

Kussainova M.A.¹ Tileubayeva M.S.²

^{1,2} Kazakh Abylai khan University of International Relations and World Languages
(Almaty, Khazakhstan)

PSYCHOLOGICAL CHARACTERISTIC OF THE MAIN COLOURS AND SHADES

Abstract

This article is devoted to the process of development of colour perception, image activity as a means of developing color perception, theoretically substantiate and confirm the importance of visual activity in the development of color perception and character.

Key words: colour, symbolic, meaning

M.A. Кусаинова¹, Тилеубаева²

^{1,2} *Абылайхан атындағы Қазақ Халықаралық Қатынастар және Әлем Тілдері университеті
(Алматы, Қазақстан)*

НЕГІЗГІ ТҮСТЕР МЕН РЕҢКТЕРДІҢ ПСИХОЛОГИЯЛЫҚ СИПАТТАМАСЫ

Аңдатпа

Бұл мақала түс қабылдауын, бейнелеу әрекетін олардың түс қабылдауын дамыту құралы ретінде қалыптастыру процесіне арналған, түс қабылдау мен табиғатын дамытуда көрнекі әрекеттің маңыздылығын теориялық негіздейді және растайды.

Түйін сөздер: түс, символизм, мағынасы

Кусаинова М.А.¹, Тилеубаева М.С.²

^{1,2} *Казахский университет международных отношений и мировых языков им. Абылай хана
(Алматы, Казахстан)*

ПСИХОЛОГИЧЕСКАЯ ХАРАКТЕРИСТИКА ОСНОВНЫХ ЦВЕТОВ И ОТТЕНКОВ

Аннотация

Данная статья посвящена процессу развития цветового восприятия, имиджевой активности как средства развития цветового восприятия, теоретически обосновывает и подтверждает важность зрительной деятельности в развитии цветового восприятия и характера.

Ключевые слова: цвет, символика, значение.

There are many unresolved issues in the studies of color perception and the emotional sphere, despite the fact that humanity has attracted these problems from ancient times. A lot of information has not been preserved; in some periods of history, people did not attach much importance to such experiments. Therefore, the study of the perception of color and its influence on the person is a topical direction at the modern stage of the development of society.

People have long been interested in color. Philosophers and scholars from ancient times try to penetrate into its mystery. Aristotle payed attention on the subject of in his book "On Flowers". The main interest, which guided Aristotle, is to find out the reasons for the formation of a particular coloring in objects of living and inanimate nature.

Research methods are used such as analysis of pedagogical and methodical literature and existing experience on the problem of research, educational experiment and individual conversations with students.

In the history of culture, color was often given symbolic meaning: black - grief, red - greatness or suffering, purple - humility and remorse, green - hope or beauty. The first semantics of color were practically used by the people of ancient India, where a whole system of color ratio of stone and its human-impacting possibilities was

created. Green stones (emeralds) were prescribed to be worn and even used for rejuvenation. Red rubies could be regarded as a means of increasing energy and sexual activity. White pearls were considered a means of spiritual purification, etc. in ancient centuries, people endowed colors with divine properties, noting their magical effects on man. The power of the influence of color on the consciousness and health of man was noticed by the priests of ancient religions. Avicenna prescribed his patients to wear clothes of a certain color, take a bath with christened water and even decorate their home in one way or another color.

Leonardo da Vinci has carefully studied the emotional impact of color on a person. Scientists have begun to study this phenomenon relatively recently. According to the results obtained during numerous psychological experiments, scientists concluded that color in a certain way affects the physiological and mental state of people. Numerous studies of the XXI century allow us to fully appreciate the role of color in human life and activity. In turn, many researchers have proven inverse dependence: the perception of color depends on the emotional state of the person. This explains the fact that a person sometimes prefers the same colors, after a while shows indifference to them, and sometimes rejects them altogether. Such changes in attitudes towards flowers are closely related to the emotional state of the individual.

Relatively recently, the psychology of color, which is deeply studying these issues, stood out among the sciences. Its subject is the relationship between color and psyche and interests include the influence of color on a person's mental activity, objectification through the color of mental processes and conditions, color psych diagnosis, color correction, etc. In practical life, using the ratio of light and color, it is possible to create the best working and rest conditions that can improve health and ensure the emotional well-being of a person.

