

Don't turn your back on black

Give dogs with dark coats a chance and you will not regret it

WHEN it comes to the colour black, we have been conditioned to associate it with various bad omens, evil and death.

Black Dog Syndrome isn't an illness, but is actually a situation created by many of our prejudices toward the colour black.

It is most commonly witnessed at animal shelters, where people tend to prefer dogs with lighter coats instead of dark ones, most of the time unconsciously.

This results in black dogs being left in shelters for a longer period of time, and leading to many of them being euthanised.

When I first learned about this, I was shocked.

I have three dogs, two of which are black including a big black dog (BBD). I find black dogs extremely beautiful.

The thought that people discriminate even dogs just based on the colour of their coats astounded me.

This discrimination could be due to various reasons, such as influence from the media.

Movies regularly cast BBDs as the fierce, evil creatures and so prejudiced thoughts begin to build among many people especially regarding



dog breeds like Rottweilers and Doberman Pinschers.

Black canines are also frequently painted as menacing in books, like JK Rowling's *Harry Potter and the Prisoner of Azkaban*, as well as Sir Arthur Conan Doyle's *Hound of the Baskerville*.

I can personally attest to the fact that many people are terrified of my black dogs just because of the colour of their coats.

People tend to gravitate towards the third one, thinking that it is the safest and nicest of the lot simply because its fur isn't black.

A dog's temperament and personality are in no way affected or indicated by the colour of their coat.

The same goes for their health.

Black dogs are also disadvantaged in an adoption drive because people somehow think that black dogs look too ordinary and are less attractive.

For example, when you put a black



Still beautiful: A dog's temperament and personality are in no way affected or indicated by the colour of their coat.

dog together with a dog of the same breed but has a lighter coat, people will tend to choose the one with the lighter coat as the latter stands out more in comparison.

Besides that, black dogs tend to look older as grey or white hairs are especially obvious and this destroys

the appeal of these dogs for some since most people will not be keen on adopting an old dog.

Some people also avoid taking home a black dog from the shelter because the shed fur will be more visible on the furniture and around the house.

Unfortunately, cats at animal shelters also suffer from these human prejudices.

So, if you are looking for a new furry friend, I suggest adopting from animal shelters. And please, give those animals with black coats a chance as well.