

## Guy Cook Discourse Analysis

This book has two related purposes. The first is to demonstrate the extent and importance of language play in human life; the second is to draw out the implications for applied linguistics and language teaching. Language play should not be thought of as a trivial or peripheral activity, but as central to human thought and culture, to learning, creativity, and intellectual enquiry. It fulfils a major function of language, underpinning the human capacity to adapt: as individuals, as societies, and as a species.

This work investigates real-world problems involving language. As such it has the difficult task of mediating between academic expertise and lived experience, attempting to reconcile opposed interests and perspectives. It provides a comprehensive overview of pressing issues in the field.

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The increasingly rapid destruction of the ecological systems that support life is calling into question some of the fundamental stories that we live by: stories of unlimited economic growth, of consumerism, progress, individualism, success, and the human domination of nature. Ecolinguistics shows how linguistic analysis can help reveal the stories we live by, open them up to question, and contribute

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to the search for new stories. Bringing together the latest ecolinguistic studies with new theoretical insights and practical analyses, this book charts a new course for ecolinguistics as an engaged form of critical enquiry. Featuring: A framework for understanding the theory of ecolinguistics and applying it practically in real life; Exploration of diverse topics from consumerism in lifestyle magazines to Japanese nature haiku; A comprehensive glossary giving concise descriptions of the linguistic terms used in the book; Discourse analysis of a wide range of texts including newspapers, magazines, advertisements, films, nonfiction books, and visual images. This is essential reading for undergraduates, postgraduates and researchers working in the areas of Discourse Analysis and Language and Ecology.

High school and the difficult terrain of sexuality and gender identity are brilliantly explored in this smart, incisive ethnography. Based on eighteen months of fieldwork in a racially diverse working-class high school, *Dude, You're a Fag* sheds new light on masculinity both as a field of meaning and as a set of social practices. C. J. Pascoe's unorthodox approach analyzes masculinity as not only a gendered process but also a sexual one. She demonstrates how the "specter of the fag" becomes a disciplinary mechanism for regulating heterosexual as well as homosexual boys and how the "fag discourse" is as much tied to gender as it is

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to sexuality.

Why have 1500 separate languages developed in the Pacific region? Why do Danes understand Norwegians better than Norwegians understand Danish? Is Ebonics a language or a dialect? Linguistics tends to ignore the relationship between languages and the societies in which they are spoken, while sociology generally overlooks the role of language in the constitution of society. In this book Suzanne Romaine provides a clear, lively, and accessible introduction to the field of sociolinguistics and emphasizes the constant interaction between society and language, discussing both traditional and recent issues including: language and social class, language and gender, language and education, and pidgins and creoles. The text shows how our linguistic choices are motivated by social factors, and how certain ways of speaking come to be vested with symbolic value and includes examples drawing on studies of cultures and languages all over the world. This new edition incorporates new material on current issues in the study of gender as well as other topics such as the linguistic dimension to the ethnic conflict in the Balkans, and the controversy over Ebonics in the United States. Discourse analysis is the study of spoken and written language in its social and psychological context. This book explains the relevant theory, and applies it to classroom activities designed to improve students' discourse skills. The teacher

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is then shown how these activities may be further developed in specific teaching situations.

As you are reading this, you are finding yourself in the ubiquitous public sphere that is the Web. Ubiquitous, and yet not universally accessible. This volume addresses this dilemma of the public sphere, which is by definition open to everyone but in practice often excludes particular groups of people in particular societies at particular points in time. The guiding questions for this collection of articles are therefore: Who has access to the public sphere? How is this access enabled or disabled? Under what conditions is it granted or withheld, and by whom? We regard the public sphere as the nodal point for the discourses of business, politics and media, and this basic assumption is also reflected in the structure of the volume. Each of these three macro-topics comprises chapters by international scholars from a variety of disciplines and research traditions who each combine up-to-date overviews of the relevant literature with their own cutting-edge research into aspects of different public spheres such as corporate promotional communication, political rhetoric or genre features of electronic mass media. The broad scope of the volume is perhaps best reflected in a comprehensive discussion of communication technologies ranging from conventional spoken and written formats such as company brochures, political

