

## **Analysis on Using Colour Psychology in Political Communication**

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### **ABSTRACT**

“Communication” is a Latin word which means “to share”. When simply describes it means sending and receiving information between two or more people. It includes the sharing of ideas, concepts, imaginations, behaviours and written content. There are three major steps in communication. Those are as, thought, encoding and decoding. The thought means, the subject of the information which is in senders mind. When the idea or the concept go through as a verbal or written message for another person then it define as encoding. After the message is received by the receiver, he/she read it and understands it. He may translate the information to better understand it. So decoding refers to the interpretation of information from the perspective of the receiver. There are two types in communication as verbal and non-verbal. Verbal communication means sharing information through speech. Non-verbal communication means, sharing ideas between two without using words. Non – verbal communication includes with eye contact, postures, gestures, facial expressions, and Chromatics. However, when communication came to the political communication it means, a process that includes political institutions and actors, the news media and, importantly citizens. There are three key players of political communication as, leaders, media and public. Political communication can be harnessed for positive and negative purposes. However Chromatics its mean colours are most powerful and important communication tool and it is interact with religious, cultural, political and social influences. In the present era colours are playing a considerable role in political communication and also it influenced for political phenomenas. Also the message that communicate for the society by colours are various from country to country. As an example in China, red is a symbol of good luck. In South Africa, red is symbolic of mourning. If you’re “in the red” on Wall Street, you’re losing money. In Jamaica, if you’re red, you’re drunk. In U.S. politics, Red is using by Republican Party. Worldwide, red is the color of communism. However, above brief introduction express that colours are more powerful in political communication. Anyhow, main objective of this paper is to analyze on using colour psychology in political communication. This study is based on secondary data which obtain by scholarly articles, books, reports and other sources. Also content analysis used as for the methodology. Finally the study revels that the colour psychology play a critical role in political communication and in the present era it has influenced to shape the public opinion too.

***Key words: Colours, Political communication, Information, Influence***

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