

Chapter 8 Nonverbal Messages
The Meanings of Color

Objects	Major Color	Secondary Colors
Coffee can for rich		
Colombian coffee		
A children s cereal		
An especially rich ice		
cream		
Expensive freshly		
squeezed orange juice		
Packaging for upscale		
jewelry store		
Dietetic TV dinners		
Microwave popcorn		
Shampoo for gray hair		

Liquid detergent for
heavy-duty washing

A textbook in
interpersonal
communication