

THE USE OF COLOR TERMS IN THE ADVERTISING DISCOURSE ON THE EXAMPLE OF STUDYING SPECIAL COURSE, „COLOR AND ADVERTISING“

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Abstract. The article presents the results of a special course conducted by „The color and advertising“ in the Autonomous Nonprofit Organization „International Centre for the modular training system“.

Keywords: color terms, advertising, the semantics of color, students, research, sociology, etnocoloristic interview videocoloristic interview.

The author designed a special course, „Color and advertising“ in the process of conducting a study on the use of color terms in the advertising discourse. The introduction of a special course in the real educational process in order to get students to use knowledge about the features of the color of the producers of goods, services, promotional objects, learners mastering social competence, learning skills of sociological research using innovative methods was carried out on the basis of Independent non-profit organization „International Centre for modular learning System“ in the 2011-2012 academic year, and audited its effectiveness.

Plan of educational-themed special course and time for each academic forms of study has been fleshed based on the data recorded during the study ascertaining. As a result, the scope of this course is 34 hours: lectures (14 hours), seminars (10 hours) and practical - in the form of extracurricular activities, tours of research on different objects (10:00). Obtained by students in the special course knowledge and skills were corrected in the course of individual lessons and realized at the time of sociological practice in conducting interviews and etnocoloristic videocoloristic observations in Russia and Germany in Moscow, St. Petersburg, Rostov-on-Don, Voronezh, Berlin, Frankfurt am Main and Giessen.

Important role in the formation and development of social competence consumers take personal-value ratio to the advertised objects that aspect as daily activities, and possibly, future or present professional work, assigned color terms. In the process of mastering the peculiarities of the use of color or shades of consumers (in this case - the students enrolled in the program of study course, „Color and advertising“) will not only receive the necessary theoretical knowledge and understanding of the semantics

of color in advertising discourse, terms of shaping social competence, but at the same time included in the process of understanding the objective and subjective importance of this knowledge for the socio-cultural practices of everyday life. Important role in the process of training given to methods ethnocoloristic interview videocoloristic observations dialogic conversation.

Novation in the sociology of the method of videocoloristic observation is based on knowledge of the natural phenomenon of color, basic, composite and complementary colors, shades, their characteristics, color culture and language of color obtained in the course of human life and used for the creation and subsequent interaction with a comfortable visual environment (Nevmerzhitskaya, 2012).

The essence of ethnocoloristic interviews as a method of collecting primary ethnocultural information is in direct contact with the interviewer by the respondent, during which the interviewer gets the necessary information in the form of ethnocoloristic answers. Thus, ethnocoloristic interviews, as a sociological method of collecting information, conducting interviews suggests (for a particular plan) with the respondent, which is based on direct, personal contact and the pull of the respondent. Specificity ethnocoloristic interview compared with other types of survey is in the way of communication the interviewer and the respondent, based on pre-made program (plan) (Nevmerzhitskaya, 1998).

Organization and conduct interviews on the topic of ethnocoloristic include the following structural and logical aspects:

- 1) update the personal, creative, intellectual, emotional, aesthetic, social and cultural experiences of students required for the comprehension of a problematic issue;
- 2) the statement of the problematic issues and predicting the ways of its solution;
- 3) the process of socio-cultural discussion of the issue;
- 4) formulation of the main conclusions on the subject, personal assessment of their significance.

The leading objective of the course, „Color and advertising“ is the systematic and purposeful development of Russian citizens have a positive motivation to get advertising means, including, ethnocoloristic knowledge, positive attitude to the semantics of color used in advertising discourse, the development of their ethnocoloristic requirements for this type of professional activity. Important role in the updating, development, formation of values and motivational attitudes of boys and girls of color as an integral component of advertising are such aspects of modern life, such as:

- ethnocoloristic features public service announcements;
- using sociolects / his etnolect in the language of advertising media
- educational features of advertising;
- informative component of the advertisement;
- promote a healthy lifestyle criteria advertising;
- the development of desire for the manifestation of creative communication, etc.

The above components of the advertisements were the basis for conducting interviews with students ethnocoloristic of Independent non-profit organization „International Centre for modular learning System“, the author studied the course „Color and advertising“. As a result, the subject-object of the students were not only necessary theoretical knowledge and understanding of the nature and characteristics of ethnocoloristic information in advertising discourse, but also about the role of advertising in shaping a positive image of both the manufacturer and the individual, the country, demonstrating the effectiveness of use of color semantics in the advertised products, services, etc.

