

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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Keywords: advertising, the lexical component, semiotics, the addresser, psychic, cognitive linguistics, persuasion, manipulation.

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

and its practical impact. The lexical component of advertising texts, which forms the foundation of speech impact and is one of the primary mechanisms of influence on the consumer, is given less consideration. Commercial advertising is typically the subject of modern scientific research. Think about what advertising is.

Tatyana Vladimirovna Solodovnikova, in her doctoral dissertation, highlighted that the meaningful role of advertising is growing, "In the context of the systemic transformation of the media space, the instability of the external environment, constant economic, political and social shocks, the role of advertising communication is growing, which is based on a targeted impact on the consciousness and knowledge of the mass consumer" [2].

In addition, Guy Cook explores the social function of advertising in his book, "Discourse of Advertising", "Who is communicating with whom, and why; in what kind of society and situation; through what medium; how different types and acts of communication evolved, and their relationship to each other. When music and pictures combine with language to alter or add to its meaning..." [3].

The presence of the addresser (supplier), addressee (prospective buyer), and advertising object are prerequisites for the existence of advertising as a message (goods). A specific channel of communication and a code are required as both the sender and the addressee share them.

The relative mass nature of the addressee is a prerequisite for advertising communication: an advertising message is not made for one person; the addressee of the advertising text is collective, this is the so-called target audience.

"Advertising has three primary objectives: to inform, to persuade, and to remind. Informative Advertising creates awareness of brands, products, services, and ideas. It announces new products and programs and can educate people about the attributes and benefits of new or established products" [4].

We can determine the following objectives of speech influence:

1) Information processing – involves giving the recipient information and, ideally, getting a confirmation that they have received it. In terms of advertising, this entails distributing details about goods or service, including its features, location of sale, the benefits of a specific business that creates a comparable product, and the benefits of a trademark. It is impossible to get a quick and accurate confirmation of how well someone understands the information in advertising (excluding interactive communication on the radio or television). We can determine whether the informational goal has been accomplished, primarily indirectly and distantly in time, through another goal – the objective one.

2) Asking – to ask is to stimulate the receiver to act in the communicator's best interests. In contrast to persuasion, the request does not take into account the purchaser's emotional state, and the person who is subject to speech influence does not develop a bad view toward the request. It is hypothesized when convincing that the target has a different point of view, which he will have to give up during the persuasion process. We are requested to call, come, and order, which is a common representation of the request as an impact throughout advertising text.

The image of the advertised object is at the heart of the advertising image. The idea of the object of advertising that arises in the mind of the recipient as a consequence of the impression of the advertising is referred to as the image of the object of advertising. The image of the adverted object can include both emotional and logical elements, as well

as concrete and abstract elements. This interpretation is based on the modern cognitive science and cognitive linguistics concept of the plethora of ways of seeing the world: different kinds of mental characterizations supplement each other, resulting in a complicated idea of different objects that relate to both external to a person and internal (psychic) reality.

According to Kim B. Serota, Oakland University, and in his scientific article *Deceptive Marketing Outcomes: A Model for Marketing Communications*, in May 2019, "Deceptive marketing outcomes model. The model shows four paths of messaging, truthful-deceptive judgments, and judgment outcomes" [5]. Most researchers of linguistic and communication studies agree on the deceptive nature of advertising dialogue, though some insist on the existence of "truthful" advertising and most of them agreed on divided communicative influence strategies in advertising into manipulative and non-manipulative.

Material and methods. Analysis, synthesis, induction, deduction.

Findings and their discussion. We discussed slogans used in advertising. This study was an attempt to comprehend the purpose of advertisements and identify the strengths and weaknesses of the advertising markets. Ads rely on memorable phrases and lyrical language. This stark contrast highlights the point we made above while also reflecting the customer's precise area of interest. The market must direct the sellers to advertise properly, we deduce from the foregoing. Our opinion is that we should place a strong emphasis on language usage.

Conclusion. Ads are no longer just a means of communication; they are now a commodity used to generate income. The effectiveness of advertisements has always been a crucial and contentious issue in the advertising world, and international businesses today must communicate with customers from various linguistic and cultural backgrounds in order to successfully sell their goods in various markets.

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NEOLOGISMS: WORD-BUILDING MODELS

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Keywords: neologism, borrowing, abbreviation, affixation, word composition, semantic way.

The lexical stock of the language is enriched in various ways. During certain periods in state history development new borrowed words come to the language, which is a constant process. However, the main source of vocabulary replenishment is not borrowing, but the formation of new words based on the native language through the