

**МИР В XXI в.: ЭКОНОМИЧЕСКИЕ, ПОЛИТИЧЕСКИЕ И СОЦИО-  
КУЛЬТУРНЫЕ АСПЕКТЫ (НА ИНОСТРАННЫХ ЯЗЫКАХ)**

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**INFLUENCE OF COLOR IN ADVERTISING**

**РОЛЬ ЦВЕТА В РЕКЛАМЕ**

Занимаясь подготовкой плаката, буклета или другой печатной рекламы, очень важно выбрать ту цветовую гамму, на фоне которой реклама товара будет восприниматься наилучшим образом. В ходе многочисленных психологических экспериментов ученые сделали вывод, что цвет определенным образом влияет на восприятие человеком массы, температуры и удаленности объекта. Правильное использование цвета делает рекламу эффективной.

The use of color in products has increased tremendously during the past few years. Color has come into the home and office as well as into the field of pleasure and recreation. This increased use of color is apparently in harmony with fundamental human attributes. It has enabled manufacturers to increase the want-satisfying qualities of products by adding perceived qualities such as life, spirit, attractiveness, warmth, coolness. It is common knowledge that color influences the emotional behavior of individuals, so it is hardly surprising that we surround ourselves with products in "supportive" colors.

The functions of color in advertising include:

- (1) attracting attention,
- (2) giving life to an otherwise bleak-looking advertisement,
- (3) assisting in the interpretation of the product.

Colors can be deceptive because they mean different things to different cultures, for example white color means death In Japan. Marketers must be careful to check if colors have any special meaning before using them for products, packages or advertisements.