In recent years, the study of the therapeutic effects of light and color on the physiology and psycho-emotional background of the individual has focused on the attention. It has long been proven that seasonal affective disorders have a reason for reducing the influence of sunlight on the body and psyche of the body. The knowledge of the psychophysiological effects of color on a person, conditioned by the laws of his perception, is of great importance. Any object of the environment and its characteristics are perceived by man thanks to the visual analyzer. At the same time, color vision allows us to distinguish the colors of objects. However, it should be noted that the human eye perceives only three main colors: red, blue and green. The idea of the three-component color vision belongs to the great Russian scientist M.V. Lomonosov. Scientists explain how color perception occurs, is that the opticons come in three kinds: "red," "blue" and "green," i.e. they contain different pigments and absorb light waves of varying lengths[1]. The light reflected by the object irritates certain cones, and the brain receives the corresponding signals, which allow us to see a certain color. At the same time, the perception of white color occurs with a 100% mix of the three main colors of the spectrum. Thus, people perceive colors with the help of the visual apparatus. In addition, Czechoslovak scientists conducted a series of experiments proving that there is another way of perceiving color, the so-called "skin vision." In one experiment, a man with sensors attached to his body was in a colored room. The devices recorded the body's reaction to a particular color, which, by the way, depending on the color, changed. The second stage of the research was to study the human body's response to color when it entered a completely dark room. The person using the view could not determine the color of the room. Scientists have recorded that, the human body clearly reacted to the color of the room in which he was.

Such experiments on color therapy allow us to say with certainty that the effect of color on a person exists and is scientifically proven. Each color causes a special reaction of the autonomic nervous system in humans. Man not only the soul, but also his body distinguishes warm colors from cold. For example, the ambient temperature seems to be 2-3 degrees below the real one when a person is dressed in blue-green tones and higher, when - in red-orange.

The results of the experimental work of the S.V. Kravkov School (1935-1951) showed that color influence leads to certain changes in the tone of the autonomic nervous system (SNS), and in turn, the change in the tone of the National Nervous System has an effect on the color vision[2]. For example, if a person is excited and even aggressive, if he is in a room with pink walls, soon he calms down and even falls asleep. It is also noted that those people who were exposed to bright pink color even for a very short time, there was weakness in the muscles. However, it is enough to change the color to blue, as this weakness disappeared. All these facts confirm that color affects not only the mood. The vegetative nervous system is the "activator" of our body. It coordinates the work of the heart, respiratory rate, mental resistance to stress, normal functioning of the gastrointestinal system and much more. Color therapy gets huge opportunities for the manifestation of its therapeutic energy, because one of its main functions is balancing, regulating the nervous system.

The richness of colors is not indifferent to a person. Goethe wrote about the ability of color to create mood: yellow - amuses and invigorates, green - appeases, blue - causes sadness. He has a tremendous effect on the person, on the work of his organs. Color, like energy, is necessary to maintain the activity of the human central

nervous system. Variety of colors, their combinations charge a person; make him more mobile and emotionally richer. There are cases of "color starvation" when the color poverty of the surrounding landscape and environment developed symptoms of asthenism. Children who have been living in "color starvation" for a long time even have intellectual development delays. Light, as the main stimulus of the world around, affects the controlling functions of the human body. It is known that light, acting with the eyes, penetrates the hypothalamus, the area of the brain that regulates the psycho-emotional background of the person and the condition. These include hunger and thirst, body temperature, all emotions, quality of sleep, immune and sexual function, stress and control over them. The hypothalamus is in complete control of the nervous system, which means that light also gets control over it. Through the visual analyzer, light, transformed into an electrochemical impulse, penetrates into the pituitary gland, and then - into the pineal gland. This iron is one of a kind, because, on the one hand, it does not obey the autonomous nervous system, and on the other hand - perceives light. The pineal gland is a kind of transformer of light radiation into nerve impulses and hormonal emissions, producing melatonin. This hormone binds the hormonal and nervous system with the surrounding world in response to the alternation of darkness and light, not for nothing it is called the regulator of daily rhythms.

