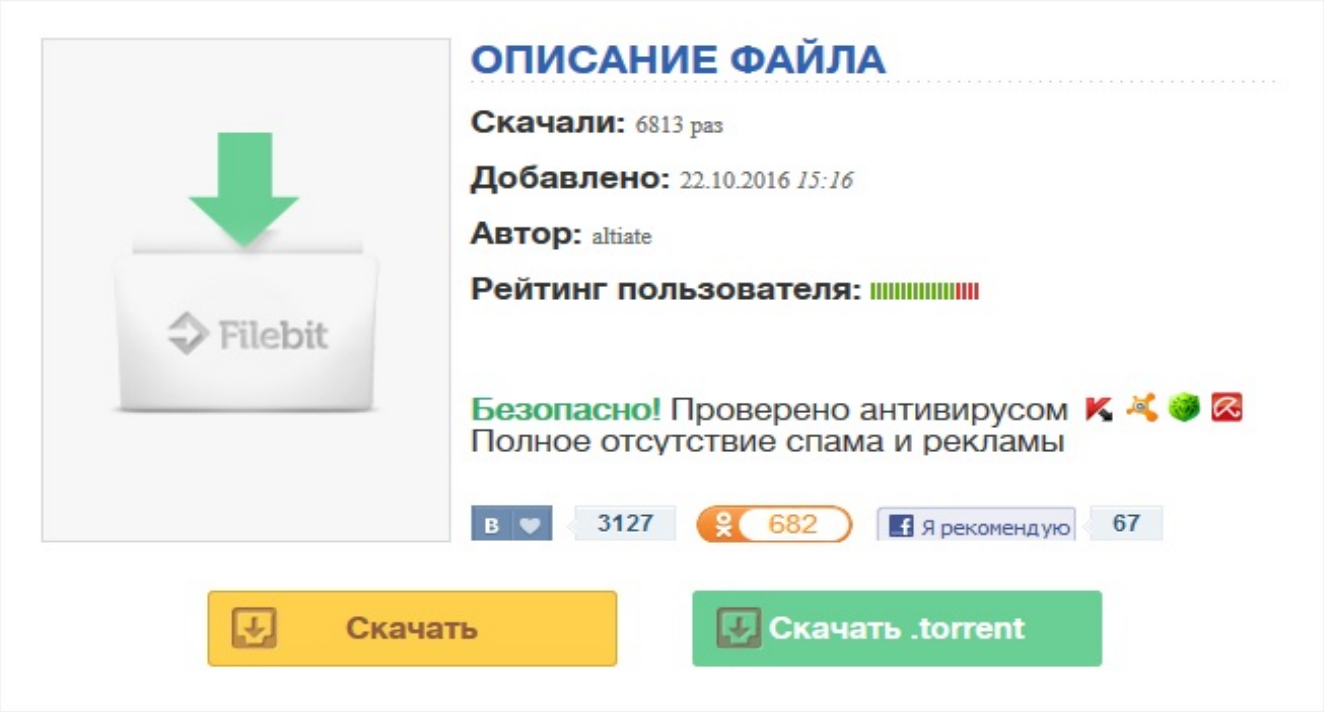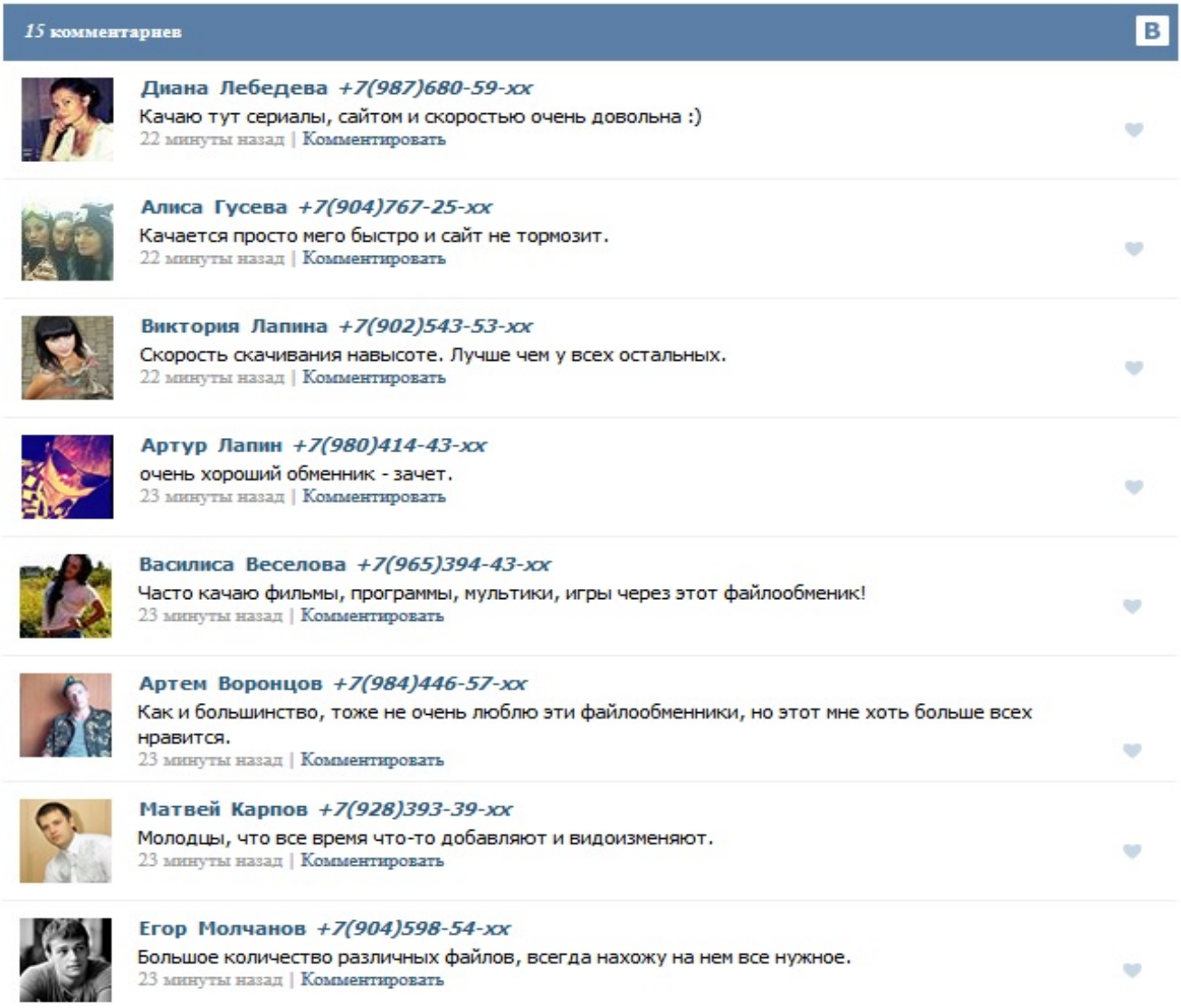норма бланкетный способ