

## **2.27 The use of symbols and ‘colour’ for sports festivals**

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### **ABSTRACT**

The aim of this paper is to discuss the significance of ‘Symbols’ and the use of ‘Colour’ at national and international sporting events and festivals. Historical evidence reveals that the symbols and colours were used from the time of very early civilisations in the world. Some of the evidence is related with the development of human languages. However, with the development of civilizations and languages, verbal communication was placed forefront in order to present thoughts and feelings of the living elements of the universe. In the recent past the human interaction has resorted once again to non-verbal communication methods. In sport this phenomenon is widely used for a number of reasons and purposes. The use of emblems and colours in sporting events were initially done for promotional purposes. However emblems and colour were used to convey a powerful concept without the help of words. This study focuses on the importance of symbols and colours used in sporting events and the level of impact on the spectators. Based on data gathered from secondary sources this study hopes to discuss comparatively the use of symbols, and colours in national and international events held during the recent years. In most instances it is apparent that emblems are used in national sporting festivals as a showcase of the heritage of the respective country, in addition the emblems and colours are also used for the promotion of that event. Therefore the ability to reproduce this image on any number of products and surfaces would increase the viability of the emblem as well.

**Key Words:** Symbols, Sports promotion, Spectator, Non-verbal communication