

THE PECULIARITY 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.

INTRODUCTION

Expressive means which presents the verbal message and non-verbal signs consisting of colourful symbols, using printed letters in explaining the implication of social advertisement are very efficient and explanatory. Scientists emphasise that these signs can have a significant effect on recipients.

The attractive function of social advertising is to draw recipients' attention. Bright and vivid colours, in turn, serve for this purpose and enable the perception of the advertising message visually.

It is interesting to note here that colourful signs are one of the important components of creolizing. Special attention is paid to using colours not only with expressive means, but in advertising objects with printed letters. For this, special phrases, words and even the separate letters of words are also presented in different colours. Colour plays a vital role in expressing graphically.

Literature review

Scientific findings of American researchers, B. Berlin and P. Kay, also confirm that colour is of essential importance in perceiving the world. There are eleven universal categories of colour in the human intellect and these can be accepted in certain sequences: in the first stage - black, white, in the second stage - red, in the third - green, yellow, in the fourth - blue, in the fifth - brown, in the sixth - purple, pink, orange, grey. Researchers who have compiled the structure of colour categorization on the basis of literary sources and psycho-semantic point out in their research that black-white-red symbols form a fundamental basis for the world image, regardless of its geographical distribution. As a semantic phenomenon, colour implies a specific system

of categories, type of meaning and factors that cause them. The most important peculiarity of colour as a symbol consists of generalizing the domain of content and reflection. Thus, besides constant meanings of colour, it plays an important role in social advertising as a symbol of an advertising object, taking into account of the specificity of the perceptual subject in predicting the degree of impact on human psychology. It should be noted that colourful and expressive means are rich in content, because they enable the evaluative information to be called to the mind from the social, ideological and aesthetic point of view. Confirming the same scientific idea, VG Kulpina writes: "colour and expressive means represent the ethnos as a part of a single unit and environment".

Main part

As we consider that the colour of the image, a text and other informative space is a key aspect that plays a major role in social advertising. Since colour reveals the quality of advertising, creates a different mood in person's mind, affects person's feelings and reflects certain seasons of the year. Colour used in social advertising can attract the consumer, create a feeling of peace and tranquility in him or, vice versa, excite his heart and motivate him to act. For instance, yellowish red colour causes excitement and nervousness; a blue and greenish background can actually calm a person. Black symbolizes elegance and "a level of culture". Black is the absence of colour, so this colour is a contrasting colour compared to others. The unconscious feelings that occur in a person through colour reflect behaviors that are common not only to one person, but also to society. According to different data, red is a symbol of love in the USA, therefore, the motto of Coca-Cola, the national product of the country, is titled "drink with love". It is a symbol of care and festivity in China, a symbol of life in Uzbekistan and India and a symbol of danger in France. Yellow symbolizes prosperity in the USA, the sun in Uzbekistan, mourning in Syria, splendour and magnificent in India, despair in Brazil and unfaithfulness in France. White symbolizes youth, mourning in Japan, Korea and India, purity, cleanliness and peace in Uzbekistan and the USA. Text plays the main role in advertising. Considering the text as a symbol is the main purpose. This subject plays a broader position and in the majority case, the term "text" is used to understand the verbal step. The origin of the word "text" (it gives "relation, connection" if it is translated it directly) points this term itself in a broad meaning. The word "text" is used the collection of signs which were consisted of the order of contents and interrelations. It is possible to acquire the text and the content in advertising should be clear and short and there should not be word repetition.

Semiotics is not connected with the concept of the text along with natural language. The text is the concept and general essence of having any languages. So, if we look at it from the aspect of semiotics. Texts mean pictures, tables, tones, customs and traditions, cinemas, and others. This plays an important role in advertising. In terms of the above case, the text was created as supporting human's materialistic and moral necessities. So, we may understand the symbols which are based on somebody's purpose in a special and intellectual way.

In order to shed light on social advertising, the text is the crucial thing in supporting it to reach a human's mind and to open the main purpose. G.I. Bogin stated that in semiotics, the term text can be interpreted in a narrow and broad sense, as a general concept used for the product of human activity aimed at a specific goal. With the "creative ability" of certain texts as cultural elements, a conscious person has an idea of the world around him, of all material things in the social and cultural spheres. French scientist J. Derrida realized the text as a tool for expressing the whole that surrounds us, saying: "There is no reality outside the text, we do not understand exactly that. Without texts, it would not be possible to explain the existence of any cultural objects and human beings created and being created due to human activity, and any

phenomenon that surrounds human beings". Various cultural artifacts, such as movies, music, photographs, architecture, geographical objects, advertising, etc., are understood and studied as texts.

Results and Discussion

Signs with colour are considered the most important part of creolizing textual messages. For example, grey and black stand for fear, helplessness, depression and the risk of death. They are widely used in reports like adverse effects of smoking, violence and environmental pollution. Red is associated with the colour of blood, so this particular colour more commonly used in news like car crashes, violence and ill health.

