

A Case Study of Zhang Yimou, Using Color Evidence From “Hero and the Shadow” and How the Color Is Symbolized in Contemporary Society?

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Abstract : This paper investigates how different colors are used and bring symbolic meaning comparatively in Zhang Yimou's movies Hero and Shadow. The study also explores how those colors are symbolized in contemporary society. The researcher analyzes the movies Hero and the Shadow to investigate them using colors and how they are used in contemporary society. Hero exposes the colorful colors to expose the Chinese traditions, whereas Shadow explores the gray, black, and white with the ink paints. Also, in contemporary society, sometimes, the author gets a similar symbolic meaning of the colors. Sometimes, the contemporary's meaning is different from the one used in these two movies.

Keywords : Chinese movie, visuals, colors, traditional painting, contemporary society, and Western countries

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