Paints, in general, cause great joy in people. The eye needs them just as much as it needs light. Experience teaches us that individual colors evoke special moods. It is necessary to take the eye completely in one color to experience fully these individual significant effects, for example, to be in a monochrome room, to look through the colored glass. Then you identify with color, it adjusts the eye and the spirit in unison with itself," Goethe said. A person's ability to perceive color makes our life bright and interesting.

Thus, physiologists, psychologists and doctors established the relationship of a person's mental state with the perception of light and color.

Color therapy is engaged in the study of how color affects a person's mental and physical condition, what therapeutic effects it has. Scientists have proved that color has healing power, it helps to relax or recharge energy, relieve fatigue and even get rid of diseases. Color therapy is a promising, reliable and at the same time completely safe method of recovery of adults and children.

The effect of color on a person depends on both its tone, brightness and saturation, as well as from the individual-psychological characteristics of the person (age, gender, character, etc.) Each color has its own features and in its own way affects the well-being Individual. The long-term use of max Lusher's famous tests allows to distinguish a "normal" personal color scale, deviation from which is considered a sign of mental abnormality or individuality. In Lusher's 8-color test, the four main colors - blue, green, red and yellow - most people put on the top four positions, and gray, purple, brown and black - on the latter. It is believed that a normal, balanced person is in a harmonious relationship with all colors. Preferences of certain colors are determined in practical psychology through testing. It is suggested to choose a circle of colored cardboard of the tone that you like. Once the choice is made, the customer receives a box of items and small toys of this color. Then he needs to choose a few items of this shade and come up with his story (fairytale). The client in the process of such work "gets those colors" that he lacks in his surroundings and works out his problem through a "color fairy tale."

Color has an extraordinary effect of emotional impact on the human psyche. From early childhood, the child actively perceives the world of light and color. The color signals transmitted are closely related to cultural traditions. Parents dress the baby in clothes of shades that they like. These paints determine his health, affect the mental development of the child. Scientists around the world have studied their preferred colors based on a person's age. It has been proven that children under the age of 1, regardless of nationality and place of residence, find the same color preferences: red, yellow and orange, they prefer blue, green and purple.

However, the inclinations to favorite colors change throughout life. By three months the baby pays more attention to the orange and red colors. By six months - on yellow, then on green and later on blue.

In the baby blue wall coverings worsen the mood, and yellow or salad improve. By 3-5 years, the baby likes red, by 7-8 years - again yellow, later - green, blue, etc.

Preschool children are attracted to bright, active colors, which is evident in their drawings. In the work of V.S. Mukhina (1981) it is noted that children try to use these colors when drawing as often as possible, without taking into account the real color of the object. The child uses black, gray, brown for the image of negative, unpleasant [3]. Despite the differences in methodological approaches and research methods in the work examined, the tendency of children to prefer bright and bright tones is constantly evident. It is important that exposure to red, yellow and other bright colors does not irritate young children, but even soothes, allows the child to feel comfortable. Consequently, the nervous system of a healthy child really needs bright, light shades for the "nutrition" of the nervous system and normal development. Children have an acute need for color effects on the central committee. Balancing the color scheme leads to problems in the neuro-mental development of the child.

After 10 years, the color preferences of adolescents undergo changes associated with hormonal restructuring of the body and growing up of personality.

Rejection or rejection of color is as informative as a certain color preference. Rejected color usually contains a message, pointing out internal needs and problems. Color, which does not like, contains both the cause of rejection, and the medicine to restore internal equilibrium. The language of color vibrations is extremely informative. If a person is attracted to any color, it indicates the need for a certain color vibration and the information that he contains. In this regard, it is appropriate to recall the unique method of sound, visual and figurative art therapy Ph.D., psychotherapist Elkin V.M., which he developed, based on the diagnosis of psycho-emotional state of the person by color Max Lusher's test.

A person's rejected color can be associated with traumatic experiences of the past, for example, if a person is attacked near a river, after that he began to negatively perceive blue.

