THE PECULARITY OF CREOLIZING THE COLOUR AND TEXT IN SOCIAL ADVERTISING IN ENGLISH

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ABSTRACT

Nowadays, social advertising is a tool that has a quick and effective impact on the recipient. The main purpose of social advertising is to draw public attention to a social problem and change it, as well as to increase or improve social dignity, to change the way the problem is perceived. The skillful use of colors and fonts used in social advertising is also important in increasing the attractiveness and effectiveness of social advertising. Enriching the visual and visual parts of English-language social advertisements and increasing the function of their impact, the use of colors and letters in different ways, the skillful use of colors in advertising texts, vivid depiction of the situations reflected in it help to increase the effectiveness of social problems.

Keywords: Advertising, social, color, letter, image, symbol, information, part, verbal, function, picture, foreign language, text, exhibition.