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speeches and TV shows to emerging ones like customer chat forums, political blogs and text messaging. Due to the books' wide scope, its interdisciplinary approach and its clear structure, we are sure that whether you work in communication and media studies, linguistics, political science, sociology or marketing, you will find this handbook an invaluable guide offering state-of-the-art literature reviews and exciting new research in your field and adjacent areas. The Routledge Handbook of English Language Teaching is the definitive reference volume for postgraduate and advanced undergraduate students of Applied Linguistics, ELT/TESOL, and Language Teacher Education, and for ELT professionals engaged in in-service teacher development and/or undertaking academic study. Progressing from 'broader' contextual issues to a 'narrower' focus on classrooms and classroom discourse, the volume's inter-related themes focus on: ELT in the world: contexts and goals planning and organising ELT: curriculum, resources and settings methods and methodology: perspectives and practices second language learning and learners teaching language: knowledge, skills and pedagogy understanding the language classroom. The Handbook's 39 chapters are written by leading figures in ELT from around the world. Mindful of the diverse pedagogical, institutional and social contexts for ELT, they convincingly present the key issues, areas of debate and dispute, and likely future developments in ELT from an applied linguistics perspective. Throughout the volume, readers are encouraged to develop their own thinking and practice in

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contextually appropriate ways, assisted by discussion questions and suggestions for further reading that accompany every chapter. Advisory board: Guy Cook, Diane Larsen-Freeman, Amy Tsui, and Steve Walsh

This book deals with the study of style in language, how styles can be recognized, and their features. It examines how style is used in literary and non-literary texts, and how familiarity with style is a matter of socialization. The author also discusses the relationship between text and discourse, the production and reception of meaning as a dynamic contextualized interaction, the question of perspective and the variable representation of reality, and how stylistics can complement literary criticism. The final chapter deals with social reading and ideological positioning, including some thoughts on feminist stylistics and critical discourse analysis.

Drawing on literary and linguistic theory for analysis of texts, this book covers all aspects of advertising language, from the interrelation of language, image and layout to the discourse between 'reader' and advertisement.

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Written in a clear, accessible style and drawing on illustrative examples, 'Genetically Modified Language' is an insightful look at the arguments for and against GM crops. The author analyses the language used and assesses its effect on public opinion. Oxford Applied Linguistics features books providing thorough yet accessible coverage of controversial topics related to language use, including learning, teaching, research,

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and policy. All titles are based on extensive research and include comprehensive bibliographies. The authors are noted authorities in their fields.

*Applied Linguistics in Action: A Reader* presents students with an applied linguistics framework for the analysis of real-world problems in which language is a central issue. The reader allows students to develop both the theoretical and empirical skills crucial to the practicalities of language teaching and other language-related professional practices. Part One brings together seven key discussions of the nature and direction of contemporary applied linguistics, relating theory and description of language in use to educational and other professional contexts. Issues include the politics of applied linguistics, its responses to globalisation, and its relation to social theory. While the discussions in Part One are largely theoretical, Part Two, through abridged versions of thirteen case studies, demonstrates at a much more practical level how general principles formulated in Part One, can be applied to a range of specific real-world problems. While the majority of studies are from educational settings, the breadth of current applied linguistic enquiry is illustrated by others relating to legal forensics, literary analysis, translation, language therapy, lexicography, and workplace communication. The editors' introductions, both to the volume as a whole and to each individual part, guide the student through the difficult transition from general discussion to specific application, highlighting the most significant issues, and helping the student to see the relevance of both general theory and specific applications to the

