

The background of the cover features several overlapping circles in various colors: purple, blue, yellow, and teal. Each circle contains intricate, traditional Indian patterns, possibly from a rangoli or a similar folk art. The patterns are detailed and geometric, with some resembling floral motifs and others being more abstract. The overall aesthetic is vibrant and culturally rich.

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PUBLICATIONS

# Art as a Healing Feast

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# Colour and Emotion: A Psychological Analysis of Visual Media Responses

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## Abstract

Color is a strong way to communicate via visual media. It can change how people feel, think, and act. This chapter examines color psychology, specifically how audiences interpret and emotionally respond to colors in film, advertising, digital media, and visual communication. Based on cognitive neuroscience and environmental psychology, the study looks at how colors affect attention, taste, and meaning. It also talks on how different cultures see color, how color associations are used in branding, and how color is used to tell stories in movies. The chapter ends by talking about the moral issues that come up when color design is used to psychologically manipulate audiences in persuasive media settings.

**Keywords:** Color Psychology, Visual Media, Emotional Response, Semiotics, Audience Perception, Branding, Film Aesthetics

## Introduction

In a world where digital communication is becoming more and more common, color has become an important part of media design and getting people interested. It is not simply a decorative element, but also a complicated psychological trigger that may quickly bring up feelings, convey meaning, and change how people see things. Color, unlike language, goes beyond language borders and makes rapid sensory impressions.

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