

Rhetoric And Culture Sage Pub

Contains 36 articles showcasing the development and diversity of intercultural communication theories in countries such as China, Africa, the United States, New Zealand, Mexico, Egypt, and others. Topics discussed include identity and communication, intercultural verbal and nonverbal processes and interactions, relationships, and ethics. -- Publisher description

This broad-ranging text offers a comprehensive outline of how visual images, language and discourse work as 'systems of representation'. Individual chapters explore: representation as a signifying practice in a rich diversity of social contexts and institutional sites; the use of photography in the construction of national identity and culture; other cultures in ethnographic museums; fantasies of the racialized 'Other' in popular media, film and image; the construction of masculine identities in discourses of consumer culture and advertising; and the gendering of narratives in television soap operas.

"This book explores the theory and practice of rhetoric and professional communication in intercultural contexts, providing a framework for translating, localizing, and internationalizing communications and information products around the world"--Provided by publisher.

Presents the collection of primary-source readings built around the idea that communication theory is a field with an identifiable history and has developed within seven main traditions of thought - the rhetorical, semiotic, phenomenological, cybernetic, sociopsychological, sociocultural, and critical traditions.

Visual Culture is a primary resource of key statements on photographic meaning, representation and visual culture that draws upon the works of a wide range of influential scholars and thinkers including Barthes, Sontag, Baudrillard and Mulvey.

Readers of Dialogue will be able to frame different influential conceptions of dialogue, establish the concepts' history in communication studies, and trace both common and unique threads that connect different theorists. This volume is recommended for graduate and advanced undergraduate courses in Communication Theory, Interpersonal Communication, and Organizational Communication

This introductory textbook unites the study of rhetoric with the persuasive potential of today's 'texts' in popular culture. By providing students with a means by which to understand why popular texts are important to study-as well as how to examine these texts' underlying messages from a variety of rhetorical perspectives-Deanna Sellnow helps readers become critical consumers of the many popular culture texts that influence them in their daily lives. Features & Benefits: This textbook unites rhetorical criticism with mediated popular cultural texts (e.g., film, television, rap music) in ways that relate directly to the experiences of people in society today. Each chapter is devoted to one theoretical perspective (e.g., narrative, dramatistic, Marxist, feminist, illusion of life, visual pleasure, media effects) Each chapter provides (a) an explanation of a particular rhetorical theory, (b) examples of messages the theory reveals when applied to various contemporary popular culture texts, (c) embedded opportunities for students to practice examining a specific film, television program, song, or advertisement using the theory, (d) one or two scholarly articles that use the theory to examine a popular culture text, (e) one or two sample student papers that use the theory to examine a popular culture text, and (f) an end-of-chapter challenge posed to students to examine in depth a contemporary artifact using the concepts described in the chapter Each chapter opens with reflective questions to guide students to about specific examples as read the chapter.

Rhetoric in Popular Culture, Fifth Edition, shows readers how to apply growing and cutting-edge methods of critical studies to a full spectrum of contemporary issues seen in daily life. Exploring a wide range of mass media including current movies, magazines, advertisements, social networking sites, music videos, and television shows, Barry Brummett uses critical analysis to apply key rhetorical concepts to a variety of exciting examples drawn from popular culture. Readers are guided from theory to practice in an easy-to-understand manner, providing them with a foundational understanding of the definition and history of rhetoric as well as new approaches to the rhetorical tradition. Ideal for courses in rhetorical criticism, the highly anticipated Fifth Edition includes new critical essays and case studies that demonstrate for readers how the critical methods discussed can be used to study the hidden rhetoric of popular culture.

The issue of social justice has been brought to the forefront of society within recent years, and educational institutions have become an integral part of this critical conversation. Classroom settings are expected to take part in the promotion of inclusive practices and the development of culturally proficient environments that provide equal and effective education for all students regardless of race, gender, socio-economic status, and disability, as well as from all walks of life. The scope of these practices finds itself rooted in curriculum, teacher preparation, teaching practices, and pedagogy in all educational environments. Diversity within school administrations, teachers, and students has led to the need for socially just practices to become the norm for the progression and advancement of education worldwide. In a modern society that is fighting for the equal treatment of all individuals, the classroom must be a topic of discussion as it stands as a root of the problem and can be a major step in the right direction moving forward. Research Anthology on Instilling Social Justice in the Classroom is a comprehensive reference source that provides an overview of social justice and its role in education ranging from concepts and theories for inclusivity, tools, and technologies for teaching diverse students, and the implications of having culturally competent and diverse classrooms. The chapters dive deeper into the curriculum choices, teaching theories, and student experience as teachers strive to instill social justice learning methods within their classrooms. These topics span a wide range of subjects from STEM to language arts, and within all types of climates: PK-12, higher education, online or in-person instruction, and classrooms across the globe. This book is ideal for in-service and preservice teachers, administrators, social justice researchers, practitioners, stakeholders, researchers, academicians, and students interested in how social justice is currently being implemented in all aspects of education.

