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Кафедра иностранных языков

ИНОСТРАННЫЙ ЯЗЫК

FOREIGN LANGUAGE

*Методические указания к самостоятельным работам
для студентов бакалавриата направления 05.03.06*

**САНКТ-ПЕТЕРБУРГ
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THE STORY OF STUFF

Part 1. Language exercises

Exercise 1. Translate words and expressions:

to obsess
to throw sth out
to look out
to trace
to mine
to hollow
to chuck sth
to catch on
to pitch in
to bump up against limits
to hold true
to watch out for sb
to trash the planet
to wipe out animals
to capture costs
to increase asthma rate
to ramp up economy
to convert sth into a ritual
to live in slums
to skimp on health insurance
to discard things
to smush together
to export disposal
to be on a work-watch spend treadmill
to plug into a couch, to take back government
extraction
production
distribution
consumption
disposal
by-product
wind currents
truck ride

stewardship
resourcefulness
thrift
finite planet
synthetic chemicals
health impact incredible violation
reproductive toxin
carcinogen
externalized costs
ultimate purpose
planned obsolescence
perceived obsolescence
closed loop production
local living economy
conscious consuming

Exercise 2. Match the translation with the word/collocation:

преследовать (об идее), наводить справки, добывать выкапывать, отказаться от ч-л, распространиться, вносить свою долю, энергично вступать, дойти до пределов, считаться верным, следить, покрывать стоимость, уничтожить экономику, превратить в, проявлять скупость, перестать использовать, соединить, вывозить отходы, жить в рутине работа-дом, воспользоваться, ветровой поток, рейс грузового автомобиля, разумное управление, находчивость, бережливость, планируемое устаревание, эстетическое устаревание, производство замкнутого цикла, осознанное потребление

Exercise 3. Answer the questions:

1. How did consumption become a ritual for people?
2. Problems appearing at which stage are the most serious? Why?
3. Take one approach of the past to managing resources and dwell on how it could help us to solve today's problems? Thrift, resourcefulness, stewardship
4. Enumerate as many problems mentioned in the video as possible. Which one relates to our country?
5. Make an example of perceived obsolescence that you have been part of.

6. Make an example of planned obsolescence you have experienced.

7. Enumerate problems which take place at disposal.

8. Enumerate problems which take place at consumption.

9. Enumerate problems which take place at production.

10. Enumerate problems which take place at extraction.

11. Which stage presupposes impact on the third party?

Exercise 4. Fulfil the test:

1. Stewardship, resourcefulness and thrift were the ways of managing resources in the past.

2. Mining and hollowing the earth take place at extraction stage.

3. An external cost occurs when producer of goods or services imposes a cost (negative effect) upon a third party.

4. Выходом из экологического кризиса может быть осознанное потребление, производство замкнутого цикла.

5. Мы избавляемся от большого количества вещей, потому что утилизация мусора стала большой проблемой.

6. Стратегия потребления стала приоритетом, когда правительство планировало, как поднять экономику.

7. Ресурсы планеты ограничены.

8. Нам надо перестать засорять планету, уничтожать животных.

Exercise 5. Analyze the highlighted forms from the sentences below and decide if it is the gerund or the participle.

1. I couldn't stop **wondering** about that.

2. In fact I spent ten years **travelling** the world **tracking** where our stuff comes from and where it goes.

3. There is a lot **missing** from this explanation.

4. And as the corporation is growing in size and power, was there a little change in the government, were there a little more concern in **making sure** that everything is working out for those guys rather than for us?

5. As long as we keep putting toxics in to our industrial production systems, we are going to keep **getting** toxics in the stuff that we bring into our homes and work places and schools, into our bodies.

6. What are we even doing **using** a chemical like this?

7. Now I don't know, but it seems to me, that in this country with so much potential, we could think of a better way to stop our heads from **catching on** a fire at night...

8. Breast feeding must be the most fundamental human active **nurturing**. It should be sacred and safe.

9. Now, breast **feeding** is still best and mothers should definitely keep breast feeding, but we should protect it.

10. In the US, our industry admits to **releasing** over four billion pounds of toxic chemicals a year.

11. Now, distribution means **selling** all the toxic contaminated junk as quickly as possible.

12. The goal here is to keep the prices down, keep the people buying and keep the inventory **moving**.

13. They don't pay the store workers very much and they skimp on health insurance every time they can. It's all about **externalizing** the costs.

14. I found this cute little green radio for 4 dollars and 99 cents.

15. I was standing there in a line for **buying** this thing and I was thinking, how could four dollars ninety nine cents possibly capture the costs of **making** this radio and getting it into my hands?

