **Desana** are also able to describe each of these smells which are involved in this process in minute and vivid detail.

(Refer Slide Time: 28:17)



- Industries are based around our preoccupations of smells and odors
 - We put on perfumes or colognes and deodorants, clean ourselves with scented soaps, freshen our breath with mouthwash, spray our homes with scented sprays, and burn scented candles in an effort to increase perceptions of attractiveness by enhancing our smell as well as the smell of our home or surroundings (Gamble p.159)
- In Japan, fragrance is used in the workplace. The architectural and construction firm Shimizu has developed computerized techniques to deliver scents through air-conditioning ducts to enhance efficiency and reduce stress among office workers
- Advertisers believe that smell is important. British stores use smells such as freshly dried linen, chocolate, and musk in the air-conditioning system to put customers in a happy mood for their products
- Smell has a commercial presence

Source: Jandt, Fred Emund. *An Introduction to Intercultural Communication: Identities in a Global Community*, SAGE, 2010

Industries are also based around our preoccupations of smells and odors we can look at the market which is there for different types of perfumes, colognes, sprays which we use to sanitize and create scents in our homes etcetera. In Japan particularly fragrance is used in the workplace also. The architectural and construction firm Shimizu has developed computerized techniques to deliver scents through air conditioning ducts, so that the efficiency of the employees can be enhanced and the stress level can be reduced.


Advertisers also believe that smell is important and British stores use natural smells such as that of freshly dried linen, chocolate or musk in the air conditioning systems to put

customers in a happy and positive frame. So, we can conclude that a smell has a commercial presence.


(Refer Slide Time: 29:18)

Physical Appearance and Artifacts

- Appearance and body language reveal a lot. Most of us notice another person's physical appearance and body language before we notice anything else
- Correct outfit and accessories can help us to elicit specific and targeted results
- The nonverbal artifacts which we choose and carry on/around us, convey profound messages and encourage a particular impression in the viewer. Also conveys clues about our social and economic status
- The idea extends beyond the business world
- Soccer players, political leaders, bikers: have their own codes of dress, hair-do and accessories



(image: <https://mashable.com/2014/11/17/body-language-job-interview/#rqfsgUzTmiq6>)




IT ROORKEE | NPTEL ONLINE CERTIFICATION COURSE | 24

This brings us to the discussion of our physical appearance and artifacts which also transmits messages. Our body language as well as our appearance reveal a lot. Most of us notice another person's physical appearance and body language before we notice anything else and our primary considerations are often based on these two aspects. Correct outfit and appropriate accessories help us to elicit specific and targeted results. They help us to pass on certain messages in a profound manner and create a particular impression on the viewer.

At the same time our choices in this context convey clues about our socio economic status, however the idea extends beyond the business and the professional world. We find that different segments of the society have their own preferences as far as physical appearance and the use of artifacts is concerned we can look at the dress code, the hair do and accessories of soccer players or bikers or political leaders for that matter and a comparative understanding can tell us about the significance of our physical appearance and the use of artifacts in creating a particular type of a personality.

(Refer Slide Time: 30:53)

- These issues which were traditionally studied by ethnologists, are now being taken up in intercultural and business communication
- Accessories symbolize self-concept
 - Our clothes, tattoos, cell phone cover, briefcases, purses, even eyeglasses etc. communicate our choices and decisions which in turn are based on our feelings and emotions
 - May project gender, position, class/status, personality, affiliation with a group/sect
 - Accessories need to be clean and in good repair. A frayed belt, scuffed shoes, and a banged up briefcase look unkempt, as if you can't be bothered to look after them
 - You're sending out the message that you don't care about them enough to maintain them well. This may be interpreted as someone who's lazy and can't be bothered! (Kuhnke p.190)
 - Enables us to form opinions about the communication needs and modify dialogue
- The underlying factor is appropriateness within an environment – where communication unfolds. Requires awareness, sensitivity and empathy



IT ROOKEE | NPTEL ONLINE CERTIFICATION COURSE | 25

These issues were traditionally studied by ethnologist and behavioral scientist, but they are now being taken up in intercultural and business communications also. The primary reason for taking up these studies is based on this idea that our accessories symbolize our sense of self-respect.