Analyzing differences in color preferences depending on age and educational level, L.N. Mironova (1984) believes that simple, clean, bright colors act on a person as strong, active stimuli [4]. They meet the needs of people with a healthy, unworkable nervous system - children, adolescents, youth, peasants, people of physical labor, open, simple and direct nature. People of higher middle-aged and old age who are engaged in intelligent work prefer faded, pastel, grayish, muted colors, according to Lusher's methodology. Color therapy advises healthy elderly people to surround themselves with objects of bright and juicy tones.

There are many special tests that allow to determine the features of psychological color perception of a person. The properties of color palettes are often used in psychology and psychotherapy as one of the effective treatments that allows to correct the mental state of the person. Some of them act calmly, balancing mood, while others, on the contrary, have an exciting effect, mobilize and fill with energy. Each shade can be both useful in a particular case, and cause harm to well-being. Psychologists have proven that the dosed effect of color can correct the psychological state to optimal well-being.

Psychological characteristic of red. Red expresses a feeling of intense excitement. Red is exciting, and therefore appeals to the observer. The excitatory effect of red can manifest itself in both love and rage. Red as pleasure is love, appetite, strength. Red as displeasure is rage, disgust, overexcitement.

Goethe, giving definition to red, wrote that he gives the impression of "both seriousness and dignity, and charm and grace" [4]. In red color stained objects indicating a threatening danger.

In religious symbolism, red is a symbol of passionate love passion that emerges as a flame in the heads of the spirited. Red corresponds to the ancient element of "fire", cholera temperament, and in time - modernity. Red is used to treat chickenpox, scarlet fever, measles and some skin diseases; for a short time increases muscle tension, increases blood pressure, accelerates the rhythm of breathing. "Warm and irritating. It stimulates the brain, is effective for melancholy.

Let's turn to the orange colour. Some scientists give characteristic of this color: "stimulates the senses and slightly accelerates the pulsation of the blood. It does not affect blood pressure; creates a sense of well-being and fun. It has a strong stimulating effect, but it does not tire." Orange is a warm, cozy color, Lusher's orange is an annoyance. In the irritating orange action of red becomes an aimless and debilitating state of arousal. Yellow and orange should be used when a person is upset or depressed by something. These warm colors literally energize and optimistic, heal from bad oppressive thoughts. Orange is great for digestive problems. It also superlatives thyroid function.

Dark color is calm. Dark red is a soothing of irritation. With an increased preference for this color, the doctor notes the patient overwork and exhaustion.

Purple - refined, pretentious. In this combination, the life energy of red color accumulates and inhibits. Hence the majestic splendor of purple color, and in blue-red - gentle restraint and sophistication.

Purple colors, even in pure and bright form, cause different reactions. This is due to the duality of their nature.

Pink. Gentle, inspires some mystery. The whiteness of pink color destroys the energy power of red. But unlike the impurity in red blue, in this case it is not inhibited, and is released from the purposeful energy, so, to the white sheet means freedom. Pink is a free, non-binding excitability.

Psychological characteristic of blue. "Blue is the deepest color. The look is immersed without encountering obstacles, and a person can get lost in infinity as before the baking trick of color. Blue is the coldest of colors and in its absolute value the purest, excludes the universal purity of white, neutral. In the application to the object, blue reduces the volume of items. The surface, painted blue, ceases to be a surface, the blue wall ceases to be a wall. Movements and sounds, like uniforms, disappear in blue like a bird in the sky."

Blue reflects a physiological and psychological need - peace. Lusher uses a dark blue color to enhance the sense of peace. Dark blue evokes serene peace. Vegetative soothing comes as a result of the contemplation of dark blue. The nervous vegetative system is tuned to slow down work. Pulse, blood pressure, respiratory rate and wakefulness are reduced. The need for blue is due to illness or overwork. The expression of biological need in dark blue is: physiologically - peace, psychologically - satisfaction.

Blue color expresses unity, meets all the forces of sensuality. Blue is known as increased susceptibility, is a prerequisite for the ability to penetrate aesthetic experiences and thoughtful reflections.

Ancient Egyptians called blue - the color of truth, it is a sacred color.

Symbolically blue color corresponds to calm water, phlegmatic temperament, feminine top, left side, horizontal direction. The taste sensation of blue is sweetness, sensual perception is tenderness, and its organ is skin.