The SAGE Handbook of Rhetorical Studies surveys the latest advances in rhetorical scholarship, synthesizing theories and practices across major areas of study in the field and pointing the way for future studies. Edited by Andrea A. Lunsford and Associate Editors Kirt H. Wilson and Rosa A. Eberly, the Handbook aims to introduce a new generation of students to rhetorical study and provide a deeply informed and ready resource for scholars currently working in the field.

The SAGE Handbook of Gender and Communication is a vital resource for those seeking to explore the complex interactions of gender and communication. Editors Bonnie J. Dow and Julia T. Wood, together with an illustrious group of contributors, review and evaluate the state of the gender and communication field through the discussion of existing theories and research, as well as through identification of important directions for future scholarship. The first of its kind, this Handbook examines the primary contexts in which gender and communication are shaped, reflected, and expressed: interpersonal, organizational, rhetoric, media, and intercultural/global.

Demonstrating and showcasing theory into action, this book provides perspectives on the study of rhetoric and rhetoric's ability to affect change in society.

Joins together two vital scholarly traditions: rhetorical criticism and critical studies. This title includes material on Marxist, psychoanalytic, feminist, media-centered, and culture-centered criticism. It also enables students to apply several methodologies of critical studies to the study of rhetoric.

This is a book about thinking. Engaging and down-to-earth, it captures the habits and practices that are fundamental to clear thinking and effective study. In his warm and friendly style, Tom Chatfield shows you how to: Identify and examine your biases Engage in lively, curious skepticism See the value in emotion and use rhetoric persuasively Know when to say ?I don?t know? Construct reasoned arguments and explanations Think critically about how you engage with technology. Short and punchy, the book views critical thinking as a skill to be continually practiced and developed. It equips you with a toolkit for clearer thinking, describing ten key concepts that help you to apply what you have learned. Including regular reflective exercises, key concepts, further readings, each chapter also offers recommendations for how to put the ideas it discusses into practice. This book is for undergraduate students and anyone looking to understand the core ideas behind critical thinking. Celebrating both self-reflection and collaboration, this book empowers you to pause, think twice and, above all, think well.

"Genuinely transnational in content, as sensitive to the importance of production as consumption, covering the full range of approaches from political economy to textual analysis, and written by a star-studded cast of contributors" - Emeritus Professor Graeme Turner, University of Queensland "Finally, we have before us a first rate, and wide ranging volume that reframes television studies afresh, boldly synthesising debates in the humanities, cultural studies and social sciences...This volume should be in every library and media scholar's bookshelf." - Professor Ravi Sundaram, Centre for the Study of Developing Societies Bringing together a truly international spread of contributors from across the UK, US, South America, Mexico and Australia, this Handbook charts the field of television studies from issues of ownership and regulation through to reception and consumption. Separate chapters are dedicated to examining the roles of journalists, writers, cinematographers, producers and manufacturers in the production process, whilst others explore different formats including sport, novella and soap opera, news and current affairs, music and reality TV. The final section analyses the pivotal role played by audiences in the contexts of gender, race and class, and spans a range of topics from effects studies to audience consumption. The SAGE Handbook of Television Studies is an essential reference work for all advanced undergraduates, graduate students and academics across broadcasting, mass communication and media studies.

