

МИНИСТЕРСТВО НАУКИ И ВЫСШЕГО ОБРАЗОВАНИЯ РОССИЙСКОЙ
ФЕДЕРАЦИИ

Федеральное государственное бюджетное образовательное учреждение
высшего образования
«Воронежский государственный технический университет»

Кафедра русского языка и межкультурной коммуникации

СПЕЦИФИКА АНГЛОЯЗЫЧНОГО ДИСКУРСА СМИ

*Методические указания
для студентов направления 42.03.02 «Журналистика» (профиль
«Журналистика в производственно-технической сфере») всех форм обучения
(бакалавриат)*

УДК 801.7:811.111(07)
ББК 80=432.1я7

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СПЕЦИФИКА АНГЛОЯЗЫЧНОГО ДИСКУРСА СМИ:
методические указания для студентов направления 42.03.02 «Журналистика» (профиль «Журналистика в производственно-технической сфере») всех форм обучения (бакалавриат)/ ФГБОУ ВО «Воронежский государственный технический университет»; сост.: Т.А. Воронова. - Воронеж: Изд-во ВГТУ, 2022. - 23 с.

Методические указания содержат отдельные адаптированные тексты газетно-публицистического характера, взятые из англоязычных источников (печатных и сетевых), а также задания к ним.

Методические указания составлены в соответствии с Государственным образовательным стандартом высшего образования и предназначены для студентов 2-3 курса дневного отделения, обучающихся по специальности «Журналистика».

Методические указания подготовлены в электронном виде и содержатся в файле МУ_Спец_англ_дискурса_СМИ_бак.pdf.

Библиогр.: 4 назв.

УДК 801.7:811.111(07)
ББК 80=432.1я7

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Издается по решению редакционно-издательского совета Воронежского государственного технического университета

Введение

Методические указания предназначены для студентов направления 42.03.02 «Журналистика» (профиль «Журналистика в производственно-технической сфере») всех форм обучения (бакалавриат) и направлены на формирование у студентов навыков понимания и перевода англоязычного публицистического текста, его лексических и стилистических особенностей. В издании представлены публицистические тексты разного плана, относящиеся к научно-публицистическому, газетно-публицистическому, новостному и другим подстилям.

Данная разработка соответствует программе дисциплины «Специфика англоязычного дискурса СМИ».

Разработка может быть использована как на практических занятиях, так и для самостоятельной работы студентов.

AL DESKO

Where do you eat lunch when you're at work? Do you go to a canteen? Perhaps out to a restaurant? Maybe you bring a packed lunch or buy a sandwich and go to that lovely park close to the office. You sit outside and enjoy the sunshine – Italians would call this eating 'al fresco', eating out in the fresh air.

Unfortunately, in today's busy workplace many people don't think they have time for a leisurely, relaxed lunch. They don't even think they have time to leave the office. They just bring in a sandwich, and sit at their desk. They're eating al desko.

It's particularly common in Britain and America, where people are used to eating their main meal of the day in the evening when they get home from work. Perhaps the bad climate in Britain also has something to do with it – if it's raining outside, it's more tempting to eat al desko, to sit in the office and read the news, or perhaps do a bit of shopping or book a holiday. You can always tell which office workers like to eat al desko most – just look for the crumbs in their keyboard!

Прочитайте текст. Обратите внимание на перевод следующих слов и выражений:

outside,
unfortunately,
leisurely,
common,
has something to do with it,
tempting,
book a holiday,
crumbs,
keyboard.

Какие стилистические приемы использованы в данном тексте?

Как можно перевести неологизм al desko на русский язык?

Ответьте на вопросы по-английски:

- What does "al fresco" mean?
- What does "eating al desko" mean?
- When do the British and the Americans usually have dinner?
- What makes people eat lunch in the office?
- Where do you prefer to have lunch?

Подготовьте литературный перевод данной статьи.

6. Перескажите текст.

A slip of the thumb

A slip of the thumb is an unintentional mistake made whilst texting, either sending the message to the wrong person or not noticing when predictive texting chooses the wrong word, often to embarrassing or very funny consequences.