The dark blue color is saturated; people prone to obesity prefer it. Blue expresses eternity, and according to this tradition.

Light blue (blue) color. Takes away into the space, guide.

The psychological characteristic of blue is carelessness, carefree fun. Goethe said it was "a charming nothingness."

Blue is a soothing color. The body reacts to the effects of the trophotropic reaction in blue. Deribere notes in relatively blue: "Antiseptic color. It reduces gout, can be effective in some rheumatic pain, inflammation and even in the treatment of cancer. From too long exposure to blue light there is some fatigue or depression." Thus, the contemplation of blue, blue or purple colors can calm the baby, reduce excitability and relieve anxiety. Interestingly, according to the researchers, these colors significantly reduce blood pressure and can even serve as a painkiller.

Blue color stops the development of infectious diseases and lowers the high temperature. Blue corresponds to the type of temperament phlegmatic.

Red and blue. When red-blue to blue, which means depth, self-deepening, peace of mind, joins the excitement of red. Hence the violation of peace of mind. Red-blue is an inner arousal, a spiritual inspiration, i.e. what can be expressed in words: cordiality, sincerity. Red and blue is Chagall's favorite color, the paintings of which often touch on the theme of sincerity.

Green-blue. Any blue conveys the sphere of soul, dedication. But when green-blue, green brings a tinge of tension and self-affirmation and blocks a sense of selflessness. In dark green-blue, pride is shifted into isolation, originality and stubborn self-aggrandizement. Light green-blue is the color of hygienic sterility

The psychological characteristic of purple. Purple-blue embodies the contradiction and alternation of day and night, or male and female - which measure the rhythm of human life. Purple color connects the effect of red and blue colors red and blue, as well as their combination, purple have a close connection with various forms of love experiences. Red is identified with masculine (patriarchal), blue with female (matriarchal) origin. Both colors are red and blue strive for unity and fusion in the color of love - purple. Purple is a fusion of opposites. Red and blue, active and passive - these two opposites in purple are destroyed. Purple sometimes produces a depressing effect on the nervous system. Psychologist Wilhelm Wundt attributed purple - a penchant for darkly melancholic seriousness and excitedly melancholy mood.

All sorts of shades of purple from light, sharp, with their piquant-erotic influence, to dark, expressing deep thought, remorse, humility and mysticism, have the same purpose, the same meaning: sensual identification.

In the medieval stained glass windows of Gothic cathedrals, as well as in the Roman Catholic church cult, purple is a symbol of sincere remorse, humility, meekness, holy solitude, abstinence.

Social and psychological studies on the preference for color shades show that a positive reaction to the perception of purple color is more common in the lower layers of material and spiritual development of the population. And the higher segments of the population reject purple almost twice as often as the lower classes. Scientific ethnological expeditions conducted in different parts of the world have shown that among the untouched by modern cultural influence slack local population (Native Africans, Indians of central Brazil) will prefer purple. In Central Europe and North America, shades of purple are rejected especially often by intellectually developed people and people of art. Hence, psychologists conclude that the higher and more rational the culture, the less inherent in a person's ability to happily merge, because the more often he rejects the purple color. In modern culture, purple, as an identification of sensuality, is not widespread.

Psychological characteristic of green. Goethe in the work "The Doctrine of Colors" says that if you mix yellow and blue, you get a color that we call green [6]. Our eye finds real satisfaction in it. If both original colors

mix in equal proportions, so that none of them stood out, the eye and soul rest on this mixture, as on something simple

In green, the colors dissolve: the protruding, irritating effect of yellow and the opposite direction of the retreating, soothing effect of green. Kandinsky says this when he gives a psychological characteristic of green (in the book "On the Spiritual in Art"): "Blue, as a movement of the opposite order, inhibits the action of yellow, and at the further addition of blue to the color yellow both of these opposite movements, in the end, are mutually destroyed and there is complete immobility and peace[7]. There is a green color. In green are hidden yellow and blue colors, like paralyzed forces, which can become active again. He goes on: "Absolute green is the calmest color ever; it does not move anywhere and has no sound of joy, sadness or passion; he doesn't demand anything, he doesn't call anywhere. This constant lack of movement is a property, especially beneficial effect on the souls of tired people, but after a period of rest, can easily become boring. Paintings written in harmony of green tones confirm this statement."