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needs of their own studies, and their professional practice beyond. Applied Linguistics in Action: A Reader is essential reading for advanced level undergraduates and postgraduates on Applied Linguistics, English Language, and TESOL/TEFL courses. Food Discourse explores a fascinating, yet virtually unexplored research area: the language of food used on television cooking shows. It shows how the discourse of television cooking shows on the American television channel Food Network conveys a pseudo-relationship between the celebrity chef host and viewers. Excerpts are drawn from a variety of cooking show genres (how-to, travel, reality, talk, competition), providing the data for this qualitative investigation. Richly interdisciplinary, the study draws upon discourse analysis, narrative, social semiotics, and media communication in order to analyze four key linguistic features – recipe telling, storytelling, evaluations, and humor – in connection with the themes of performance, authenticity, and expertise, essential components in the making of celebrity chefs. Given its scope, the book will be of interest to scholars of linguistics, media communication, and American popular culture. Further, in light of the international reach and influence of American television and celebrity chefs, it has a global appeal.

Discourse analysis considers how language, both spoken and written, enacts social and cultural perspectives and identities. Assuming no prior knowledge of linguistics, An Introduction to Discourse Analysis examines the field and presents James Paul Gee's unique integrated approach which incorporates both a theory

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of language-in-use and a method of research. An Introduction to Discourse Analysis can be used as a stand-alone textbook or ideally used in conjunction with the practical companion title How to do Discourse Analysis: A Toolkit. Together they provide the complete resource for students studying discourse analysis. Updated throughout, the fourth edition of this seminal textbook also includes two new chapters: 'What is Discourse?' to further understanding of the topic, as well as a new concluding section. A new companion website [www.routledge.com/cw/gee](http://www.routledge.com/cw/gee) features a frequently asked questions section, additional tasks to support understanding, a glossary and free access to journal articles by James Paul Gee. Clearly structured and written in a highly accessible style, An Introduction to Discourse Analysis includes perspectives from a variety of approaches and disciplines, including applied linguistics, education, psychology, anthropology and communication to help students and scholars from a range of backgrounds to formulate their own views on discourse and engage in their own discourse analysis. This is an essential textbook for all advanced undergraduate and postgraduate students of discourse analysis. Discourse studies, the study of the ways in which language is used in texts and contexts, is a fast-moving and increasingly diverse field. With contributions from leading and upcoming scholars from across the world, and covering cutting-edge

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research, this Handbook offers an up-to-date survey of Discourse Studies. It is organized according to perspectives and areas of engagement, with each chapter providing an overview of the historical development of its topic, the main current issues, debates and synergies, and future directions. The Handbook presents new perspectives on well-established themes such as narrative, conversation-analytic and cognitive approaches to discourse, while also embracing a range of up-to-the-minute topics from post-humanism to digital surveillance, recent methodological orientations such as linguistic landscapes and multimodal discourse analysis, and new fields of engagement such as discourses on race, religion and money.

Advertising is one of the most prominent, powerful, and ubiquitous contemporary uses of language. Its seductive and controversial quality has attracted consistent and intense attention across a range of academic disciplines including linguistics, media studies, politics, semiotics, and sociology. The reasons for this academic interest are far from superficial. The study of advertising brings together many of the key social and political issues of our time: the new capitalism; globalization; overconsumption and the environment; cultural and individual identities; and the communications revolution. It provides insight into the ideologies and values of contemporary societies. Advertising's creative use of language makes it a

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particularly rich site for language and discourse analysis. Operating in all media and exploiting the interaction between word, sound, and image, it provides a key location for studies of multimodal communication. Simultaneously poetic and commercial, it raises questions about the nature of creativity and art. Ever since the intensification of advertising in the 1950s, leading scholars have analysed its use of language. This new four-volume Routledge Major Work brings together for the first time the most seminal and controversial works, allowing users to obtain a wide and inclusive view of this rewarding topic. It will be welcomed by scholars and other researchers in the field as an invaluable 'mini library' on the language of advertising.

"The book is an essential resource seeking to analyze real texts and discourse."--BOOK JACKET.