If you say something by accident, something you don't mean to say but perhaps it sounds similar to your intended sentence, we might call this a slip of the tongue. If, for example, you are introducing your current boyfriend or girlfriend, and you use the name of your ex-boyfriend or girlfriend, it's a slip of the tongue. Quite a bad one.

Well, a slip of the thumb is the same, but by text, SMS or perhaps an email sent by a handheld device. You might not notice when your predictive texting selects the wrong word – book instead of cool for example, or nun instead of mum! I have a Spanish friend 'Viki' V-I-K-I, and when I type in her name it comes out ugli, U-G-L-I. A well-known brand of vodka even comes out as poisoned if you're not careful.

Alternatively, the person who receives your message might not be the person you meant to send it to. This can happen just by pressing the wrong button or the right button once too often.

It's very easy to do, and a slip of the thumb can land you in real trouble!

1. Прочитайте текст. Обратите внимание на перевод следующих слов и выражений:

thumb,
texting (to text),
predictive texting,
embarrassing,
consequences,
tongue,
similar (to),
current,
handheld device,
button.

Какие стилистические приемы использованы в данном тексте?

Как можно перевести неологизм a slip of the thumb на русский язык?

4. Ответьте на вопросы по-английски:

a) Explain what “a slip of the tongue” means.

- b) How can it happen?
- c) What does “a slip of the thumb” mean?
- d) What might lead to such a mistake?
- e) Have there ever been such situations in your life? Tell the group about a funny or an embarrassing episode connected with a slip of the thumb.

Подготовьте литературный перевод данной статьи.

7. Перескажите текст.

Blackburied

Developments in technology often lead to new vocabulary entering the language.

The Blackberry – as I'm sure you know – is a hand-held device which you can use to check your e-mails as well as to send texts or sms messages and to make telephone calls. Blackberry is a brand name but other companies such as Samsung, Nokia, Hewlett Package make similar products. These devices have become very popular, particularly with commuters – people who have a long journey into work each day. You can see them on the tube in London, typing away on their miniature keyboards with their thumbs.

But these machines have also brought about a new set of problems. Now, you're only ever a few seconds away from your inbox! What used to be a quiet, relaxed journey into work on the train is now dominated by the latest problems at work. Maybe you used to get to the office at nine o'clock on a Monday, but now your office comes to you as soon as you open up your Blackberry. If you're feeling like work is coming to dominate your life because you can never get away from your e-mail, you might feel Blackburied! That means you feel inundated and exhausted trying to be on top of all your e-mail twenty four hours a day, seven days a week. You feel buried under all the extra work that the easy access to your e-mail has brought to you!

It seems that these devices are also very addictive – it's impossible to ignore that shiny black object in your pocket or bag, and you simply have to check for new messages, all the time! Day and Night. You've been Blackburied!

1. Прочитайте текст. Обратите внимание на перевод следующих слов и выражений:

commuter,
a hand-held device,
keyboard,
the tube,
to be dominated by,
feel buried,
inundated,
exhausted,
access,
addictive.

2. Как можно перевести неологизм Blackburied на русский язык? Какая игра слов использована в нем?

3. Ответьте на вопросы по-английски:

a) What is the Blackberry? Have you heard of this brand before?

- b) Who are commuters? Do you have to commute to the university?
- c) What sort of problems has this technology brought about? What part does “the human factor” play in it?
- d) Do you ever feel Blackburied? Describe it.

4. Подготовьте литературный перевод данной статьи.

5. Перескажите текст.

Social networking

If you want to be successful in business, I'm told that it's very important to make a lot of effort to meet new people, to socialize and create a network of useful contacts which you can then exploit to advance your career. You meet and make friends with people who might be able to help you later on in your professional life. This is called social networking, and it was one of the buzzwords in business in the 1980s and 90s.

Well, with new technology come new words. After social networking, we now have social NOTworking. Increasingly, people are meeting other people online using websites that intended to make social networking easier. These sites, things like MySpace, Facebook, Bebo, LinkedIn, Twitter and others – have become incredibly popular. Most people use them as a way of chatting with their friends, and sharing photographs and information about social events – parties, birthdays etc. Some people are even using them to provide regular updates about what they're doing, often many times each hour. Well, when you do this at work, instead of the many things you should be doing, it's not social networking, it's social NOTworking.