The more added to the green darkening blue, the stronger the "cold," the more intense and stricter the psychological impact of the color. Conversely, the more lightening yellow is added, the easier it is, "warmer", more relaxed, softer and more harmoniously green.

The different shades of green in Lusher's color test show a varied attitude towards himself. Pure as a crystal blue-green color prefer people who impose strict requirements on themselves, it is the highest degree of strong-willed tension. People who prefer pure green, aspire to self-confidence, in fact they look like philistines. Those people who choose yellow-green or brown-green achieve arousal from the outside: with light yellow-green - through new meetings, at brown-green - through pleasures.

Green is physiologically optimal; reduces blood pressure and expands capillaries. Deribere writes: green is "a pain-giving, hypnotizing color. Effective in nervous irritability, insomnia and fatigue, lowers blood pressure, raises tone; creates a feeling of warmth by expanding capillaries. Eases neuralgia and targets associated with high blood pressure. Green soothes, and its use does not give any harmful consequences." Green corresponds to the melancholic type of temperament, the ancient element of the "land."

Blue-green. According to some scientists a psychological impact on this color characterized as variability. The blue-green color emphasizes movement.

Turquoise, or light blue-green is one of the coldest colors. For this reason, it is appropriate to use it where it is necessary to create an optical illusion of coolness and freshness. It is appropriate to use it to model the color climate in production facilities using high-temperature technologies, with a suffocating smell.

It seems that in the cold of light blue-green all biological organisms die, so it seems so sterile.

Dark blue-green acquires the rigidity and severity of stubborn waywardness, sudden isolation and hardened pride. In factories in this color paint massive supporting structures, if such supports are in close proximity to a wall of reddish brick or gray concrete.

Yellow-green. This shade of green denotes renewal, emancipation. Yellow-green evokes memories associated with the young spring greens of plants. Therefore, it also means - to dissolve, to open up, to make contact, to want to meet with a new, unknown.

Brown-green. In brown-green color olives to pure green mix, for example, yellow and black, but not blue. In such images, olive green is revealed thanks to yellow. As a result of simultaneous blackouting, it acquires the additional meaning of sensual passivity. Therefore, brown-green expresses the feeling of his own body and sensual perceptions of Serov's olive color - soothing, softening.

If the child is overworked or is on the verge of a nervous breakdown, the green toy will effectively help. But an excess of green color can drive melancholy, as well as cause a headache.

The psychological characteristic of yellow. Yellow is a contact, radiant. In nature, the sun is rarely painted yellow, and yet the idea of yellow is easily linked to the sun. Yellow is perceived by us as the sun, bright and sparkling. Yellow is light, radiant, exciting and therefore warming. Yellow color disturbs a person, the coking excites him and discovers the nature of color-in-color violence, which eventually acts cheekily and intrusively on the soul - that's how Kandinsky characterizes this color. And here is the characteristic of Goethe's yellow color: "This color is closest to the light of day, in its supreme purity it always brings with it the nature of light, it is inherent in joy, vivacity, gentle excitement. It is known from practice that yellow makes a very warm, pleasant impression."

Kandinsky describes the eccentric movement of yellow as what the yellow circle radiates, acquires movement from the center and almost apparently approaches the person, the yellow circle as if pierces the eye. He goes on to continue his idea that the first movement of yellow is an aspiration to man; it can be raised to the

degree of intrusiveness (with increased intensity of yellow color); and the second movement is the desire to jump over borders, to dissipate forces in the environment and to disperse aimlessly in all directions [7].

In testing, yellow expresses the basic mental need - to open up. Yellow is preferred by people who are looking for changed, liberating relationships to defuse the expected way of excited tension and be able to open up, achieve the desired. The preference for yellow to the rest means finding a liberation that can make you happy, for there is no such.

Yellow stimulates the brain. It can be effective in treating mental insufficiency. Yellow has a beneficial effect on the nervous system and vision.