Usage of special tools videocoloristic provides special effects on the individual personality of the students in mastering the contents of study course: videofactologic photo and advertising on better assimilation of such topics as: „Color and advertising decorative stones“, „The socio-cultural semantics of color in advertising communication“, „Color socio-cultural preferences in the field of advertising German-speaking countries“, etc.

Thus, students get a visual and multi-faceted view of how to use color semantics in advertising to draw conclusions about current trends in the color terms in advertisements. Taking the study of Russia's leading marketer F. Pankratov, „Psychology of color“, the students were offered to educate these paired color combinations that provide the necessary psychological effect, corresponding to certain groups of goods. On the basis of the information provided, the students themselves have formulated the following conclusions: the impact of color combinations on the human psyche is diverse in nature and has a well-defined constants, in particular, it concerns the pure colors of the spectrum, on the one hand, the diversity of experiences and emotions increased and deepened, and, on the other hand hand, it increases their variability, it is important to consider when using color in advertising.

Also, the attention of the students were offered information on the association of color caused by people in different countries. Because perception of color and its effect on the human body has many important aspects, which depend on the cultural characteristics of different nations, and are determined, in turn, geographical, climatic, ecological, economic and other factors, the various studies reveal a culture in the country, one nation, and different color perception (Vasilevich, Kuznetsov, & Mishchenko, 2008). This information, drew the attention of students, especially the fact that the creation and perception of advertising is necessary to consider the habit, national tradition and the other features of the use and application of color in different ethnic groups.

The acquaintance with the study were held during the practical sessions, based on socio-cultural basis of the material of the article written by sociologist V. Usov “The Magical World of Advertising”, to familiarize them with the results of the influence of artificial lighting in the stores to potential buyers (see Table 1).

Table 1. Analysis of the effect of illumination on the color of the packaging of goods in the store

The original color of the packaging	Package color when illuminated
light green	lighter yellow
light blue	lighter red
Bright red	deeper and more intense red
yellow	almost white
blue	acquires a shade of green and dark
dark blue	loses its brightness and darkens

Source: (Nasibulin, 2010)

Familiarity with the results of this study provided students with an understanding that the impact of color may be direct, to put it in a variety of sensations, from direct visual perception of various colors, to indirectly - through a property color to visually increase or decrease the size of rooms and objects, creating an impression of closed or open space, the importance of or insignificance of the goods.

The socio-cultural framework for the subsequent conduct of the survey to identify the relationship to the color was prepared by the author on the example of television advertising on the part of viewers while reading of a short course of lectures to student learning the basics of ethnocoloristic interview (see, including the table 2 „Summary of use of color in television commercials“). In this study, two criteria were considered, the maximum impact on the viewer - the audience and the image of the installation.

Table 2. Summary of use of color in television commercials

Color	Focus on feelings
green	a sense of calm, updates
red	sense of life, aggressive, disturbing
yellow	oppressive, causing anxiety
dark blue	a sense of gloom and instability, „eat up“ motion, „catching up“ tensions

Source: (Goethe, 1975)

Viewer's image is basic element of design, which focuses the attention of: photography, drawing, collage. The advertisement should be to build a whole and not individual components, taken in sequence, in harmony, as, for example, in a composition, which has its own laws: the integrity, the relationship and hierarchy of logical components (Polukarov, 1998) or in television commercials, especially in music videos, where the special role played by the use of color during installation. Results of the study suggest that boys and girls demonstrate a deep understanding of the psychological state, assessing the nature of color. Considering the developments in the use of colors in the demonstration of television commercials, they were offered the following tips to create

a faithful viewer of the image during installation of advertising, the relevant part of the content of comments described in N. Vlasov, „Advertising Designer“.

Thus, the formation and development of social competence as a constructive component of the special knowledge on the use of color in advertising provides a successful solution of diverse problems: mapping promotes aesthetic / cultural preferences of consumers; ethnocoloristic building skills that allow to continue to use the information obtained in personal life and career, etc. Taken together, the character of the use of color terms in the advertising business is complex, integrative orientation. Each of them represents a synthesis of many ideas, opinions, theories (conceptual view) that is related to various scientific, social and cultural spheres - in psychology, philosophy, cultural studies, sociology, pedagogy, aesthetics, etc. The study of the issues proposed in the course of the study course, „Color and Advertisement“ includes the setting in the minds of Russian citizens broad interdisciplinary connections. Thus the logic of their comprehension indicated a substantial component of the modern imperative.

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