

**THE DIARIES OF L.N. TOLSTOY AND D.D. SALINGER.
THE VIEW OF MODERN YOUTH**

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L.N. Tolstoy and D. Salinger are recognized classics of world literature. The authors worked at different times, but both very accurately represented in their work the problems of spiritual existence that are relevant for all times. Goodness, evil, life, death, love, faith – all these categories are equally significant for both a representative of Russian classical literature and an American author. It makes their works current both among contemporaries and among descendants. Quotations from the works of both L.N. Tolstoy and J. D. Salinger become programmatic for many generations as well as for the youth of the beginning of the XXI century including. In their turn, the authors expressed their life principles and beliefs in the form of diaries.

The diaries of L. N. Tolstoy have become the object of study in such works as "The Rules of L.N. Tolstoy's life" (I. I. Shevtsova) [5], "The Diaries of Lev Nikolaevich Tolstoy" (L.M. Erofeeva) [2]. The diaries of J. D. Salinger were studied in the following works: "The search for the ideal in the novel by Jerome D. Salinger "The Catcher in the Rye" (Knyazeva T.D.) [3], "Some observations on the problems and poetics of the novel by J. Salinger's "The Catcher in the Rye"" (Bryakotnina E.B, Poleva E.A) [1]. At the same time, a comparative description of the diaries of the two classics in the context of contemporaries has not yet been conducted, which determines the topicality of this study.

The purpose of the work is to identify and characterize the main moral qualities described in the diaries of Lev Tolstoy and J.D. Salinger in the context of the values of modern adolescents.

Material and methods. J.D. Salinger "The Catcher in the Rye" [4], L.N. Tolstoy "Complete works. Volume 46. Diary. 1847 – 1854"[6]. Methods: questionnaire, systematization, generalization.

Findings and their discussion. The diaries of Lev Tolstoy are autobiographical notes, a very peculiar in form and extremely important part of the writer's literary heritage. The first entry in the diary of L.N. Tolstoy, a student of Kazan University, was made in March 1847, the last – 4 days before his death – on November 3, 1910 at the Astapovo station.

L.N. Tolstoy's diaries are reflections on life and the structure of life, the world around us, philosophy, ethics, the path of man, and self-improvement. The great classic wrote about the most intimate, determined his weaknesses, rereading the notes, summed up the changes in his personality. According to the diaries, one can trace the tireless inner work that the writer carried out on himself. L.N. Tolstoy believed that the diary helped to focus on reflections on life and obliged to be frank. Rereading his own notes, L.N. Tolstoy analyzed the past, as well as his own personality and the changes taking place in it.

The novel "The Catcher in the Rye" by J.D. Salinger has a diary character. The book is filled with facts of the author's biography. So the writer can be recognized in the elder brother of Caulfield D.B. – the author himself participated in the Allied landings in Normandy, took part in the liberation of several concentration camps, and after the war, he was treated in the hospital for a nervous breakdown for some time. Born to a wealthy and privileged life, Caulfield looks down on the elite world he lives in. He questions the values of his society and sometimes rejects the rules of conduct accepted in it. Holden has such characteristics as observation, introspection, cynicism, sarcasm and short temper, but at the same time sincere kindness, compassion, timidity and talents.

While L.N. Tolstoy spoke on his own behalf in his diaries, J.D. Salinger preferred the form of a novel to express his thoughts on behalf of the protagonist of a half-fictional story. One of the versions of the origin of the name of the main character is from "hold on a coal field" – "keep on scorched (coal) fields." So, J.D. Salinger indicates the role of the protagonist in the modern world, and also refers to the title of the work Catcher in the Rye (in the Russian translation, the title of the work has several variants), partly supplementing it. «The Catcher in the Rye» has a reference to the Bible. Religion in the title of Salinger's work and religion in Tolstoy's life was an important factor in their worldview.

Among the main moral qualities that L.N. Tolstoy, the author of the diary, highlights, one can note: faithfulness to his word «*Read and always think loudly*» [6, p. 15]; fidelity in love «*March 24. I love her more and more. Today is the 7th month, and I am experiencing a feeling of annihilation in front of her that I have not experienced for a long time...*» [6, p. 47]; devotion to his people and fatherland «*April 8. The only happy periods of my life were those when I devoted my whole life to serving people. These were: schools, mediation, starvation and religious assistance*» [7, p. 88].

In his turn, J.D. Salinger, in contrast, is straightforward and frankly notes: cynicism «*I always say "it's nice to meet you" when I'm not at all pleased. But if you want to live with people, you have to say everything*» [4, p. 55]; resentment for the adult generation, «*And people always think that they see you throughout. I don't give a damn, although it bores me when they teach you to behave like an adult. Sometimes I act like I'm much older than my years, but people don't notice that. They don't notice a damn thing at all*» [4, p. 6]; anger «*If you have to punch someone in the face and you want it, you have to beat them*» [4, p. 56].

Based on personal preferences, we have compiled the top 10 quotes from the diaries of L.N. Tolstoy and J.D. Salinger: 1) «*Mutual assistance is great. And it's not just about knowledge. It's in poetry. It is in history*» [4, p. 122]. 2) «*There are people who cannot be deceived, even though they are worth it*» [4, p. 47]. 3) «*A sign of immaturity of a person is that he wants to die nobly for a just cause, and a sign of maturity is that he wants to live humbly for a just cause*» [4, p. 122]. 4) «*Don't be ashamed to tell people who are bothering you that they are bothering; first let him feel it, and if he doesn't understand, then apologize and tell him that*» [6, p. 15]. 5) «*Never consult a book if you have forgotten something, but try to remember it yourself*» [6, p. 15]. 6) «*Good of people's lives is directly proportional to their love for each other*» [7, p. 382]. 7) «*When the sun shines, it's not so bad, but the sun shines only when it pleases itself*» [4, p. 100]. 8) «*Knowledge is only knowledge when it is acquired by the efforts of one's thought, and not by memory*» [6,

p. 9]. 9) «*It is not enough to turn people away from evil, you also need to encourage them to do good*» [6, p. 19]. 10) «*Simplicity is the main condition of moral beauty. In order for readers to sympathize with the hero, it is necessary that they recognize in him as much their weaknesses as virtues, virtues are possible, weaknesses are necessary*» [6, p. 145].

We invited our peers, 107 students of Polotsk College VSU (age 15–18 years), to note the quotes that they seem to be the closest to their worldview. It turned out that for our peers, the statements of the classics marked under numbers 2, 4, 10, are significant. That is, such moral traits as honesty, self-respect and empathy are essential for our peers.

Conclusion. The ideas presented in the diaries of L.N. Tolstoy and J.D. Salinger reflect, although sometimes contradictory, but topical concepts for modern youth. And at the beginning of the XXI century, the ideas of the classics help young people to choose the right guide in spiritual life.

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ADVERTISING AS SPECIFIC MEANS OF COMMUNICATION

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Advertising is derived from a Latin word 'advertere' which means 'to turn the attention'. Thus, all types of advertisements made with the use of different media aim to turn the attention of the reader or listener towards the product, service or an idea being offered in the advertisement. "It is an act of persuading the customer to buy the product or service being offered which will give him satisfaction and profit to the manufacturer" [1].

One of the best strategies for drawing in customers is through advertising, which raises interest in the product. Over time, advertising is developed and improved. To appeal to as many customers as possible, new methods are being improved and developed. In this regard, a sizable body of scientific literature in the fields of economics, management, and psychology is devoted to the phenomenon of advertising