The clothes we wear, the cell phone cover we choose, the wallet which we carry, the sunglasses which we have, the tattoos which we may or may not have communicate our choices as well as decisions which in turn are based on our feelings and emotions. They project our gender, position, our status, personality as well as our affiliation either with a particular group or a particular sect.

In general it can be said that accessories need to be clean and in good shape. If belt which is frayed, shoes which are scuffed and a banded up briefcase not only look unkempt, but they also suggest a personality which is not bothered to look after them. So, we send the message that we do not care about them enough to maintain them properly and this can be easily interpreted as an indication of a person who is lazy and cannot be bothered.

So, about physical appearance and the use of accessories enables other people to form opinions about our personality, however the underlying factor in our choices should be appropriateness within an environment and by environment we mean the situation and the place where the communication takes place. It requires a certain awareness of

different cultural values, our sensitivity towards it and an empathetic planning to foresee these differences and plan for them.

(Refer Slide Time: 32:57)

• Interestingly , fabrics have a language of their own

- Cashmere and cotton, for example, suggest that the wearer is sophisticated and well-to-do
- “Hard” materials, like leather, suggest belligerence

• We can tell a lot about someone's personality, politics, status, age and income just from looking at a photo of their shoes

• Studies also indicate that a professional dress increases confidence and gives people a broader perspective

Image <https://www.wildflowers.com/outlet/cashmere-and-cotton>
<http://bookmark.info/boiled-leather-jacket/boiled-leather-jacket-express>

Image <https://yourstylelife.com/how-to-keep-your-neck-tie-from-slipping-12766772.html>
<https://www.mathshadeforce.com/you-can-tell-a-gentleman-by-his-shoes/>


IT ROORKEE NPTEL ONLINE CERTIFICATION COURSE 26

Accessories have their own language; fabrics also have their own language. For example, cashmere and cotton suggest that the wearer is sophisticated and also a well to do person. Hard materials like leather etcetera suggest a belligerence and assertiveness which is not welcome in certain professions. The type of shoes which we wear also indicate a particular politics a particular status as well as age and fashion sense.


A study also indicate that a professional dress and appearance increases confidence and imparts a broader perspective to people.

(Refer Slide Time: 33:41)

- Tattoos represent a specific form of body language. A permanent decoration to body - a self-brand, scars that speak and yet demand no reply: assertions of what is, frozen in the flesh (Bergh p. 588)
- A distinction has been drawn between fashion, “ as characterized by continual and systematic change”, and those more fixed modes of dress or appearance – like tattoos - which are relatively static, conservative and resistant to change
- Considered as anti-fashion, which creates an illusion of social and cultural affiliations and stability
- Recognition of context for effective communication: Mahatma Gandhi, *the half-naked fakir!*



(image: https://www.yelp.com/biz_photos/body-language-tattoo-astoria)



UJ ROORKEE | NPTEL ONLINE CERTIFICATION COURSE | 27

Another aspect which has come under the purview of body language now is the study of tattoos. Tattoos represent a specific form of body language. They are like a permanent decoration to our body which cannot be easily removed. And therefore, they are often termed as a self-branding, a scar that speak and yet cannot be replied to easily. They assert what is there and this assertion, in a way, is frozen in our flesh. Some researchers suggest that a distinction has to be drawn between fashion and anti-fashion.

According to them fashion has to be characterized by continual and systematic change. On the other hand, an anti-fashion is relatively conservative and is very resistant to change. Tattoos are normally put in this category of anti-fashion. They create an illusion of social and cultural affiliation and stability. Having said all this, I would reiterate that the recognition of context for effective communication is necessary. What exactly is the message which we want to communicate, who are the recipients of it and what type of effect would be generated in them.

I would like to refer to our great leader, the father of our nation Mahatma Gandhi who was often ridiculed by the western media as the half-naked fakir. But the very fact that he was dressed in this manner suggested that he had an emotional attachment with the masses of our country and he truly represented them. No fashion sense can be greater than this empathetic understanding which people have for a particular context. I would

end my discussion of these aspects of body language at this point. In our next module, I would take up certain other emerging aspects of non-verbal communication.

Thank you.