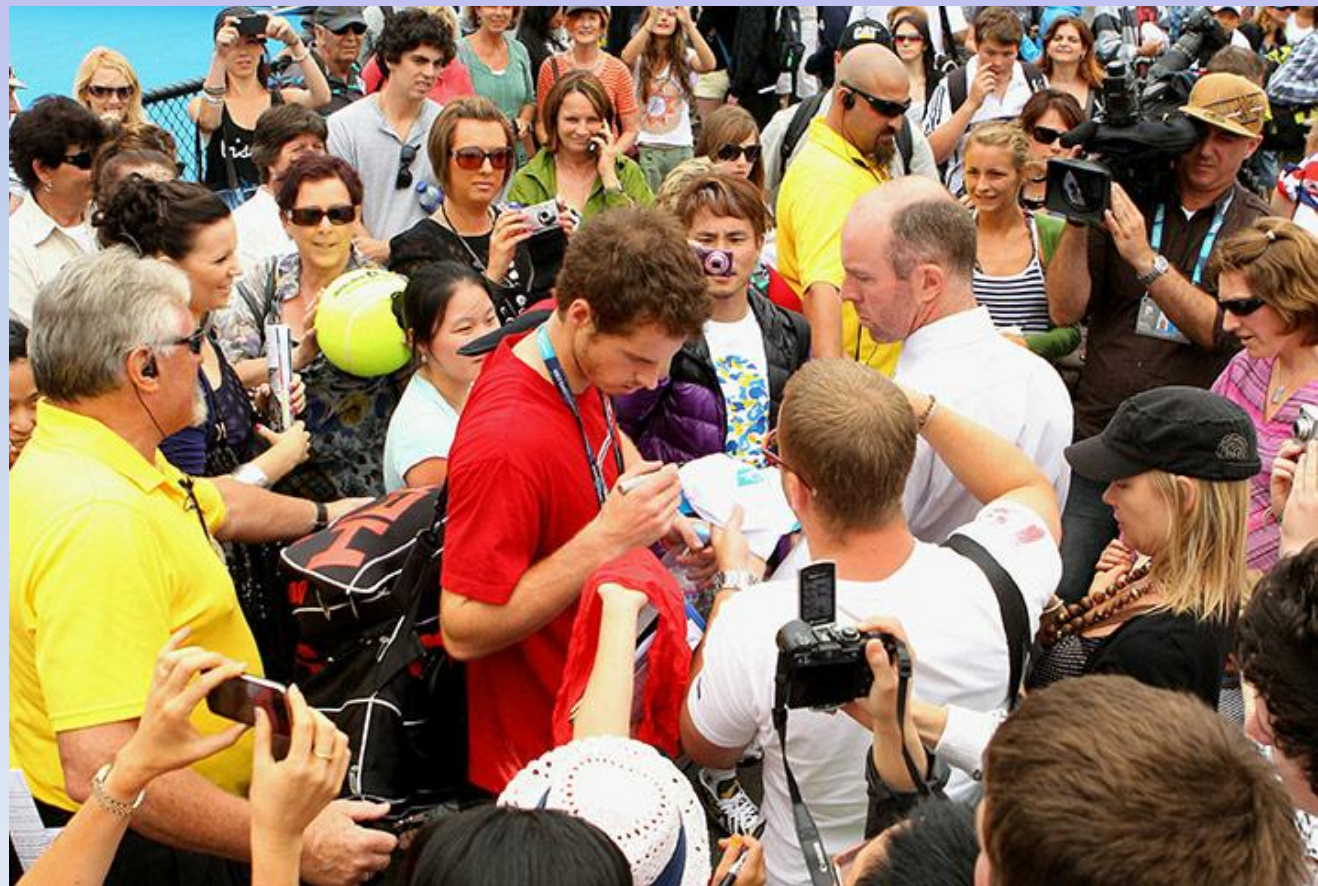ПОПУЛЯРНОСТЬ , СЛАВА