Yellow corresponds to the type of temperament sanguine, the ancient element "air", in time indicates the future.

Green-yellow. Who prefers greenish lemon-yellow, he inhibits the driving impulses, controls himself, watches others and his behavior, so as not to enter into a conflict.

Yellow (as well as green) colors cause the greatest variety of associations. This is because in this area of the eye spectrum distinguishes the greatest number of shades. Each of the shades of yellow (or green) binds in consciousness with a certain object or phenomenon, hence the wealth of associations.

Brown-yellow. Ohra - mitigates the growth of irritation. The opposite effect is provided by amber honey-yellow. Brown-yellow expresses sensual pleasure, pleasure. The preference for this color speaks to the need for a happy, full of pleasures of being.

Red and yellow. Thanks to red yellow becomes fuller and more weighty. It expresses a spontaneous, voluptuous and joyful feeling and experience.

It's golden. If yellow is an expression of liberation and happiness, it is its meaning that is enhanced by the shiny surface of gold. Gold expresses a sense of radiant happiness.

Psychological characteristic of brown. Brown tones act sluggishly, inertly. Brown loses the active expansive momentum and vital shock force of the red. Brown has only a vital condition. This vitality in brown, losing activity, becomes passive - so describes the psychological effect of this color Lusher.

In the color test, the subject, who dismisses brown as not cute, ignores the vital state of the body. Other interests, needs or claims dominate so much that they do not pay enough attention to their physical condition. Who in the test rejects brown, he strives to become above the dependent on the needs of instincts and establish himself as an individual.

Dark brown. Serov characterizes the effects of dark brown as mitigating irritation. The gloomy, dull brown color is often preferred in the Lusher test by people who think that the conflict situation in which they find themselves is insoluble. To drown out the voice of reason, they seek refuge in primitive instincts (brown).

The psychological characteristic of gray. Grey is not irritating. Intermediate gray is neither colored nor light, nor dark. It does not cause any excitement and is free from any mental tendency.

In the color test, people who put gray in the first place, do not want to let themselves know, protect themselves from all kinds of influences. When you are very overworked, the protective reaction is often a tendency to gray. Denying gray, because of the readiness to excite himself offers his services and is afraid to be bypassed.

Light gray is easy. Dark grey acts as well as dark blue, calm, full, heavy.

In the ancient sense of achromatic colors, gray is correlated with the present time. The psychological characteristic of white. White extinguishes irritation. White as an eccentric dissolution reflects flight. White means absolute freedom from all obstacles and freedom for all possibilities. White is a symbol of physical death if it is considered the beginning of a new incarnation or immersion in nirvana. White is consent, so the banner of the world is white. White correlates with the past in ancient mythology and philosophy.

The psychological characteristic of black. Black contributes to concentration. Black as concentric condensation reflects aggressive persistence. Black is a denial, and it is no coincidence that the banners of nihilistic and anarchic alliances were black. In the ancient sense, black correlates with the future time.

If the color test of Lusher speaks about the psychological state of a person at this point in time, then developed a lot of other techniques that speak exactly about the character of the person. Depending on the persistent preferences of color, you can interpret the actions of the client and describe his character, fears and desires. Psychologists have identified a link between color preferences and a person's character. Sympathy or non-acceptance of color can change over the course of a lifetime.

Red is the color of passion, it symbolizes excitement, energy and is a symbol of eroticism. This is the favorite color of brave, strong-willed, overbearing, short-tempered and sociable people. Usually they are also altruists. If this color irritates, then a person has a complex of inferiority, fear of conflict, a tendency to solitude. If a person's

red color is disgusting, it means organic weakness, physical or mental exhaustion. For example, prisoners of war who had been forced to live in life-threatening conditions for years often rejected this color. Teenagers most often prefer the red color.

Black symbolizes the gloom of perception of life. This is the color of insecure people who prefer black clothes. They perceive life in dark tones, are insecure, unhappy, prone to depression, because they are sure that their ideals in life are unattainable. If a person often changes clothes from black to brighter and more catchy, it says a frequent change of mood gloomy to the opposite. If a person constantly wears only black clothes, it can speak about the crisis state and aggressive perception of the world and himself. Children who are acutely experiencing a lack of love and care often use black hatching in their drawings. Normally, black should be rejected.