If you're one of those people that use these sites a lot, it can be very tempting to check what your friends are doing tonight while nobody else is in the office, or to see if your friend has put those photos from the last trip you took together on the site yet. It might only take a second ... and no one will ever know. My advice is to check your company's internet policy and to think about your boss's attitude before you log in to your favourite site – some employers take a very dim view about social NOTworking!

1. Прочитайте текст. Обратите внимание на перевод следующих слов и выражений:

social networking,
to advance one's career,
buzzword,
increasingly,
incredibly,
share photographs,
social events,
internet policy,
log in to,
take a dim view.

2. Как можно перевести неологизм social NOTworking на русский язык?

3. Ответьте на вопросы по-английски:

a) How do you understand the term "social networking"?

- b) Which sites mentioned in the article do you know or use? Which ones are popular in Russia? Which ones are you registered at?
- c) Can you explain the term “social NOTworking”?
- d) This article was written in 2009. Has anything changed since then?
- e) What about “social NOTworking” in your life? Are you addicted to the Internet and social networks? Can you analyze the roots of this addiction?

4. Подготовьте литературный перевод данной статьи.

5. Перескажите текст.

Cewebrity

The artist Andy Warhol famously said that he thought everybody would be famous for fifteen minutes, and with the increasing power of the internet, that's more true today than ever. Anybody with an internet connection and a computer can now become a cewebrity.

A cewebrity is somebody who is only, or perhaps mostly famous through their presence on the internet, an internet personality who crosses over to the mainstream. A web celebrity. A cewebrity.

As people rely on the internet more and more for their entertainment needs, it is becoming increasingly attractive as a platform for new writing, music, film, and art. The writer Stephen King has published books only on the internet and some musicians get a recording contract through the popularity they build up on the web.

Recently an American newspaper, the Seattle PI [Post-Intelligencer] decided to abandon its paper copy and only publish online. As its audience grows, the internet is becoming more powerful in making people famous, and some videos which are posted on the internet become incredibly popular, being seen by millions of people in a short space of time. This is an age where a video of someone dancing and pretending to sing a famous song can get them an appearance on TV shows and magazines. It's an age of cewebrity!

1. Прочитайте текст. Обратите внимание на перевод следующих слов и выражений:

cross over to the mainstream,

to rely on,

increasingly attractive,

to abandon,

audience,

an appearance on TV.

2. Как можно перевести неологизм cewebrity на русский язык?

3. Ответьте на вопросы по-английски:

a) Who is a cewebrity?

b) Can you remember any celebrities who became popular due to the Internet? Tell the group about them.

c) What makes the Internet an easy way to the popularity? Is it a basis for long-term popularity?

d) Will online newspapers displace paper copies one day? Prove your answer.

4. Подготовьте литературный перевод данной статьи.

5. Перескажите текст.

2. Читаем газетный текст

Susan Boyle: unlikely superstar?

Less than a few weeks ago Susan Boyle was a virtual unknown. However, since auditioning for Britain's Got Talent, a televised talent competition, she has experienced a stratospheric rise to fame. A YouTube video of her audition has been watched by more than 26 million people, making it one of the most watched videos on the internet in recent times. It is undeniable that technology such as YouTube, Facebook and Twitter has helped to spread the word about Susan's performance.

So just what is it about Susan that the people find so fascinating? Arguably, it is the fact she is such a class act. However, many have suggested that her biggest appeal lies in her unassuming persona.

Susan's persona and appearance have been somewhat controversial and the initial reaction to her audition has made many people question whether they are guilty of judging a book by its cover. With her plain Jane, middle-aged looks and her no-nonsense approach to life, Susan is perhaps the most unlikely star to be discovered of late.

Commenting on her rise to fame, Max Clifford, a renowned PR guru, said that the massive public interest in her is partly due to people having to challenge their own assumptions and prejudices.

So what's next for Susan? For the moment, she is preparing for her next appearance on Britain's Got Talent and she is the odds-on favourite to win.

Looking forward, with talk of record contracts and celebrity duets, it is very likely that we'll soon be seeing a Susan Boyle album in the charts!