16. Well, these people paid with the most of their natural resource space, these people paid with the most of their clean air, with **increasing** asthma and cancer rates, kids in the Congo paid with their future.

17. These people even paid by **having** to cover their own health insurance.

18. It is so important, that **protecting** this arrow has become the top priority for these guys.

19. Keep the materials **flowing**.

20. Our enormously productive economy demands that we make consumption our way of life, that we convert the **buying** and use of goods into rituals, that we seek our spiritual satisfaction, our ego satisfaction in consumption.

21. And since the way we demonstrate our value is contributing to this arrow, it can be **embarrassing**.

22. It's to keep us **buying** new shoes.

23. Media also helps by hiding all of this and all of this. So the only part of the material's economy we see is the **shopping**.

24. In the US we spend three to four times as many hours **shopping** as our counterparts in Europe do.

25. That means that we could stop the number one source of the most toxic man made substance known just by **stopping burning** the trash.

26. Now some companies don't want to deal with **building** landfills and incinerators here, so they just export the disposal, too.

27. But recycling is not enough. **Recycling** will never be enough, for a couple of reasons. First, the waste **coming out** of our houses is just the tip of the iceberg.

28. From **changing** climate to **declining** happiness it's just not working.

29. There are people **working** here on saving forests and here on clean production, people working on labour rights and fair trade and conscious **consuming** and **blocking** landfills and incinerators and very importantly, on **taking back** our government, so that it really is by the people and for the people.

30. But things are really getting start **moving**, when we see the connections.

31. Because what we really need to chuck is that old school **throwing** mind set.

32. There is a new school of **thinking** on this stuff. And it's based on sustainability and equality, green chemistry, zero waste, closed loop production, renewable energy, local **living** economies.

Part 2. Translation

Exercise 6. Read and translate the text.

INTRODUCTION

Did you have one of these? I'm a little obsessed with mine. In fact I'm a little obsessed with all my stuff. Have you ever wondered where all this stuff we buy comes from and where it goes when we throw it out? I couldn't stop wondering about that. So I looked it up.

And what the textbook said is that stuff moves through a system. From extraction to production to distribution to consumption to disposal. All together it's called the material's economy.

Well, I looked into it a little bit more. In fact I spent ten years travelling the world tracking where our stuff comes from and where it goes. And you know what I found out? That is not the whole story. There is a lot missing from this explanation. For one thing, this system looks as if it's fine. No problem. But the truth is, it's a system in crisis. And the reason it's a system in crisis is it's a linear system and we live on a finite planet and you cannot run a linear system on a finite planet indefinitely. Every step along the way, this system is interacting with the real world. In real life it's not happening on a blank white page. It's interacting with societies, cultures, economies, the environment and all along the way it's bumping up against limits. Limits we don't see here, because the diagram is incomplete. So let's go back through. Let's fill in some of the blanks and see what's missing.

Well, one of the most important thing that's missing is: People! Yes, people. People live and work all along the system. And some people in this system matter a little more than others. Some have a little more say. Who are they? Well, let's start with the government.

Now, my friends told me that I should use a tank to symbolize the government and that is true in many countries and increasingly in our own, after all more than 50% of our federal tax money is now going to the military.

But I am using a person to symbolize the government because I hold true to the vision and the values that the government should be out of the people, by the people, for the people. It's the government's job to watch out for us, to take care of us. That's their job. Then along came the corporation. Now, the reason, that the corporation looks bigger than the government is that the corporation is bigger than the government. Of the 100 largest economies on earth now, 51 are corporations.

And as the corporation is growing in size and power, was there a little change in the government, were there a little more concern in making sure that everything is working out for those guys rather than for us? Ok, so let's see what else is missing from this picture.

Exercise 7. Read and translate the text.

EXTRACTION

We'll start with extraction, which is a fancy word for natural resource exploitation, which is a fancy word for trashing the planet. What this looks like is we chop down the trees, we blow up the mountains to get the metals inside, we use up all the water and we wipe out the animals. So here we are running up against our first limit. We are running out of resources. We are using too much stuff. Now, I know this can be hard to hear, but it's the truth, so we've got to deal with it. In the past three decades alone, 1/3 of the natural resource base of the planet has been consumed.

Gone. We are cutting and mining and hollowing and trashing the place so fast, that we are undermining the planet's very ability for people to live here. Where I live, in the United States, we have less than 4% of our original forests left. 40% of the waterways have become undrinkable.

And our problem is not just that we are using too much stuff, but that we are using more than our share. We have 5% of the world's population but we are using 30% of the world's resources.