As for gray, it is preferred by reasonable and distrustful natures, who think for a long time before making any decision. This color is also preferred by those who are afraid to loudly declare themselves and those who are very overworked (in this case, gray serves as a kind of barrier that blocks a person from the stimuli of the outside world). People who don't like gray are usually impulsive and frivolous.

Brown is more often preferred by those who are already firmly and confidently standing on their feet. Such people appreciate traditions, aspire to simple instinctive desires and primitive sensual joys. But also the preference for this color indicates that the person is physically exhausted. Normally, if this color, like black, will be rejected.

Yellow color is chosen by calm, intelligent and relaxed people in relationships. They are sociable and curious, bold, adapt easily and enjoy the opportunity to please and attract people. If this color causes rejection, it means that this person is focused and pessimistic, it is difficult to make acquaintance with him. Yellow, a mix of green and red and is the color of energy's, is often preferred by pregnant women who expect a successful birth, as well as people who are prone to changing places.

The color of the sky, rest and relaxation is blue. He likes modest and melancholic people. Such a person quickly gets tired and often needs rest, and it is extremely important for him to feel the confidence and benevolence of others. A person who rejects this color, constantly feels the desire to impress others and prove that he can do anything in the world, and in fact - he is closed and not confident. A person who is indifferent to the blue color is characterized by frivolity in the field of feelings, but he hides it under the mask of necessity. The person who prefers blue, feels the need for physiological and psychological rest, and people who deny it and experience rejection - subconsciously try to avoid this relaxation. During the disease, the need for such color increases dramatically.

Green is considered the color of nature, nature, life, spring. People who prefer it are afraid of someone else's influence, constantly looking for a way of self-affirmation, because for them it is vital. People who do not like him are afraid of everyday problems, vicissitudes of fate, and in general all difficulties arising in their way. Green contains hidden potential energy, reflects the degree of strong-willed tension, which is why people who prefer it tend to be confident. Eccentric people who achieve their goals through emotion reject the green. It is also rejected by people who are on the verge of mental and physical exhaustion.

Orange color is preferred by people with intuition, they are passionate dreamers. In heraldry, this color means hypocrisy and pretense. Usually these people do not think themselves without communication, but also they can not stand when in the rays of glory warmsomeone else, and not they are offended, if they are not paid attention for a long time. These are people who adapt quickly and easily to changing circumstances. Orange color strengthens vitality. Therefore, it is recommended to wear clothes or underwear of this color to pregnant women. If for someone it is too bright, it can be replaced with apricot.

Pink is the color of life and all living things, talking about love and kindness. Usually it is preferred by those people who can touch on any occasion. In overly pragmatic people, this color is irritating.

Infantile and easily instilled people who need support and support prefer purple. Denial of this color speaks of mental and puberty.

So, knowledge about several colors preferred and rejected by a person seems to determine the individual characteristics of his character.

In teaching colour, I.V. Goethe wrote, "Color is a product of light that evokes emotions." In enduring terms: "blackened with grief; blushed with anger, turned green with anger" intuitively connect emotional experiences with color. Emotions and color intertwined with each other on a deep unconscious basis [5]. Optical, electromagnetic and chemical processes taking place in the visual analyzer and human consciousness when observing color combinations correspond to the processes in the psychophysiological sphere of the person. Experiences caused by perception of color penetrate into the brain centers and determine the emotional and spiritual state of the person. Goethe was convinced of the sensual and moral effects of color.

Thus, undoubtedly, the colors of the outside world affect the person from birth, having an imprint on the formation of individual characteristics of the person's personality, his health, emotional development, character and behavior. The mechanism of many diseases is caused by the violation of color harmony, the mixing of colors, as well as the lack of a certain color, necessary for the life of the human body. Changing your physiological and emotional state for the better is available to every person with the help of color therapy. To conclude, interest in this question is very high; as color affects the consciousness, memory and psyche of the person, and this influence is effectively used in practical activities it is proven that light and color have a powerful effect on the formation of psychophysiological human body status.

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