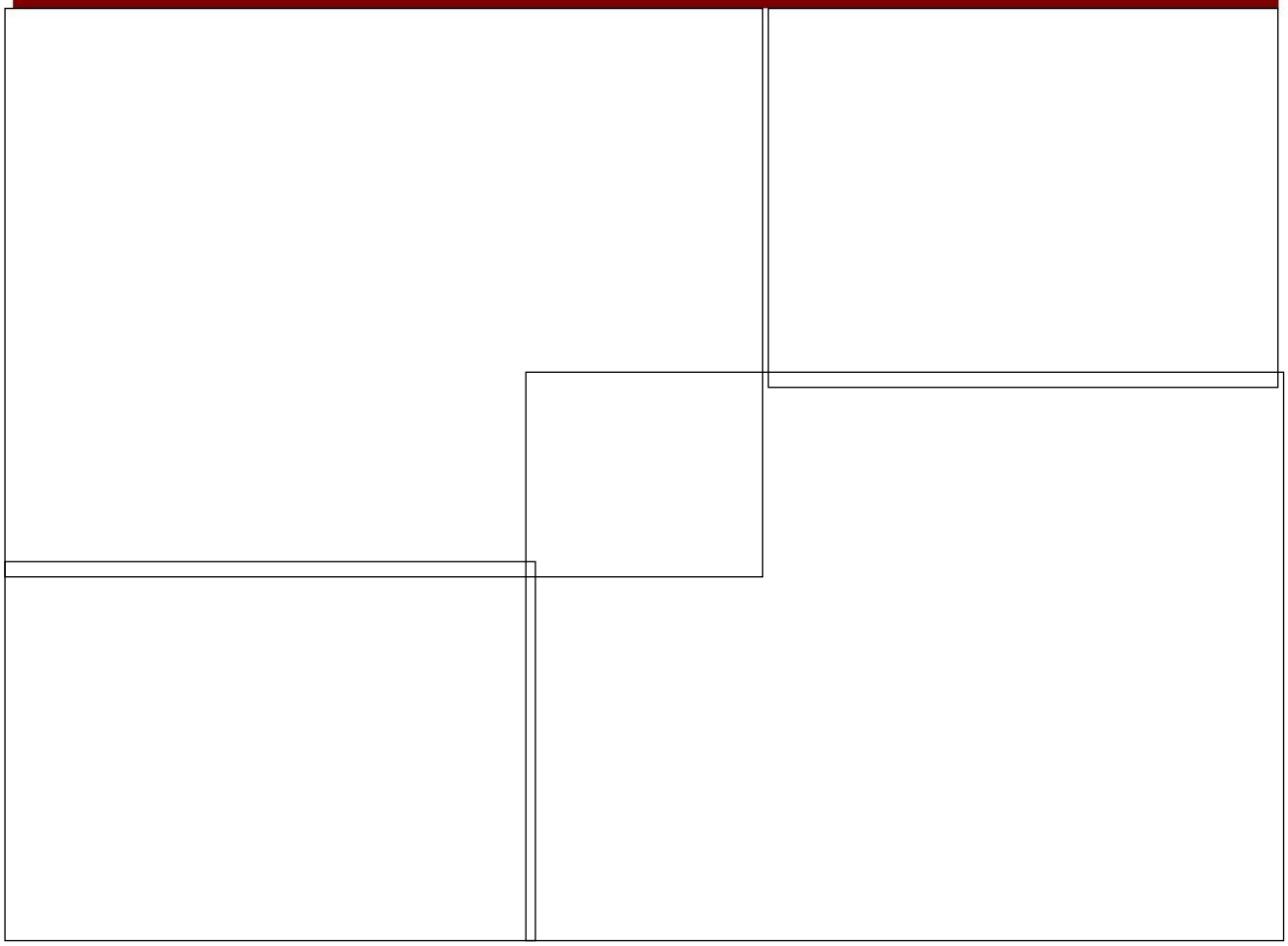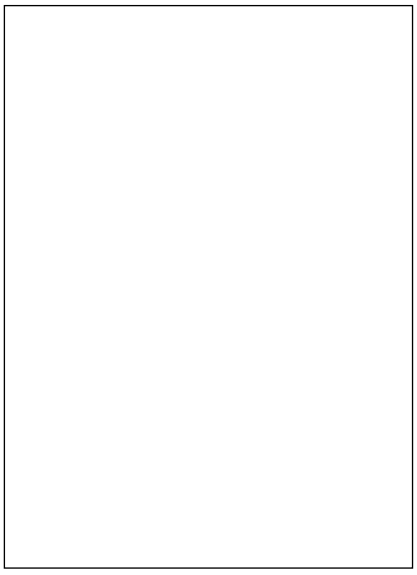CULTURAL/SOCIAL