For instance, the heart that is filled with blood is reflected in the visual part of an advertisement. In this commercial the human heart is described as a labyrinth with two exits. In the middle of the heart there is a picture and a bed. The following advertising slogan is aimed at a doctor: The faster you help, the better. While green is widely used in social advertising on preserving nature, yellow is used to reflect the problem of smoking (a yellow cigarette butt is described



in the visual part of it), blue symbolizes water in the social advertising devoted to the protection of water pools and animals live there, red symbolises the problems connected with danger and death, white stands for the matters of children and black, grey and brown are symbols for despair and frustration. Colour is seen as a symbol of a recipient's attitude toward the situation and confirms that it is not good to face such situations by directing people's behaviours to an acceptable direction. The aesthetic function of colour is to create a certain image in advertising and to influence the aesthetic feelings of the recipient. H. KAftandjiyev distinguishes six functions of colour in advertising:

- 1) structural/spatial – shape and space are reflected by colour; for example, some colours show an object closer, while others show it farther away;
- 2) expressiveness – a person's mood is formed with the help of colour;
- 3) descriptive – colour expresses meaning;
- 4) symbolic – different colours are used as symbols;
- 5) connecting – by means of colour compositional integrity is achieved;
- 6) emphasising – important parts of the image are reflected by colour. In social advertising, in particular, emphasizing, that's the function of distinguishing is considered important and by this the content of the advertising is accentuated.



For instance, an advertisement asking a driver to be careful on roads (and not to distract their relatives by talking on the phone) emphasizes that it is dangerous not to abide by traffic rules in which red (the colour of blood) is provided on the background of white objects (white sheets, clothes and phone). *Don't talk while he is driving*. Here, colour serves the function of expressiveness as a background.



The black background of the advertisement devoted to the issue of struggling against smoking intensifies the meaning of the visual sign, compares the situation with the possibility of death and attributes its verbal part.

In a social advertising which calls a person to economize electricity a lamp lit is highlighted with the help of yellow; grey and blue reflecting the ocean and glacier is given as a background and here it emphasizes that it can cause the global warming due to human inefficiency. *When you leave the light on you are not the only one who pays.* Colour underlines the important verbal part of the advertising by enabling unstanding the creolized text.



For example, in an advertising used for violence against women, some words (who is being tortured, why and where) of the slogan are highlighted with red: “Every 9 seconds a woman is abused in the United States”. The attractive function of the visual part of the text is as follows: the type of the letters, size, the distance between them and subheading of the advertisement plays an important role in introducing the message efficiently and attracting the recipients’ attention.



For instance, in an advertisement devoted to the protection of nature the slogan of the advertisement “You can help stop global warming” is written in different types and are separated from each other and black is used to describe the issue of pollution.

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In a social advertising on the vegetarian lifestyle the slogan, “I am Paul McCartney, and I am a vegetarian” fully reflects



the content of the ad and the word ‘vegetarian’ is typed in white which is suitable for the situation. Although McCartney is famous, his celebrity is given under the word ‘Vegetarian’, because the word is written in bold and it helps to attract the viewer’s attention. The expressive means of the advertisement is based on the emotional-expressive feature of bold types. In one case, in an ad dedicated to protecting women’s health states that many girls can harm their health by trying to lose weight in order to look beautiful and attractive.

The slogan of the ad is “Fashion calls another victim” is described in handwritten letters. The symbolic function of the advertisement is based on its association with abstract concepts.

For example, in an social advertisement the slogan of the advertisement, “Voice Against Air Pollution” is written in letters reminding smoke coming out of factory pipes, which, in turn, intensifies the negative connotations and helps to understand the content of the ad better.





The slogan of a social advertising on the road safety, “I won’t wear a helmet, it makes me look stupid” was expressed by words of a patient having been injured in a car accident. The letters used in the ad highlights the meaning of it. Certain signs in our language pass different metamorphosis process until it passes the semiotic stages. These are semiotic stages in human society: 1. connected with behavior and action; 2. customs and traditions and religion; 3

scientific actions; 4. literary activities.

Yu.S. Stepanov divided the semiotic processes into two.

1) Progressive semiotic process

This is the main semiotic process. In this process, “materialistic things” and “concepts” are connected with each other. In general and specific conditions, the group of “materialistic things” is connected with other concepts related to the same group, “concepts” mold signs in the human mind. Doing this, “temple, the church” – are outer speech signs, and they shape the concept of the “belief”: certain customs and traditions embodied the word “love” in a human’s mind.

2) “Paradigms” or “methods” are one of the semiotic group in human society.

In one position, this group is related to the progressive semiotic process, on the other side, it connects cultural elements with each other. In this way, it is possible to understand the time as connection legitimacy at the same time.

CONCLUSION

Taking all the points into account, it can be stated that the problem of displaying and shaping social advertising through colour are closely linked with social life and traditions because a social advertising is created on the based on the culture of a country. Text plays the main role in advertising. Considering the text as a symbol is the main purpose. This subject plays a broader position and in the majority case, the term “text” is used to understand the verbal step. The origin of the word “text” (it gives “relation, connection” if it is translated it directly) points this term itself in a broad meaning. The word “text” is used the collection of signs which were consisted of the order of contents and interrelations. It is possible to acquire the text and the content in advertising should be clear and short and there should not be word repetition.

Creolizing the written part of the ad and using the letters in different forms and methods in social advertising, using colour skillfully not only increases the effectiveness of it, but it also affects a person’s mind and psychology.

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