And creating 30% of the world's waste. If everybody consumed at the US rates, we would need three to five planets. And you know, what? We've only got one. So my country's response to this limitation is simply to go and take somebody else's. This is the third world.

Which some would say is a word for our stuff that somehow got onto somebody else's land. So what does that look like? The same thing. Trashing the place. 75% of global fisheries now are fished out or beyond capacity. 80% of the planet's original forests are gone. In the Amazon alone we're losing 2000 trees a minute.

That is seven football fields a minute. And what about the people who live here? Well, according to these guys, they don't own these resources, even if they've been living there for generations. They don't own the means of production and they are not buying a lot of stuff and in this system, if you don't own or buy a lot of stuff, you don't have value.

Exercise 8. Read and translate the text.

PRODUCTION

Next, the material is moved to production. And what happens there is, we use energy to mix toxic chemicals in with the natural resources to make toxic contaminated products. There are over 100 000 synthetic chemicals in use in commerce today.

Only a handful of them have even been tested for health impacts and none have been tested for synergistic health impacts. That means when they interact with all the other chemicals we are exposed to every day?

So we don't know the full impact on health and the environment of all these toxic chemicals, but we do know one thing: toxics in - toxics out. As long as we keep putting toxics in to our industrial production systems, we are going to keep getting toxics in the stuff that we bring into our homes and work places and schools, into our bodies. Like B.F.R.s - Brominated Flame Retardants. They are chemicals that make things more fireproof but they're super toxic. They are neuro-toxin. That means toxic to the brain. What are we even doing using a chemical like this?! Yet we are putting it in our computers, our appliances, couches, mattresses, even some pillows. In fact, we take our pillows, we douse them in a neurotoxin, we bring them home and put our heads on them, for eight hours a night to sleep? Now I don't know, but it seems to me, that in this country with so much potential, we could think of a better way to stop our heads from catching on a fire at night...

Now these toxics build up the food chain and concentrate in our bodies. You know what is the food on the top of the food chain with the highest level of many toxic contaminants? Human breast milk. That means that we have reached the point where the smallest members of our societies, our babies, are getting the highest lifetime dose of toxic chemicals from breast feeding from their mothers. Is that not an incredible violation? Breast feeding must be the most fundamental human active nurturing. It should be sacred and safe. Now, breast feeding is still best and mothers should definitely keep breast feeding, but we should protect it. They should protect it! I thought they were looking out for us. And of course the people who bear the biggest brand of these toxic chemicals are the factory workers. Many of them are woman in

reproductive age. They are working with reproductive toxins, carcinogens and more. Now I ask you: What kind of woman of reproductive age would work in a job of reproductive toxins, except for a woman with no other option. And that's one of the "beauties" of this system, the erosion of local environments and economies here insures a constant supply of people who have no other option. Globally, 200 000 people a day are moving from environments that have sustained them for generations into cities, many of them to live in slums, looking for work, no matter how toxic that work may be. So you see, it's not just resources wasted away along this system, but people, too. Whole communities get wasted. Yet, toxics in – toxics out. A lot of the toxics leave the factory in products, but even more leave as by-products or pollution. And it's a lot of pollution. In the US, our industry admits to releasing over 4 billion pounds of toxic chemicals a year.

It's probably a lot more, because that's only what they admit. So that's another limit because who wants to look at and smell 4 billion pounds of toxic chemicals a year? So what did they do? Move the dirty factories overseas. Pollute someone else's land. But surprise. A lot of this pollution is coming back right at us, carried by wind currents.

Exercise 9. Read and translate the text.

DISTRIBUTION

What happens after all these natural resources are turned into products? Well it moves here, for distribution.

Now, distribution means selling all the toxic contaminated junk as quickly as possible. The goal here is to keep the prices down, keep the people buying and keep the inventory moving. How do they keep the prices down? Well, they don't pay the store workers very much and they skimp on health insurance every time they can. It's all about externalizing the costs.

What that means, is that the real costs of making stuff aren't captured in the prize. In other words, we aren't paying for the stuff we buy. I was thinking about this the other day. I was walking to work and I wanted to listen to the news, so I popped into a radio shack to buy a radio.

I found this cute little green radio for 4 dollars and 99 cents. I was standing there in a line for buying this thing and I was thinking, how could 4 dollars 99 cents possibly capture the costs of making this radio and getting it into my hands? The metal was probably mined in South Africa, the petroleum was probably drilled in Iraq, the plastics were probably produced in China and maybe the whole thing was assembled by some fifteen year old in Mexico.

