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## METHODS OF CREOLIZATION OF MODERN ADVERTISING TEXT

### *Abstract*

The article is devoted to the methods of creolization of modern advertising text. It deals with the relevance of the problem of visualization and visual perception. The article considers the concept of visualization and explains what characterizes the advertising text. It studies the creolized text and its verbal and nonverbal components. Attention is focused on the development of clip thinking in a person at present time. The term “clip thinking” is defined more exactly. Some ways of creolization of advertising text are given: pictorial components, font, color, background, text size, pictograms, ideograms, graphic design, composition, punctuation marks, schemes, the use of inverted letters. In addition, using the example of modern banners placed in the city of Magnitogorsk, the methods of creolization of modern advertising text and their functions are considered. The conclusion is made about the potential ability of advertising banners of the city to influence people.

**Keywords:** creolization, advertising, visualization, creolization methods, advertising text, perception

**Introduction** (*Statement of the problem*). In the modern world, the problem associated with visualization is particularly relevant. Thus, in the latest humanitarian studies, the concepts of «visualization», «visual

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culture», «visual thinking», «visual perception» are becoming increasingly widespread [3]. It is worth noting that visualization means the presentation of information in the form of visual images: schemes, tables, diagrams, pictures, that is, in this case, a person receives, perceives and analyzes information with the help of vision [4], [5], [6]. It is noteworthy that non-verbal means, including various visual images, have become more actively used to transmit various messages [5]. Such images also form the appearance of the city, which is impossible to imagine without advertisements, banners, billboards, signage, leaflets and posters. It is worth saying that modern advertising text consists of verbal and nonverbal components that complement each other. This means that the advertisement is a creolized text, that is, a mixed type of text [6]. For this reason, the problem associated with the methods of creolization of modern advertising text becomes relevant. Speaking of a creolized text, modern philologists mean «a complex textual formation in which verbal and iconic elements form one visual, structural, semantic and functional whole aimed at a complex pragmatic impact on the addressee» [1, 17].

*(Analysis of the literature).* Developing the issues of creolization of advertising text, we relied on modern research related to the issues of visualization, advertising and creolized text [1], [3], [5], [6], [7], offering a systematic view of these problems.

*(Purpose of the article)* The purpose of this article is to consider the creolization methods of modern advertising text, to consider its main functions, to characterize the potential impact of the visual component of such a text on people.

1. **Creolized text and its functions.** The advertising text is characterized by the presence of the functions of offering and attracting attention. One of the methods of attracting attention to an advertising message is a creolized text. Such a text performs, among other things, the functions of informing and influencing the consciousness of potential consumers with the help of visual means and images. Creolized text is especially effective in influencing a modern person, since people living at the present time have developed clip thinking, when information is best absorbed through short videos, video clips, as well as vivid images and animation [6].

The verbal component of the creolized text mainly performs an informational function. The nonverbal component, in its turn, is able to impart dynamism to an advertising message, attract attention, evoke various associations and influence a person's consciousness and emotions.

It is worth noting that there are different creolization methods of modern advertising text. For example, such methods are pictorial components, font, color, background, text size, pictograms, ideograms, graphic design of verbal text, composition, punctuation marks, schemes, the use of inverted letters [6].

Similar creolization methods can be found in the advertising text, which can be seen by residents of Magnitogorsk. We analyze several advertising messages of the city, focusing on the visual component, on the creolization methods and their functions. It is the advertisements placed on the banners of the city of Magnitogorsk in 2021-2023 that become the research material. The main research methods are comparative analysis, which allows comparing how creolization methods are used in different banners, and hermeneutic analysis, which explains the meaning of using creolization methods of modern advertising text.

**2. Creolization methods and their functions based on the example of advertising banners of Magnitogorsk.** Let's consider the advertising banner shown in fig. 1.



Fig.1

It was placed in Magnitogorsk in 2021. Here you can see an advertisement for meat products. The most important way of creolization of this text is the orange background color. It is worth noting that this color contributes to a good mood, gives a feeling of warmth [2]. This can be correlated with the fact that this advertising banner was placed in summer, when the weather is hot. So, with the help of this advertising text, you can influence people's emotions. In addition, the orange color is bright, so a banner of this shade is visible from afar, being noticeable to potential buyers. The image of a pork shashlik on the banner is worth

mentioning. So, the size of the meat product is quite large. It is on this image that the main emphasis is placed, and this is not accidental. After all, it affects not only visual perception, but also taste. For this reason, the steam around is also depicted. The advertising text «Time to roast meat» is written in large white font and combined with an orange background, this phrase is noticeable at a great distance. Special attention is paid to the fact that in the word «meat» a skewer seems to pass through the last letter, which can bring up associations in a person's mind with the use of various meat products for food, that is, in this case, visual perception is again associated with taste. In the lower right corner of the advertising banner, the price, indicated on a red background, is quite clearly visible. However, it is placed not in the center of the advertising text, but on the periphery. We can say that the price of the goods is not the main information in the message, but it also turns out to be significant.

In fig. 2 an advertising banner is shown that can be found in the city at the present moment.



