

DOCTOR OF PHILOSOPHY DEGREE EXAMINATION IN MASS COMMUNICATION

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Title of Thesis

Colour Communication and Semiotics

(A study on the evolution of Sri Lankan Cultural Colour Communication)

Abstract

Colour is known as one of the main principles in the field of Visual Communication. Colour is a powerful stimulant in communication. It fulfills extremely private as well as public communication requirements. Colour helps shaping of various cultures of the world and it evolves concurrently with the cultural evolution itself. Colour is distributed across many facets of subject areas where culture is one of those facets. Culture is always enriched with physical and spiritual ideologies.

The first chapter of this thesis introduces the subject of colour with its definitions, the objectives, the problem, assumptions followed by a summary of the literature survey and methodology adopted in this study. Further, it also discusses about the scope of the subject, the approach, the importance and provides with a summary of the results obtained in the thesis.

The source and distribution of colour transcends through various subjects and fields. In cultural history, colour has played an important role in areas such as art, rituals, religious festivals, traditions, public events, buildings and even consumer products . The second chapter discusses about the usage and the distribution of colour in the world history. In colour perception, personal activities and the knowledge pertaining to that on the organs involved, the mind and the attitudes are also important.

The third chapter describes various aspects on colour communication and perception. The human evolution in the world takes place in the context of cultural dynamics. In parallel to this takes place the evolution of the colour through different era and traditions. One of the powerful factors that affected the evolution of the colour is the developments in the technology and the scientific knowledge.

In the cultural evolution of colour, based on the timely/current requirements, some of the physical and spiritual aspects may disappear; some maybe renewed and perhaps be simplified. The fourth chapter discusses the cultural evolution of Sri Lankan colour communication that has been built upon the physical and spiritual ideologies.

The fifth chapter gives an introduction to the understanding of different shapes of colour, recognition of the methods and the nature of the colour, that of the various physical as well as spiritual semiotics communicated by colour.

The sixth chapter presents the conclusions of the present study pertaining to socio-cultural aspects in the physical and spiritual context of the evolution of the colour. Further, it has also been proposed the importance of the spiritual insight in the physical usage of colour.

Keywords: Colours, Physical and Spiritual, Perception, Evolution, Semiotics