4 dollars 99 cents won't even pay the rent for the shelf space that it occupied until I came along, let alone part of the stuff guy's salary who helped me pick it out or the multiple ocean cruises and truck rides pieces of this radio went on. That's how I realized, I didn't pay for the radio. So who did pay? Well, these people paid with the most of their natural resource space, these people paid with the most of their clean air, with increasing asthma and cancer rates, kids in the Congo paid with their future. 30% of the kids in the Congo now have dropped out of school to mine Coltan, a metal we need for our cheap and disposable electronics. These people even paid by having to cover their own health insurance. All along this system, people pitched in, so I could get this radio for 4 dollars and 99 cents, and none of these contributions are recorded in any accounts book. That what I mean by the company has externalized the true costs of production.

Exercise 10. Read and translate the text.

CONSUMPTION

And that brings us to the golden arrow of consumption. This is the heart of the system. The engine that drives it. It is so important, that protecting this arrow has become the top priority for these guys. That's why, after 9/11, when our country was in shock, and president Bush could have suggested any number of appropriate things, to grieve, to pray, to hope, no, he said to shop, to shop! We have become a nation of consumers. Our paramount identity has become that of being consumers, not mothers, teachers, farmers, but consumers. The primary way that our value is measured and demonstrated is by how much we contribute to this arrow. How much we consume. And do we. We shop and shop and shop. Keep the materials flowing. And flow they do. Guess what percentage of total materials flow through this system is still in use six months after the

date of sale in north America? 50%? 20? No. 1%. One. In other words, 99% of the stuff we harvest, mine, process, transport, 99% of the stuff we run through the system, is trash within six months. Now how can we run a planet with that level of material It wasn't always like this. The average person now consumes twice as much as they did 50 years ago. Ask your grandma. In her days stewardship and resourcefulness and thrift were valued. So how did this happen? Well, it didn't just happen. It was designed. shortly after World War II these guys were figuring out how to ramp up the economy.

Retailing analyst Victor Lebow articulated the solution that has become the norm for the whole system. He said: "Our enourmously productive economy demands that we make consumption our way of life, that we convert the buying and use of goods into rituals, that we seek our spiritual satisfaction, our ego satisfaction in consumption. We need things consumed, burned up, replaced and discarded at an ever-accelerating rate."

President Eisenhower's Counsel of Economic Advisors Chairman said that the American economy's ultimate purpose is to produce more consumer goods. More consumer goods? Our ultimate purpose? Not provide health care or education or safe transportation or sustainability or justice? Consumer goods?

How did they get us to jump on board of this program so enthusiastically? Well, two of the most effective strategies are planned obsolescence and perceived obsolescence. Planned obsolescence is another word for 'designed for the dump'.

It means they actually make stuff to be useless as quickly as possible, so we will chuck it and buy a new one. It's obvious with things like plastic bags and coffee cups, but now it's even big stuff, mobs, DVDs, cameras, barbecues even, everything. These are computers. Have you noticed that when you buy a computer now, the technology is changing so fast that in just a couple of years it's actually impediment to communication? I was curious about this, so I opened up a big desktop computer to see what was inside. And I found out that the piece that changes each year is just a tiny little piece in the corner, but you can't just change that one piece, because each new version is a different shape, so you got to chuck the whole thing and buy a new one. So I was reading

industrial design journals in the 1950s, when planned obsolescence was really catching on. These designers are so open about it. They actually discuss how fast can they make stuff break but still leave the consumer have enough faith in the product to go and buy another one. It was so intentional. But stuff can not break fast enough to keep this arrow.

So there is also perceived obsolescence. Now perceived obsolescence convinces us to throw away stuff that is still perfectly useful. How do they do that? Well, they change the way the stuff looks. So if you bought your stuff a couple of years ago, everyone can tell that you haven't contributed to this arrow recently. And since the way we demonstrate our value is contributing to this arrow, it can be embarrassing. When I got the same fat computer monitor on my desk for five years, my co-worker just got a new computer. She has a flat, shiny, sleek monitor that matches her computer, matches her phone, even her pen stand. She looks like she's driving in space ship's central, and I, I look like I had a washing machine on my desk. Fashion is another prone example of this. Have you ever wondered why woman's shoe heels go from fat one year to skinny in the next to fat to skinny? It's not because there is some debate about which heels structure is the most healthy for woman's feet. It's because wearing fat heels in a skinny heel year shows everybody that you haven't contributed to that arrow as recently, so you are not as valuable as that person in skinny heels next to you, or more likely in some ad. It's to keep us buying new shoes.

