

Jinnah university for women

Name: Mehak rafiq

Class: Bs-ii zoology

Topic:1: Essay writing

2: descrusive & argumentative writing

Submitted to:

The psychology of color

Consider it or not, bearing certain colors can help us elevate, make head way argument or encourage friends to share the latest gossip. Colors in our surroundings have the ability to keep us cool, motivate or de-motivate the conversation. The hues on packaging give some unperceivable messages that the enclosed product is salubrious, pricy or unsafe.

Why? Because of the psychology of color, which refers to the strong emo­tional reactions that we all have towards colors? Research studies show that our reaction is partly physiological based on the effects of the colors that have on our eyes and nervous system. It is also influ­enced by our environment and life experiences. Beginning with the technology at its sim­plest, the retina focuses on colors as rays of light which have varying lengths and degrees of refraction, reflection, absorption depending on the hue. The eye's sensing of each color induces fast reactions in the brain and autonomic nervous system.

For example: Warm colors like reds, orange, yellows have the longest wavelengths, requiring energy to view them, that's why those colors seem to pop out at us. They stimu­late the brain, raise pulse and respira­tion rates.

In contrast, cool colors like blues and green have the shortest wavelengths and can easily enter the eye. This produces a calming and relieves us while slowing the metabolism.

In addition to the involuntary reac­tions we have learned reception that is equally important to color. We're taught that pink is for baby girls and blue is for boys, white bridal gowns represents purity and naturalness, red for traffic signals which means to stop or danger ahead.

The color of our clothes also speaks volumes. Would you be more related with a customer-service rep­resentative who is dressed in white or black? Would you feel safer with a doctor wearing a navy tie or a bright orange one? Who would you choose as a finan­cial advisor, a woman in a blue suit or one in hot pink? The colors we wear can be tranquilizing, enervate or energizing. While there are no "good" or "bad" colors, we can make exact selection to help us convey more effectively. This is true not only in fashion but also in home decoration, advertisement, graphics, product designs, and retail environments.

Red:

Red also transmits energy and courage, giving one a feel of power to get the things done. That's why you would have seen politicians often wearing red ties. As a bonus, red is the most unforgettable of all colors as you can see gifts given in red gift wrapping, red hearts, red cards etc are memorized easily. Red kindles intense, strong emotion, passion among people. As already I have discussed above about bonus to red color, it's the favorite color for valentines and appropriately named "red light" zone. Women in red are often seen as flirty, forthcoming, and playful.

In China, red represents good luck and is worn by brides and used in "red egg" ceremonies to bless newborn babies. Feng Shui practitioners suggest using the power of red to kick out bad ch'i, or energy, from the house. But in deco­rating, red comes with a lovingness. Red is used only in rooms where we want to boost activity and lively conversa­tions, such as a living or dining room.

It is also a great choice for "pass­ing through" spaces where we don't spend a lot of time, such as hallways, lob­bies, or guest bathrooms. In a child's room, the color causes insomnia.

COLOR PSYCH:

The red color gives the feeling of speed, power, joy, danger, and rage. True red is the most vivacious color. It is the driving color in the spectrum, express­ing excitement.

It attracts attention immediately and its separate the object and image from background.

Yellow:

There is a good reason for smiley face is yellow. The color of the sun, yellow gives a sense of lives. Psychologically it is the happiest color in the spectrum, guiding feelings of hope, joy, and spontaneity. Think of the term "sunny disposal."

When associated with the sun, yellow gives us an educated atmosphere that stands for wisdom, mind and vision. This feeling is supported by science, as yellow quickly reads with the brain, stimulat­ing the nervous system. It is said to be the favorite color of Chinese philosopher Confucius.

It is a color we can't neglect. It visually pops out. You certainly can't miss yellow taxis or autos in traffic.

Color Psych:

Yellow is the happiest color in the spectrum according to psychology, related with warmth, optimism, and joy.

Yellow visually appears at you, it the very evident color. It is good for signs and product packages.

Yellow suggest clear thinking. Black type on a yellow ground is the most clear color combination and helps in memory storage.

Yellow combines with other color cause vitality.

Overexposure to bright yellow can be unsettling. Paler hues are better for socializing, whereas gold tones signify wealth.

Orange:

As human being, sometime we feel decrease ambition, idea these instant marked by low energy level. The orange color boosts oxygen aspiration to the brain. And since orange also increase appetite and helps indigestion.

Red and Yellow combination makes orange, taking over from both colors. It has the energy and vitality of red and the happy, friendly qualities of yellow. It makes orange bold, energizing and expressing naturalness and fun.

Bright orange is a greater attention and used effectively by construction workers and crossing guards as a warning. It represents good value as well and making good use for sale signs in store windows.

Moreover it is quiet tones like colors of pumpkins and growing leaves. Orange is a reminder of autumn and harvest with their warm pleasing groups. Eyes catches burnt orange very easily and have a sophisticated appeal that can be both elegant and exotic. Orange also says fresh, healthy, and juicy, making it a favorite for table settings and kitchen accessories. It is used in sparingly in home decoration. Many expensive restaurants paint their walls and because the color is welcoming and appetizing.

Color Psych:

Orange is a stimulating, energizing color that appears friendly, outgoing, cheerful, and adventurous.