1. Прочитайте текст. Соотнесите выделенные слова и выражения с приведенными ниже дефинициями:

- became widely known very quickly
- a performer who has a very good singing voice and a tasteful manner
- not at all famous
- ordinary, average, not very attractive or interesting female (a set informal saying)
- true
- make assumption, or form opinions based only on how someone or something looks
- to make many people aware of/know about
- a quiet character, or person who shows no desire for attention or admiration
- being realistic, practical and/or serious about
- somebody who is respected for their knowledge of a particular subject (here, public relations, or PR) and often asked for advice
- most likely
- showing dislike for something or someone for no good reason

2. Какие стилистические средства использованы автором в данной публикации?

3. Ответьте на вопросы по-английски:

- a) What helped Susan Boyle to become so popular in a short period of time?
- b) What attracts people's attention to Susan (according to the article)? Give at least two reasons.
- c) What is the journalist's attitude to Susan? Prove your answer.
- d) Do you know anything about Susan Boyle? Do you like her as a singer?
- e) This article was written in May, 2009. Did Susan win that competition? Do you follow her career in the Internet and in mass-media?
- f) Can you remember any celebrities whose successful start resembles Susan's?

4. Подготовьте литературный перевод данной статьи.

5. Перескажите текст.

FAKE TRAFFIC COP ON THE M25

Michael Mellor got a four months suspended jail sentence for his hobby yesterday.

Mellor is a sales representative who drives 400 miles a week on the M25 London orbital motorway. His hobby? Mellor dresses as a police officer and stops motorists who are driving badly. He gives them a lecture on driving well, then warns them to drive carefully in future.

Mellor got the idea while he was driving home after he had been to a funeral. He was driving his white Ford Sierra along the M25, and he was wearing a white shirt and a black tie. He suddenly noticed that cars were going more slowly when they saw him. Police patrols on the M25 use plain white Sierras, and the police officers always wear white shirts and black ties. Two weeks later, a car overtook him on the wrong side. It was going very fast. Mellor was angry and flashed his lights. The other car stopped. Mellor stopped too, and the other driver began apologizing for what he had done. He called Mellor 'officer'.

Mellor bought a police cap and a fluorescent yellow jacket, like the ones used by the police. For eight months, Mellor patrolled the M25 and stopped dangerous drivers. At last, the real police saw him, and he was arrested. Mellor had to pay a £200 fine and lost his job. He said, 'I am very sorry. I have no intention of doing it again'.

1. Прочитайте текст. Обратите внимание на употребление в нем прошедших времен.

2. Найдите в тексте английские соответствия следующим словам и выражениям:

«гаишник»

условный тюремный срок

торговый представитель

окружная дорога

совершить обгон

«мигнуть» фарами

«лихачи»

выплатить штраф

3. Ответьте на вопросы по-английски:

a) What was Mellor doing when he got the idea?

b) Where had he been?

c) What mark of car was he driving?

d) What was he wearing?

e) What did he notice?

f) What happened two weeks later?

- g) How long did Mellor patrol the M25?
- h) What happened to Mellor in the end?

4. Вопросы для обсуждения.

- a) Why do you think Mellor did this? Was it because he wanted power or because bad driving made him angry?
- b) Do you think he did any harm? Why? / Why not?
- c) Do you think the sentence he got is fair?
- d) Elvis Presley had the same hobby. He went on patrol with police officers and stopped dangerous drivers. Would you like to do this?

5. Подготовьте литературный перевод данной статьи.

6. Перескажите текст.

3. Специфика научно-публицистического текста

HEALTH BREAKTHROUGHS

Defending Against Skin Cancer With Food

Natural Health magazine reports that there are five foods that help defend against sun damage and skin cancer. Foods that are high in antioxidants can help reduce free-radical load and protect skin from the sun's worst effects.

1. Colorful Fruits

Plants use color as sunscreen. The more colorful the plant, the higher its protection against unwanted rays. Some of the most colorful plants get their hue from a naturally occurring pigment – found in red and pink fruits.

Stick to brightly colored fruits and veggies such as tomatoes, watermelon, guava, pink grapefruit, strawberries, and red, yellow and orange peppers.