Advertisements and media in general plays a big role in this. Each of us in the US is targeted with over 3000 advertisements a day. We see more advertisements in one year than people fifty years ago saw in a lifetime. And if you think about it, what's the point of an ad, except to make us unhappy with what we have? So three-thousand times a day we are told our hair is wrong, our skin is wrong, our clothes are wrong, our furniture is wrong, our car is wrong, we are wrong, but it can all be made right if we just go shopping.

Media also helps by hiding all of this and all of this. So the only part of the material's economy we see is the shopping. The extraction, production and disposal all happens outside of our field of vision. So in the US we have more stuff than ever before. But polls show that our national happiness is actual declining.

Our national happiness peaked in the 1950s. The same time that this consumption mania exploded. Interesting coincidence. I think I know why. We have more stuff but we have less time for the things that really make us happy. Friends, family, leisure time. We are working harder than ever. Some analysts say we have less leisure time now than in Feudal society. And you know what the two main activities are that we do with this scant leisure time we have? Watch TV and shop. In the US we spend three to four times as many hours shopping as our counterparts in Europe do. So we are in this ridiculous situation where we go to work maybe two jobs even and we come home and we are exhausted so we plugged into our new couch and watch TV.

So we got to go to the mall to buy things and to feel better and then we got to go to work more to be able to pay for the stuff we just bought and so we come home and we are more tired so we sit down to see more TV until we go to the mall again and we are on this crazy work-watch-spend-treadmill and we could just stop.

Exercise 11. Read and translate the text.

DISPOSAL

So in the end, what happens to all this stuff we buy anyway? At this rate of consumption it can't fit into our houses even though the average house size has doubled in this country since the 1970's. It all goes out in the garbage. And that brings us to disposal. This is the part of the material's economy we all know the most because we have to haul the junk out to the curb by ourselves. Each of us in the United States makes four and a half pounds of garbage a day.

That is twice what we used to make thirty years ago. All of this garbage gets dumped to the landfill, which is just a hole in the ground, or if we are really unlucky, first it's burned in an incinerator and then dumped in the landfill. Either way, they both pollute the air, land, water, and don't forget change the climate. Incineration is really bad. Remember these toxics back in the production stage? When we are burning the garbage we are releasing the toxics up in the air, even worse, it makes new super toxics like dioxin.

Dioxin is the most toxic man-made substance known to science and incinerators are the number one sources of dioxin. That means that

we could stop the number one source of the most toxic man made substance known just by stopping burning the trash. We could stop it today.

Now some companies don't want to deal with building landfills and incinerators here, so they just export the disposal, too. What about recycling? Does recycling help? Yes. Recycling helps. Recycling reduces the garbage at this end and it reduces the pressure to mine and harvest new stuff at this end. Yes, yes, yes, we should all recycle. But recycling is not enough. Recycling will never be enough for a couple of reasons. First, the waste coming out of our houses is just the tip of the iceberg. For every one garbage can of waste that you put out on the curb, seventy garbage cans of waste were made upstream, just to make the junk in that one garbage can you put out on the curb. So even if we could recycle a hundred percent of the waste coming out of our households, it doesn't get to the core of the problems. Also, much of the garbage can't be recycled. Either because it contains many toxics or it's designed not to be recyclable in the first place. Like those juice packs where there is layers of metal and paper and plastic all smashed together, you can never separate those for true recycling.

So you see, it is a system in crises. All along the way we are bumping up against limits. From changing climate to declining happiness it's just not working. But the good thing about such an all pervasive problem is that there are so many points of intervention. There are people working here on saving forests and here on clean production, people working on labour rights and fair trade and conscious consuming and blocking landfills and incinerators and very importantly, on taking back our government, so that it really is by the people and for the people. All of this work is critically important. But things are really getting start moving, when we see the connections. When we see the big picture. When people along the system get united, we can reclaim and transform this linear system into something new. A system that doesn't waste resources or people.

Exercise 12. Read and translate the text. Find out information about highlighted collocations:

ANOTHER WAY

What we really need to chuck is that old school throwing mind set. There is a new school of thinking on this stuff. And it's based on sustainability and equality, **Green Chemistry, Zero Waste, Closed Loop Production, Renewable Energy, Local Living Economies.**

It's already happening. Now some say it's unrealistic or idealistic, that it can't happen. But I say the ones who are unrealistic are those that want to continue with the old path. That's dreaming. Remember, that old way didn't just happen. It's not like gravity that we have just got to live with. People created it. And we are people, too. So let's create something new.

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ИНОСТРАННЫЙ ЯЗЫК
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