Bright orange has very high visibility, making it ideal for warning signals or grabbing attention, even when used in small amounts.

Easier on the eye, autumnal and spicy oranges are warm, exotic, and appetiz­ing, while peach tones are most flat­tering to the skin.

People who wear orange are thought to be creative, enthusiastic, and fun to be with, but possibly also a bit irresponsible.

Because of its playful, active qualities, orange is a favorite of children, teens, and athletes.

GREEN:

Green not only represents life and growth. It is the most relaxing, comforting color in the spectrum.

The reason is physiological. Unlike other hues, green focuses directly on the retina without being refracted, making it especially easy on the eyes. It is also thought to have great healing powers and the ability to relieve and refresh.

Forest green is the color of mature trees representing stability and growth. Amazingly, green color is used in law offices and financial institutions. Green is the color of money too.

Olive has the most power associated with it because it reminds people of the military, while grass green's connection to new life and growth has come to sym­bolize fertility.

Color Psych:

Light green is physically is the most relax­ing and calming color in the spectrum. As the easiest color on the eye and it is also improve vision.

Vibrant greens remind people of the spring, life, nature, and youthful energy.

Darker greens are making a logical think of stability and growth, showing high economic status and success.

Green is the worldwide symbol for safety. Green also means go.

Those people wears green are thought, dependable, and generous.

Green has some negative associations also, when someone is sick, they suggested to look around the green things. Similarly, Paris green is consistently rated as the most unwholesome of all colors.

Conclusion:

Colors in cognitive psychology could greatly help law enforcement by helping them choose a color that could calm someone during questioning so they do not feel pressured to lie or overwhelmed by an event and can clearly tell what they know. Also, in hospitals can use pastels to relax patients so they can better process what is going on, or use brighter colors to cheer up patients. Colors from a cognitive perspective explain many of life's occurrences and can further help researches explore the processes of learning, decision making, reasoning, judgment, and many other mind processes

Discursive and argumentative writing

**Discursive writing:**

. dis·cur·sive. adjective. The definition of discursive refers to writing or discussions that ramble from subject to subject, or to stories that have a lot of embellishment and detail. An example of discursive is an essay by a fourth grader that doesn't have good transitions.

**Argumentative writing:**

The argumentative essay is a genre of writing that requires the student to investigate a topic; collect, generate, and evaluate evidence; and establish a position on the topic in a concise manner. Please note: Some confusion may occur between the argumentative essay and the expository essay.

**Discursive Essay:**

**Facts for Overpopulation**

Overpopulation is what everyone is babbling about all the time. One can easily add up this topic to such themes as the global warming, abortions and euthanasia. People worry about it and what we are concerned about the most is the best foundation for a **professional piece of writing**.

Let’s start our essay with a little bit of statistics. The world population has already hit 6.5 billion. Try to think and write on whether the world will be able to continue sustaining these terrifying numbers and suggest several ways on how to solve the global problem.

Problem 1.

 Make sure to mention the rapid increase of the number of the Earth’s inhabitants. The point is that if the population of the world continues to grow, our home planet won’t be able to sustain it and, as the result, the number of people will start decreasing.

Problem 2.

The resources shortage is one of the factors that can end up life here, on the Earth. For example, if we run out of crops and water the apocalypse will be not long in coming!

Problem 3.

 High cost of living is what makes a lot of people suffer. The rules are simple: if you happen to have no money, you won’t be able to survive in the jungles of a big city. It’s recommended to give examples of several poor countries, where people die because they’ve got no basic resources (health care, food, water).

Problem 4:

The population of Pakistan is 70% in un-educated. They can’t understand congested population.

To sum up what is mentioned above, do not forget to say that rapid increase in population is hanging over the world like the sword of Damocles and there is no one but us to deal with this problem

**Argumentative essay**

**Opinions of Overpopulation:**

The challenge of overpopulation is real, and it is something that we have to deal with every other year. There are so many countries that are struggling with this, especially because the population explosion exerts a lot of pressure on their resources. It is close to impossible for the country to plan for say 40 million people and provide resources that can tater to these numbers, when in real sense they are going to have to deal with more than 50 million people. The challenge of population is especially dire when we take into account the number of people that are undocumented but still need to be provided for in the budgets.

Overpopulation is one of the easiest cause and effect essays that you can think about writing on, especially because everything about it is so obvious. While you might struggle a bit with some of the topics that you might be asked to construct a cause and effect essay on, things are rather different with overpopulation. Everything is right before your eyes. The solution the causes, challenges and everything else that you need to know about are always there for you to look into.

Solution 1.

Provide several reasonable suggestions to solve the overpopulation problem. Start with the increasing of the awareness of an average human being. The point is that every person living on the Earth is supposed to be fully aware of the fact that the lower population is, the higher living standards (such as education, food and health) are.

Solution 2.

Mention the birth rate. When people realistically control the birth rate they will get an opportunity to be 100% certain that overpopulation problem won’t be that disastrous and will be solved.

After looking at the reasons why people come from one place to another, you now need to look at what happens next. Most students normally look at what happens to the place where these people go to, the place whose population has just increased, without paying attention to the effects on the place where all these people have come from. While you are writing this paper, you must also shed some light on this.