



**Cursos:** 4° Año, todas las divisiones

**Materia:** Inglés

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## TRABAJO PRÁCTICO N°2

### Materia: Inglés – Cursos: 4° Año

- 1) Lee el título y mira las imágenes que acompañan al texto. Solamente con esa información elabora una hipótesis sobre que va a tratar el texto sin leerlo.
  - ✓ Recuerda no iniciar tu hipótesis con la frase “El texto habla...” o “El texto hablará...” Ya que los textos no hablan si no que tratan, desarrollan, o presentan temas.
  - ✓ Recuerda escribir tu hipótesis en una oración completa y concisa que pueda ser entendida claramente por otras personas.
- 2) Luego de escribir tu hipótesis lee el texto rápidamente de principio a fin y escribe en una oración completa y concisa cuál es la idea principal del mismo.

## THE PSYCHOLOGY OF COLOUR IN ADVERTISING



You may think that you have a single favourite colour but in fact you probably have several: your preferred colour will always depend on a specific situation. Just because a lady loves hot pink on her nails, doesn't mean she wants to decorate her house in a similar vivid hue. In the

home, most people automatically choose a colour scheme to suit each room. People may claim that seaside blues are their favourite colours and so decorate their bathrooms accordingly; but when it comes to the living area; their favourite colour is now a calming neutral beige. Regarding outfits, people also choose what to wear according to some unwritten rules: dark colours such as navy seem appropriate for formal meetings and wintertime, whereas pastels and whites are hot favourites for summer.

### ***Advertising color meanings***

Even if people don't think too hard about the colours they prefer, they are subconsciously programmed to associate certain colours with specific situations and emotions: and this is true for adults all over the globe.

### ***Harnessing Colours in Advertising***

Branding and advertising agencies think long and hard about colour before they choose what to use in a brand development programme or advertising campaign. By carefully selecting the appropriate colour, an advert can send out a powerful message to the viewer even before they have had time to read and understand what the advert is promoting.

Advertising agencies make it their business to understand the psychology of colour to enable them to use it persuasively in their designs. For example, everyone knows that red signals danger and that people automatically react to a red warning sign to avoid the hazard. Why is that? Evolutionary theories believe that early man learnt to associate red with danger: blood, uncooked meat, or the red face of an aggressive adversary. But does that mean that red is never to be used in an advert? Far from it, however as with all colours, an advert must be created with careful use of colour to ensure it sends out a positive subconscious message – one that is appropriate to what the company is selling and also to the target market.

### **Color theory in advertising**

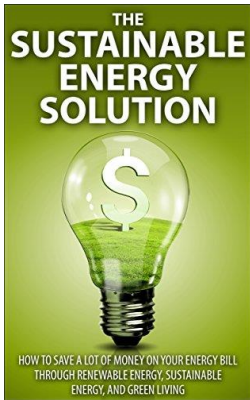
**Red:** While red signifies danger it can be used to good effect in marketing campaigns which need to evoke strong emotions. Red is associated with passion and love but its strong intensity also signifies excitement, determination and courage.

**Orange:** Orange is also a dynamic and energetic colour but doesn't have the danger overtones conveyed by red. It draws attention to itself for its lively nature and can be used successfully for modern adverts that want to stand out from the rest, or for campaigns with a youthful target market.

**Yellow:** Yellow is bright, reminiscent of the sun and full of energy. It also signifies playfulness, amusement, curiosity and happiness making it an ideal colour choice for advertising children's activities. Darker yellows, bordering on gold, can give a feeling of prosperity and security and can be used to great effect for financial orientated organizations.



**Green:** Green is firmly linked with nature and the environment in most people's minds. It is also associated with reliability, safety, stability, honesty and freshness. It is an excellent colour to form the basis of marketing material for companies concerned with the environment or financial matters.



**Blue:** Blue is a colour which arouses trust in the viewer. It may be a little serious, but it also suggests success, depth, loyalty, calmness and power. This is why it is one of the most popular colours in corporate brands and designs. Banks, financial institutions and medical companies can always rely on blue in their advertising campaigns to send out the message that the consumer can trust them implicitly.

**Purple:** While purple isn't really so different to dark blue, it sends out a whole new subconscious message to the viewer: it's got the snazzy and daring edge on navy. Purple is associated with luxury, royalty, dreams, mystery and elegance. Light shades of purple are soothing and work well for beauty orientated advertising.

**Pink:** Pink is sweet, young and vulnerable. It will always be associated with femininity at a subconscious level making it a hard colour to use in advertising if the target market is anything but female. However, a stronger and darker pink has the potential to hold its own against other traditionally non-corporate colours such as yellow, orange and purple.

**Brown:** Brown is rarely seen as an exciting colour. However, it is associated with nature and is seen as relaxing and casual. Colours ranging from mid beiges to chocolate browns lend themselves nicely to advertising for niche markets where brown is a dominant colour such as coffee and chocolate manufacturers, and pet services.



**Black, greys and white:** There is nothing more staid than the non-colours: black and white, and all of those greys in between. They depict traditionalism, conservatism and neutrality, and can be used very effectively in advertising. Organisations which want to portray themselves as completely trustworthy and serious, such as legal firms, may opt for black and white designs in their marketing materials. Some daring marketing campaigns may use a monochrome design purely to stand out from the colourful adverts of its competitors.

Colours are wonderful things: they can lighten up our lives and can infuse us with happiness; they can also excite us, calm us down or make us feel reassured and nurtured. Correctly harnessing the psychology of colour in advertising is a very powerful tool: when an advert has the right colour to match the services or products on offer, and one which simultaneously appeals to the correct target market, the advert will form the basis of a successful marketing campaign.

Una vez leído todo el texto cuidadosamente responderemos las siguientes preguntas:

- 3) ¿Porque se deben elegir cuidadosamente los colores a la hora de crear un anuncio?  
Elige una de las opciones y luego marca en el texto que parte del mismo te llevó a elegirla como la correcta.
  - a. Para promover los buenos hábitos de competencia entre empresas.
  - b. Para enviar el mensaje subconsciente correcto, positivo y apropiado.
  - c. Para que las personas sean conscientes de las intenciones de la empresa.
  
- 4) Lee las siguientes afirmaciones y menciona de qué color se tratan. Luego marca en el texto que parte del mismo hace referencia a las afirmaciones.
  - a. Este color es usualmente usado en campañas enfocadas a los jóvenes.
  - b. La variante más oscura de este color es ideal para organizaciones financieras.
  - c. El uso de estos colores da la impresión de tradicionalismo y neutralidad.
  - d. Este color se asocia con el peligro.
  - e. En la mente de las personas este color se asocia con el medio ambiente.
  
- 5) ¿Porque los seres humanos relacionamos el color rojo a una advertencia de peligro?
  
- 6) ¿Qué efectos positivos pueden tener los colores en nosotros?
  
- 7) ¿Cuál de los colores descritos en el texto solo puede usarse en ciertos productos muy específicos y por qué?
  
- 8) Elige tres colores y busca en internet o en medios impresos una publicidad que incluya ese color, luego explica porque crees que quienes diseñaron esa publicidad eligieron ese color para publicitar su producto, ¿Coincide con lo que leíste en el texto sobre ese color y sus usos? ¿Por qué?.
  
- 9) Busca lo siguiente en el texto y luego tradúcelos al español:
  - a. Dos oraciones en presente simple positivas
  - b. Dos oraciones en presente simple negativas
  - c. Dos oraciones en presente simple interrogativas
  - d. 5 sustantivos
  - e. 5 adjetivos
  - f. 5 verbos