This is an introduction to linguistics, the study of human language. The author provides a succinct but lucid outline of the ways in which language has been defined, described, and explored, and guides readers towards further exploration of their own.

Accessible yet theoretically rich, this landmark text introduces key concepts and issues in critical discourse analysis and situates these within the field of educational research. The book invites readers to consider the theories and

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methods of three major traditions in critical discourse studies – discourse analysis, critical discourse analysis, and multimodal discourse analysis -- through the empirical work of leading scholars in the field. Beyond providing a useful overview, it contextualizes CDA in a wide range of learning environments and identifies how CDA can shed new insights on learning and social change. Detailed analytic procedures are included – to demystify the process of conducting CDA, to invite conversations about issues of trustworthiness of interpretations and their value to educational contexts, and to encourage researchers to build on the scholarship in critical discourse studies. This edition features a new structure; a touchstone chapter in each section by a recognized expert (Gee, Fairclough, Kress); and a stronger international focus on both theories and methods. NEW! Companion Website with Chapter Extensions; Interviews; Bibliographies; and Resources for Teaching Critical Discourse Analysis.

The author examines the relevance of schema theory to literary theory and the analysis of literary texts. Schema theory suggests that people understand texts and experience by comparing them with stereotypical mental representations of similar cases; the new experience is then processed in terms of its deviation from that structure or its conformity to it. The book concludes with a section on

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pedagogical implications and analysis of three well-known literary texts. Routledge English Language Introductions cover core areas of language study and are one-stop resources for students. Assuming no prior knowledge, books in the series offer an accessible overview of the subject, with activities, study questions, sample analyses, commentaries and key readings - all in the same volume. The innovative and flexible 'two dimensional' structure is built around four sections - introduction, development, exploration and extension - which offer self-contained stages for study. Each topic can also be read across these sections, enabling the reader to build gradually on the knowledge gained. Each book in the series has a companion website with extra resources for teachers, lecturers and students. Discourse Analysis, 2nd Edition: - provides a comprehensive overview of the major approaches to and methodological tools used in discourse analysis; - introduces both traditional perspectives on the analysis of texts and talk as well as more recent approaches that address technologically mediated and multimodal discourse; - incorporates practical examples using real data; - includes new articles from key authors in the field, including Jan Blommaert, William Labov, Paul Baker, Penelope Brown and Stephen Levinson; - is supported by a companion website featuring extra activities, additional guidance, useful links and multimedia examples including

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sound files and YouTube videos. Features of the new edition include: new readings featuring cutting-edge research; updated references; revised and refreshed examples; and a wider range of material from social media that includes Twitter, Instagram and Snapchat. Written by an experienced teacher and author, this accessible textbook is essential reading for all students of English language and linguistics.

Discourse Analysis for Language Teaching gives a practical introduction to the field of discourse analysis and its relevance for language teaching. It begins by answering the question 'What is discourse analysis?' and examines how discourse analysts approach spoken and written language. Different models of analysis are outlined and evaluated in terms of their usefulness to language teachers. This is followed by chapters on discourse-oriented approaches to grammar, vocabulary and phonology. The final section looks at spoken and written language in the light of native-speaker and learner data and considers examples of teaching approaches. Discourse Analysis for Language Teaching has a very practical orientation, and the text is interspersed with reader activities with guidance on appropriate responses at the end.

This book reflects the chronological changes in Chinese cultural values, social relations, economy and politics by critically analyzing the Chinese advertising discourse. The work is based on research into the ideological values portrayed in Chinese household appliance advertisements in the 1980s – 1990s. The analytical framework covers a variety of methods: critical discourse analysis, chronological analysis, visual and verbal analysis, and qualitative

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and quantitative analysis. The findings suggest that ideological values consciously or unconsciously manifested by the visual and verbal devices in the Chinese advertisements moved in a pattern from simplicity to diversity, from being politically-oriented to being economically and profit-oriented, from conservatism to globalization and westernization, in keeping with the progression of the Chinese economic reform. The findings further indicate that the ideological values in the Chinese household appliance advertisements are embedded in the advertising language and illustrations. Lastly, the work reveals the reality of Chinese politics, economy and society at a time when China experienced the growth of the market economy and evolution of Chinese mainstream ideologies, and demonstrates the impacts of these changes on the ideological meanings in advertisements. This book will help readers discover the more profound meanings behind the superficial content of Chinese advertisements.

