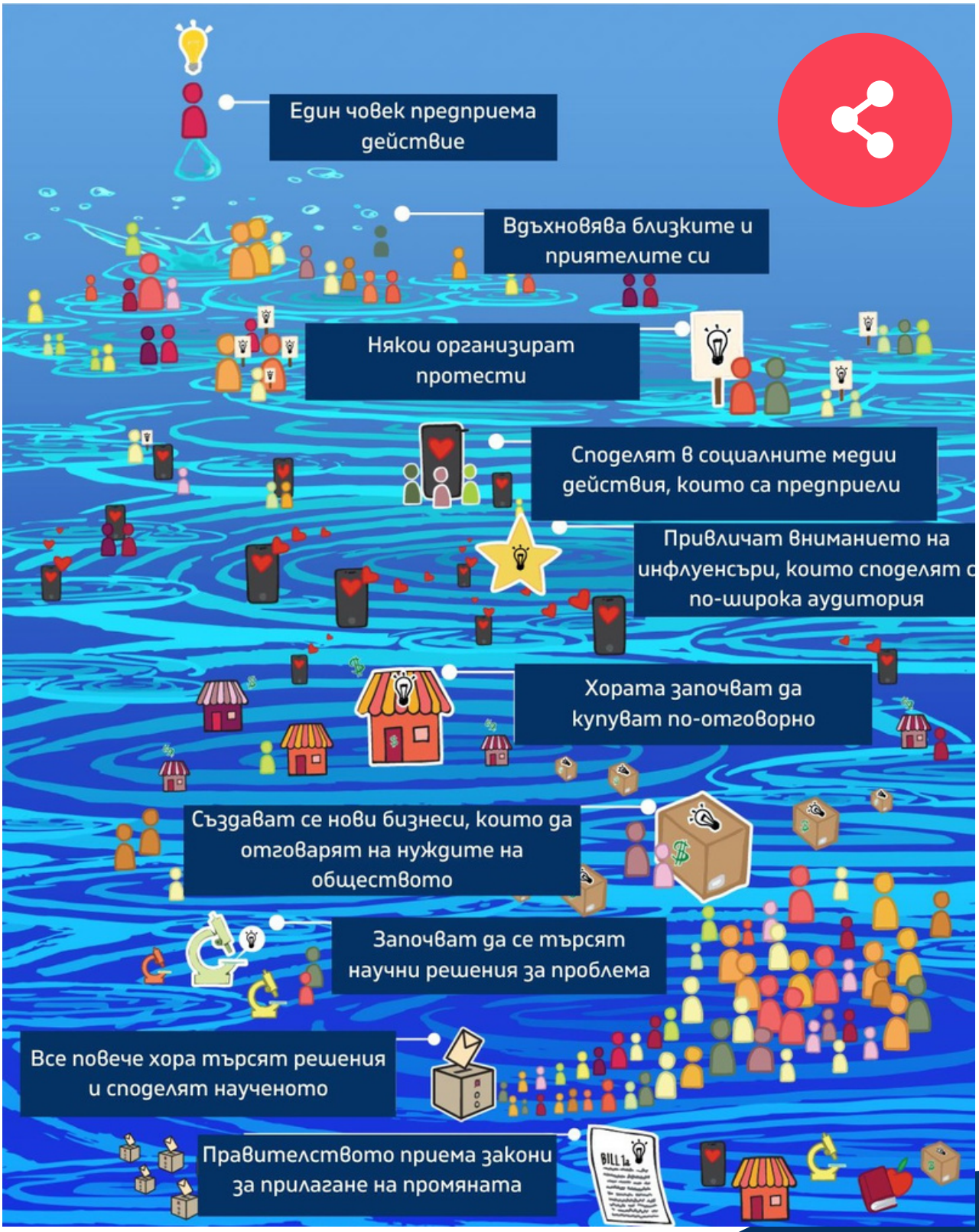КАК СЕ СЛУЧВА ПРОМЯНАТА ИЛИ КОЙ ДИКТУВА МОДАТА?