2. Cold-Water Fish

Fish don't need sunscreen, but their omega-3 fatty acids go a long way toward protecting our skin. Like antioxidants, omega-3s soothe inflammation. To get the benefits of fish oil, try eating at least two servings of omega-3-rich fish (herring, mackerel, trout, sardines, or salmon) a week. One portion is the size of a deck of cards. Studies suggest that fish oil supplement offer similar benefits.

3. Dark Chocolate

The antioxidants found in dark chocolate, called flavonoids, may safeguard your skin from the sun. Nibble on 2 ounces of dark chocolate – the milk prevents the absorption of polyphenols. And don't make your hot cocoa with milk.

4. Green and Black Tea

Both black and green teas contain polyphenols, antioxidants that target free radicals unleashed by the sun. While they originate from the same plant, black and green teas are not created equal. Green tea has most powerful polyphenols. Let tea steep a little longer than normal – about five minutes. The longer it steeps, the higher the polyphenol content.

5. Green Leafy Vegetables

Broccoli and leafy greens like spinach, kale and chard help ward off lung and colon cancer and new evidence hints that protection may extend to the skin. Broccoli sprouts house a potent skin cancer weapon – sulforaphane.

1. Прочитайте текст. Проанализируйте его структуру.

2. Какие элементы текста говорят о том, что статья опубликована в американском издании?

3. Отметьте элементы научного стиля и публицистики в данном тексте. Каким образом автором используется терминологическая лексика?
4. Найдите в тексте синонимы к следующим словам:
color, protect, portion, to hint, to contain, damage.
5. Ответьте на вопросы по-английски:
- a) What substances mentioned in the article can are supposed to protects us from skin cancer?
 - b) Can we afford such a menu in our climate?
 - c) Who can this article be relevant for?
 - d) Do you pay attention to what eating habits? Do you believe that food may safeguard you from serious illnesses?
6. Подготовьте литературный перевод данной статьи.
7. Перескажите текст.

4. The Fun They Had

by I. Asimov

Margie even wrote about it that night in her diary. On the page headed May 17, 2157, she wrote, "Today, Tommy found a real book!"

It was a very old book. Margie's grandfather once said that when he was a little boy his grandfather told him that there was a time when all stories were printed on paper. They turned the pages, which were yellow and crinkly, and it was awfully funny to read words that stood still instead of moving the way they were supposed to--on a screen, you know. And then, when they turned back to the page before, it had the same words on it that it had had when they read it the first time.

"Gee," said Tommy, "what a waste. When you're through with the book, you just throw it away, I guess. Our television screen must have had a million books on it and it's good for plenty more. I wouldn't throw it away."

"Same with mine," said Margie. She was eleven and hadn't seen as many telebooks as Tommy had. He was thirteen. She said, "Where did you find it?"

"In my house." He pointed without looking, because he was busy reading. "In the attic." "What's it about?" "School."

Margie was scornful. "School? What's there to write about school? I hate school."

Margie always hated school, but now she hated it more than ever. The mechanical teacher had been giving her test after test in geography and she had been doing worse and worse until her mother had shaken her head sorrowfully and sent for the County Inspector. He was a round little man with a red face and a whole box of tools with dials and wires. He smiled at Margie and gave her an apple, then took the teacher apart. Margie had hoped he wouldn't know how to put it together again, but he knew how all right, and, after an hour or so, there it was again, large and black and ugly, with a big screen on which all the lessons were shown and the questions were asked. That wasn't so bad. The part Margie hated most was the slot where she had to put homework and test papers. She always had to write them out in a punch code they made her learn when she was six years old, and the mechanical teacher calculated the mark in no time.

The Inspector had smiled after he was finished and patted Margie's head. He said to her mother, "It's not the little girl's fault, Mrs. Jones. I think the geography sector was geared a little too quick. Those things happen sometimes. I've slowed it up to an average ten-year level. Actually, the over-all pattern of her progress is quite satisfactory." And he patted Margie's head again.

Margie was disappointed. She had been hoping they would take the teacher away altogether. They had once taken Tommy's teacher away for nearly a month because the history sector had blanked out completely.

So she said to Tommy, "Why would anyone write about school?"

Tommy looked at her with very superior eyes. "Because it's not our kind of school, stupid. This is the old kind of school that they had hundreds and hundreds of years ago." He added loftily, pronouncing the word carefully, "Centuries ago."