Studies in honour of H G Widdowson. Principle and Practice in Applied Linguistics provides a comprehensive overview of the many and diverse areas in applied linguistics today. The papers range from second language acquisition to discourse analysis, corpus linguistics, and classroom practice; together they emphasize the reciprocal relationship of principle and practice, and the interdisciplinary nature of applied linguistics.

DiscourseOxford University Press

Explores the evolution of emoji, how people use them, and what they tell us about the technology-enhanced state of modern society.

A classic work of American literature that has not stopped changing minds and lives since it burst onto the literary scene, *The Things They Carried* is a ground-breaking meditation on war,

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memory, imagination, and the redemptive power of storytelling. *The Things They Carried* depicts the men of Alpha Company: Jimmy Cross, Henry Dobbins, Rat Kiley, Mitchell Sanders, Norman Bowker, Kiowa, and the character Tim O'Brien, who has survived his tour in Vietnam to become a father and writer at the age of forty-three. Taught everywhere—from high school classrooms to graduate seminars in creative writing—it has become required reading for any American and continues to challenge readers in their perceptions of fact and fiction, war and peace, courage and fear and longing. *The Things They Carried* won France's prestigious Prix du Meilleur Livre Etranger and the Chicago Tribune Heartland Prize; it was also a finalist for the Pulitzer Prize and the National Book Critics Circle Award.

The GM debate is as much a war of words as of facts. Food and farming are being changed forever - yet whether for good or bad is the subject of an increasingly bitter argument. Those promoting GM have mounted an intense campaign, characterising their opponents as terrorists and Luddites, governed by ignorance, irrationality and hysteria. Yet public opinion remains unconvinced and antagonistic. As the argument intensifies and the voices on all sides get louder, Genetically Modified Language cuts through the confusion and controversy to the issues and ideology at the heart of the disagreement. Guy Cook subjects the language of the case for GM to a careful and detailed examination. He looks in turn at the persuasive strategies used by politicians, scientists, the media, biotechnology corporations, and supermarkets, showing how their arguments mix together scientific, commercial, ethical and political criteria, and are seldom as factual and straightforward as they claim. Through analyses of recurrent words and phrases, and of the constant comparisons made with other international issues, he shows how the GM debate has become inseparable from the wider

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political conflicts of our time. In a final chapter he turns to public reactions to all of the arguments. Throughout this analysis, the campaign for GM is seen as exemplifying disturbing trends in the contemporary use of language for public information. Language which purports to seek clarity and neutrality, and to be a vehicle for informed democratic debate, is in fact achieving the opposite effects: obscuring the issues and manipulating opinion. Written in a clear, accessible style and drawing on illustrative examples, *Genetically Modified Language* is an insightful look at how language shapes our opinions.

Both 'discourse' and 'knowledge' are fundamental concepts, but they are often treated separately. The first book to adopt a multidisciplinary approach to studying the relationship between these concepts, *Discourse and Knowledge* introduces the new field of epistemic discourse analysis and uses a wide range of examples to illustrate the theory.

