

# Is your name helping or hurting you?

**Most of us never think about our names. They're just names and they usually don't mean much – or do they? New research has come out which suggests that our names can affect everything from our emotional well-being to our career paths, and even how long we live.**



1

A recent **survey** asked 6,000 people in the UK to **rank** common names for men and women in three categories: successful, lucky, and attractive. The results showed a strong preference for certain names. People called James and Elizabeth were seen as the most successful, Jack and Lucy were the luckiest, and Sophie and Ryan were the most attractive. **Overall**, it seems that the best name for men is James, which came near the top in all three categories. The least desirable ones were George and Ann, which ranked near the bottom in all categories.



2

The potential effects of your name go **beyond** perceptions. According to several studies, teachers give higher marks to children with attractive names. In the US, where grades are given on a **scale** from A (excellent) to D (poor), another study found that students with first names beginning with A or B received higher marks than students whose first names started with C or D.

3

Some experts also believe that people are attracted to jobs that sound like their names. One study found that people called Dennis and Denise are more **likely** to become dentists. There are hairdressers called Harry, artists called Art, and even a lawyer called Sue Yoo\*. Even if your name and job don't match, your name could affect your job prospects. A study found that American employers were more likely to consider the CVs of applicants who have 'normal-sounding' names. **Researchers** also say that companies are more likely to promote people if their names sound successful.

4

It may seem incredible, but there is **evidence** that your name could affect how long you live. Researchers compared the death certificates of people with 'positive' initials (such as J.O.Y. or F.U.N.) and people with 'negative' ones (such as D.I.E. or S.A.D.). The results? People with positive initials live about four years longer than **the average**, while people with negative initials die about three years sooner.

So if you have an 'undesirable' name, should you change it to a new one? Most experts say no. For most people, having a positive attitude will help more than giving yourself a new name.

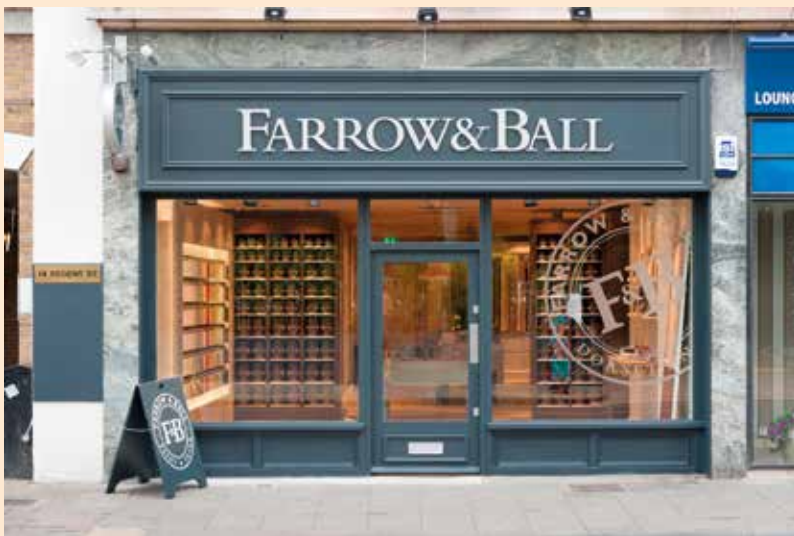


\* The name Sue Yoo sounds like the phrase 'sue you', which means to make a claim against somebody in court.

Adapted from the British press

# What colour is Dead Salmon?

There was a time when you could tell what colour something was by its name. Red, green, even lemon yellow or royal blue immediately told us what something would look like. But, as anyone who has recently bought clothes, a car, or even children's crayons has probably noticed, the trend for giving colours bizarre names is now everywhere, and the image they create in our mind does not necessarily correspond with the actual colour.



One company which may have taken this trend the furthest is the popular UK paint company Farrow & Ball. They sell a **wide range** of beautiful colours with very unusual names. It is easy to laugh at these names, but in fact many of them have stories behind them.



## Dead Salmon



Why did the company give this attractive brownish-pink colour such a **depressing-sounding name**? In fact, the name has been used for this colour for more than 200 years. According to Farrow & Ball, the name comes from an 1805 bill for the painting of the library of an old English country house. 'Dead' actually referred to the paint finish, in the way matt or gloss might today.

## Arsenic



The name of this **pleasant greenish-blue colour** may surprise people who associate the name with a poisonous chemical and think of it as a white powder. However, in the late 18th century, arsenic was used to create a colour called Paris Green, which was commonly used in paint and wallpaper. Many people became ill as a result of living in houses with Paris Green walls or wallpaper, including, it is said, Napoleon.



## Monkey Puzzle



This dark greyish-green colour is named after a kind of pine tree found in Chile and Argentina. The tree got its English name in the 1800s after examples were brought to London, and somebody commented that it would be very difficult to climb, even for a monkey.

## Cabbage White



This **subtle shade** of white, which has a **slight blueish hint**, also gets its name from nature. It is named after the Cabbage White butterfly, so-called because the caterpillars feed on cabbages.