Margie was hurt. "Well, I don't know what kind of school they had all that time ago." She read the book over his shoulder for a while, then said, "Anyway, they had a teacher."

"Sure they had a teacher, but it wasn't a regular teacher. It was a man." "A man? How could a man be a teacher?" "Well, he just told the boys and girls things and gave them homework and asked them questions." "A man isn't smart enough." "Sure he is. My father knows as much as my teacher." "He can't. A man can't know as much as a teacher." "He knows almost as much, I bet you."

Margie wasn't prepared to dispute that. She said, "I wouldn't want a strange man in my house to teach me."

Tommy screamed with laughter. "You don't know much, Margie. The teachers didn't live in the house. They had a special building and all the kids went there." "And all the kids learned the same thing?" "Sure, if they were the same age."

"But my mother says a teacher has to be adjusted to fit the mind of each boy and girl it teaches and that each kid has to be taught differently."

"Just the same they didn't do it that way then. If you don't like it, you don't have to read the book."

"I didn't say I didn't like it," Margie said quickly. She wanted to read about those funny schools.

They weren't even half-finished when Margie's mother called, "Margie! School!" Margie looked up. "Not yet, Mamma."

"Now!" said Mrs. Jones. "And it's probably time for Tommy, too."

Margie said to Tommy, "Can I read the book some more with you after school?"

"Maybe," he said nonchalantly. He walked away whistling, the dusty old book tucked beneath his arm.

Margie went into the schoolroom. It was right next to her bedroom, and the mechanical teacher was on and waiting for her. It was always on at the same time every day except Saturday and Sunday, because her mother said little girls learned better if they learned at regular hours.

The screen was lit up, and it said: "Today's arithmetic lesson is on the addition of proper fractions. Please insert yesterday's homework in the proper slot."

Margie did so with a sigh. She was thinking about the old schools they had when her grandfather's grandfather was a little boy. All the kids from the whole neighbourhood came, laughing and shouting in the schoolyard, sitting together in the schoolroom, going home together at the end of the day. They learned the same things, so they could help one another on the homework and talk about it.

And the teachers were people...

The mechanical teacher was flashing on the screen: "When we add the fractions $\frac{1}{2}$ and $\frac{1}{4}$..."

Margie was thinking about how the kids must have loved it in the old days. She was thinking about the fun they had.

Комментарий к тексту

the way they were supposed to – так, как они должны были

punch code – код перфоратора

altogether – зд. насовсем

just the same – тем не менее

1. Переведите на русский язык выделенные в тексте слова и выражения.
2. Найдите в тексте и переведите все наречия.
3. Are the following statements true or false? Give a detailed answer.
 - a) Tommy found the old book in the cellar.
 - b) Margie was surprised by the way the book was printed.
 - c) Margie had problems with her mechanical teacher because she wasn't very clever.
 - d) Margie knew a lot about life in the past.
 - e) Margie's mother wanted her children to have lessons at regular hours.
4. Questions and points to discuss.
 1. How did the old book get to Margie's hands?
 2. What did she find especially strange about it (в ней)?
 3. Why didn't her brother like the book?
 4. Why did Margie hate her school? What was this school like?
 5. Describe how the mechanical teacher broke one day.
 6. What fascinated (привлекло) Margie in the old school? Do you think she was right?
 - * 7. Would you like to be taught (обучаться) like Margie? Compare the system of education imagined by the author to the contemporary (современный) system. Which one would you prefer? Why?
 - * 8. In what way have computers changed our life? Do you believe that they could replace (заменить) people (for example teachers) one day? Do you think it would be good for us?
5. Перескажите текст.

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СПЕЦИФИКА АНГЛОЯЗЫЧНОГО ДИСКУРСА СМИ

МЕТОДИЧЕСКИЕ УКАЗАНИЯ

для студентов направления 42.03.02 «Журналистика» (профиль
«Журналистика в производственно-технической сфере») всех форм обучения
(бакалавриат)

Составитель: Воронова Татьяна Алексеевна

Издано в авторской редакции

Подписано к изданию

Объем данных 56 Кб

ФГБОУ ВО «Воронежский государственный технический
университет» 394006 Воронеж, ул. 20-летия Октября, 84