The overarching theme of *Discourse and Technology* is cutting-edge in the field of linguistics: multimodal discourse. This volume opens up a discussion among discourse analysts and others in linguistics and related fields about the two-fold impact of new communication technologies: The impact on how discourse data is collected, transcribed, and analyzed—and the impact that these technologies are having on social interaction and discourse. As inexpensive tape recorders allowed the field to move beyond text, written or printed language, to capture talk—discourse as spoken language—the information explosion (including cell phones, video recorders, Internet chat rooms, online journals, and the like) has

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moved those in the field to recognize that all discourse is, in various ways, "multimodal," constructed through speech and gesture, as well as through typography, layout, and the materials employed in the making of texts. The contributors have responded to the expanding scope of discourse analysis by asking five key questions: Why should we study discourse and technology and multimodal discourse analysis? What is the role of the World Wide Web in discourse analysis? How does one analyze multimodal discourse in studies of social actions and interactions? How does one analyze multimodal discourse in educational social interactions? and, How does one use multimodal discourse analyses in the workplace? The vitality of these explorations opens windows onto even newer horizons of discourse and discourse analysis.

Vague language ('bags of time', 'doing stuff', 'and all that') is an aspect of communicative competence of considerable social importance. This book examines its function. It spans genre analysis, critical discourse analysis, psycholinguistics and cross-cultural sociolinguistics, and suggests applications in TEFL and directions for future research.

This second edition considers advertising in the context of current changes in communication. All chapters have been fully revised and updated, and substantial new material has been added. The social functions and aesthetic

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effects of advertisements are comprehensively analysed across a wide range of media, from billboards to email and the Internet. Controversially, advertisements are contrasted and compared with literary texts throughout. The book clearly explains relevant concepts from semiotics, poetics, and linguistics, and can serve as an introduction to all of these disciplines. Practical exercises to stimulate further discussion are included at the end of each chapter.

The Routledge Handbook of Ecolinguistics is the first comprehensive exploration into the field of ecolinguistics, also known as language ecology. Organized into three sections that treat the different topic areas of ecolinguistics, the Handbook begins with chapters on language diversity, language minorities and language endangerment, with authors providing insight into the link between the loss of languages and the loss of species. It continues with an overview of the role of language and discourse in describing, concealing, and helping to solve environmental problems. With discussions on new orientations and topics for further exploration in the field, chapters in the last section show ecolinguistics as a pacesetter into a new scientific age. This Handbook is an excellent resource for students and researchers interested in language and the environment, language contact, and beyond.

Is the British press prejudiced against Muslims? In what ways can prejudice be

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explicit or subtle? This book uses a detailed analysis of over 140 million words of newspaper articles on Muslims and Islam, combining corpus linguistics and discourse analysis methods to produce an objective picture of media attitudes. The authors analyse representations around frequently cited topics such as Muslim women who wear the veil and 'hate preachers'. The analysis is self-reflexive and multidisciplinary, incorporating research on journalistic practices, readership patterns and attitude surveys to answer questions which include: what do journalists mean when they use phrases like 'devout Muslim' and how did the 9/11 and 7/7 attacks affect press reporting? This is a stimulating and unique book for those working in fields of discourse analysis and corpus linguistics, while clear explanations of linguistic terminology make it valuable to those in the fields of politics, media studies, journalism and Islamic studies.

Based on a set of four research parameters, this book discusses the development of research questions and hypotheses, naturalistic and experimental research, data collection, and validation of research instruments. Each chapter includes examples and activities.

The Routledge Handbook of Applied Linguistics serves as an introduction and reference point to key areas in the field of applied linguistics. The five sections of the volume encompass a wide range of topics from a variety of perspectives:

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applied linguistics in action language learning, language education language, culture and identity perspectives on language in use descriptions of language for applied linguistics. The forty-seven chapters connect knowledge about language to decision-making in the real world. The volume as a whole highlights the role of applied linguistics, which is to make insights drawn from language study relevant to such decision-making. The chapters are written by specialists from around the world. Each one provides an overview of the history of the topic, the main current issues and possible future trajectory. Where appropriate, authors discuss the impact and use of new technology in the area. Suggestions for further reading are provided with every chapter. The Routledge Handbook of Applied Linguistics is an essential purchase for postgraduate students of applied linguistics. Editorial board: Ronald Carter, Guy Cook, Diane Larsen-Freeman and Amy Tsui. a concise but comprehensive survey Includes suggestions for further study and reading, and a glossary.

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