Fig. 2

On this banner you can see information about a fast food restaurant. The main method of creolization in this case is a pictorial component – a sandwich. It can be concluded that this advertisement, like the banner in fig. 1, connects visual and taste perception. Special attention should be paid to the background. At the top you can see the blue sky and green trees. These colors are not bright, but blue and green can cause positive emotions, since such colors are considered soothing [2]. At the bottom, there is a table on which the product offered to a potential buyer lies, which gives the impression of a sandwich being close to the person looking at the banner. This can also affect people's subconscious. However, it should

be noted that due to the dim background colors, the banner is not the most noticeable and attention-grabbing advertisement if we compare it with other messages. It is noteworthy that there is practically no verbal component here. There is only the name of the offered product, the name of the institution and its address on the banner. The name of the institution is highlighted in bold, which means that this is the key information in this advertising message. It's interesting that the price of the product, which is indicated in the red circle, stands out especially vividly. This figure in a bright and even aggressive color is sharply different from the soothing green and blue shades. That is why we can say that the information about the price is a matter of primary importance. It is this information that the potential visitor of the institution should focus on. This means that the color and background as ways of creolization an advertising message perform the function of attracting attention.

Figure 3 shows an advertising banner placed in Magnitogorsk in 2021.



Fig. 3

This advertisement contains information about the jewelry store «Kamennyj cvetok». It is about the promotional action «Prices in half». An important means of creolization of the advertising text here is a light green background. It is bright, noticeable to a potential buyer, while it does not cause negative emotions in the person looking at the banner. In this case the main emphasis is on the inscription «Everything in half», so it is located in the center and circled in a white frame. The color of the inscription is bright, combined with the shade of the background, the font is large. Therefore, attention is paid to the text.

Another creolization method is pictorial components that are not in the foreground of the banner composition, yet they remain important

parts of it. So, the flowers and the ring refer to the name of the store – «Kamennyj cvetok». It can be said that the function of the creolization methods of this advertising text is to influence people's feelings, control their emotions. It is worth noting that this banner could also affect a person's subconscious if the verbal component of the «Price in half» was connected with the nonverbal one. For example, an image of scissors cutting the price tag could be placed on the banner. Such an image would be related to the advertising text in its meaning.

Figure 4 shows an advertising banner that could be seen in the city in 2021.



Fig. 4

This advertising text contains information about the pool. The logo and phone number are clearly visible here. In this case, a blue font was used as a method of creolization, which is often found in advertisements related to the pool or water [2]. It is worth mentioning that the white background is combined with the blue font, but it turns out to be not too bright, so the banner may not be the most noticeable compared to other advertising messages. The background in this case could be orange, which could cause an association with some attributes of a pool of this color. The image of a man swimming towards the location of the pool is interesting. This informs potential visitors and is able to call for active action, influencing the subconscious. All this is complemented by an arrow pointing in the direction of the sports institution. We can say that the main purpose of such a banner is to attract new visitors by informing them about the location of the pool. It is this function that the methods of creolization of this advertising text perform.

Fig. 5 and Fig. 6 depict advertising banners united by a common concept, style, and composition.



Fig. 5



Fig. 6

They can be found in Magnitogorsk at the present time. In Fig. 5 we see a purple background and a photo of a girl. On the banner shown in Fig. 6, you can also see a photo of a girl and a green background. These creolization methods make the banner noticeable and bright. In addition, you can see the red and blue stripes at the bottom, which are indicated by the girls on the banners. Both stripes stand out from the general background and are able to attract people's attention. There is a text containing information about apartments, their living area and price on these strips. It is this information that is very important, so these strips are highlighted accordingly. It is worth noting that two banners have advertising text printed in large font, which is slightly lighter than the background color. Therefore, such text on both banners can be seen and read from afar. The interesting fact is that these advertising messages contradict in meaning. So, in Fig. 5 you can see the inscription: «Small, but your own», and in Fig. 6 – «Your own must be large». However, both texts reveal the advantages of small and large apartments. In the first case, the full ownership of the apartment to the future owner is indicated, and in the second – its living area. We can say that these advertising messages overlap, in which you can find the humor inherent in the creators of advertising, and an original approach. All this, together with the creolization methods, can attract a person's attention, affecting their emotions and subconscious.

**Conclusion.** Thus, it can be concluded that the creolization methods of modern advertising text are displayed in different ways: background, font color, visual components and their location, composition, graphic elements. It can be assumed that all of them are able to influence potential buyers or customers, because they make advertising banners more vivid and attract attention. Also, the creolization methods of modern advertising text can perform various functions: impact on the emotional state (fig. 1, 2, 3, 5, 6), influence on visual and taste perception (fig. 1, 2), motivation for active action (fig. 4), impact on the subconscious (fig. 1, 2, 4, 5, 6) and presenting information (fig. 1, 2, 3, 4, 5, 6).

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## **СПОСОБЫ КРЕОЛИЗАЦИИ СОВРЕМЕННОГО РЕКЛАМНОГО ТЕКСТА**

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Статья посвящена анализу способов креолизации современного рекламного текста. Подчеркивается актуальность проблемы визуализации и визуального восприятия. Предложена характеристика понятия визуализации, выделены основные особенности рекламного текста. Рассмотрен креолизованный текст и его вербальные и невербальные компоненты. Акцентируется внимание на развитом клиповом мышлении у человека настоящего времени. Рассматриваются особенности клипового мышления. Проанализированы некоторые способы креолизации рекламного текста: изобразительные компоненты, шрифт, цвет, фон, размер текста, пиктограммы, идеограммы, графическое оформление, композиция, знаки препинания, схемы, использование перевернутых букв. Кроме того, на примере современных баннеров, размещенных в городе Магнитогорске, рассматриваются способы креолизации современного рекламного текста и их функции. Делается вывод о потенциальной способности рекламных баннеров города влиять на сознание людей.

**Ключевые слова:** креолизация, реклама, визуализация, способы креолизации, рекламный текст, восприятие

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