Visual images, artifacts, and performances play a powerful part in shaping U.S. culture. To understand the dynamics of public persuasion, students must understand this "visual rhetoric." This rich anthology contains 20 exemplary studies of visual rhetoric, exploring an array of visual communication forms, from photographs, prints, television documentary, and film to stamps, advertisements, and tattoos. In material original to this volume, editors Lester C. Olson, Cara A. Finnegan, and Diane S. Hope present a critical perspective that links visibility and rhetoric, locates the study of visual rhetoric within the disciplinary framework of communication, and explores the role of the visual in the cultural space of the United States. Enhanced with these critical editorial perspectives, *Visual Rhetoric: A Reader in Communication and American Culture* provides a conceptual framework for students to understand and reflect on the role of visual communication in the cultural and public sphere of the United States. Key Features and Benefits Five broad pairs of rhetorical action—performing and seeing; remembering and memorializing; confronting and resisting; commodifying and consuming; governing and authorizing—introduce students to the ways visual images and artifacts become powerful tools of persuasion Each section opens with substantive editorial commentary to provide readers with a clear conceptual framework for understanding the rhetorical action in question, and closes with discussion questions to encourage reflection among the essays The collection includes a range of media, cultures, and time periods; covers a wide range of scholarly approaches and methods of handling primary materials; and attends to issues of gender, race, sexuality and class Contributors include: Thomas Benson; Barbara Biesecker; Carole Blair; Dan Brouwer; Dana Cloud; Kevin Michael DeLuca; Anne Teresa Demo; Janis L. Edwards; Keith V. Erickson; Cara A. Finnegan; Bruce Gronbeck; Robert Hariman; Christine Harold; Ekaterina Haskins; Diane S. Hope; Judith Lancioni; Margaret R. LaWare; John Louis Lucaites; Neil Michel; Charles E. Morris III; Lester C. Olson; Shawn J. Parry-Giles; Ronald Shields; John M. Sloop; Nathan Stormer; Reginald Twigg and Carol K. Winkler "This book significantly advances theory and method in the study of visual rhetoric through its comprehensive approach and wise separations of key conceptual components." —Julianne H. Newton, University of Oregon

Scholars of every sort inevitably make stylistic choices, name and frame issues, appeal to communal values, adapt arguments to ends, audiences and circumstances. Yet the myth persists that 'good' scholarship consists of hard fact and cold logic, devoid of all rhetoric; that the assent given to scholarly claims is somehow independent of the language used to communicate and defend them. *Rhetoric in the Human Sciences* demonstrates that the rhetorical dimensions of scholarly discourse can no longer be ignored. The authors illustrate the usefulness of rhetorical theory, bringing its tools and perspectives to bear on such diverse subjects as language acquisition, television viewing, ethnographic writing, psychotherapy, jur

The study of argumentation has primarily focused on logical and dialectical approaches, with minimal attention given to the rhetorical facets of argument. *Rhetorical Argumentation: Principles of Theory and Practice* approaches argumentation from a rhetorical point of view and demonstrates how logical and dialectical considerations depend on the rhetorical features of the argumentative situation. Throughout this text, author Christopher W. Tindale identifies how argumentation as a communicative practice can best be understood by its rhetorical features.

"In *Architects of Memory: Information and Rhetoric in a Networked Archival Age*, Nathan R. Johnson charts turning points where concepts of memory became durable in new computational technologies and modern memory infrastructures took hold. He works through both familiar and esoteric memory technologies—from the card catalog to the book cart to Zotocoding and

keyword indexing-as he delineates histories of librarianship and information science and provides a working vocabulary for understanding rhetoric's role in contemporary memory practices. Probes the development of information management after World War II and its consequences for public memory and human agency"--

Communicating Terror: The Rhetorical Dimensions of Terrorism argues that the meaning of terrorism is socially constructed and suggests a new definition of terrorism, chiefly as a process of communication between terrorists and multiple target audiences. This unique communication perspective shows how the rhetoric of terrorism is truly a war of words, symbols, and meanings. The Fourth Edition of Barry Brummett's Rhetoric in Popular Culture provides readers with in-depth insight into the techniques of rhetorical criticism to analyze the full spectrum of contemporary issues in popular culture. From movies, magazines and advertisements, to social networking sites, music videos and television shows, Dr. Brummett presents key rhetorical concepts and applies them with critical analysis to a variety of exciting examples drawn from today's popular culture. Moving from theory to practice throughout the text, Brummett links concepts in an easy-to-understand way. Rhetoric in Popular Culture covers the concept rhetoric, itself, as well as its place and dynamic change in history, and offers methods to effectively employ rhetorical criticism in daily life. The new edition includes pertinent critical essays and case studies that show readers how the critical methods discussed can be used to study the hidden rhetoric of extended texts, and more.

What are the consequences in American society when social and political activism is replaced by pursuit of personal, psychological change? How does such a shift happen? Where is it visible? In wide-ranging case studies, Control and Consolation in American Culture and Politics points out this change in American culture and attributes it to the "rhetoric of therapy." This rhetoric is defined as a pervasive cultural discourse that applies psychotherapy's lexicon - the constructive language of healing, coping, adaptation, and restoration of a previously existing order - to social and political conflict. The purpose of this therapeutic discourse is to encourage people to focus on themselves and their private lives rather than to attempt to reform flawed systems of social and political power. Author Dana L. Cloud focuses on the therapeutic discourse that emerged after the Vietnam War and links its rise to specific political and economic interests. The critical case studies describe in detail not only what the therapeutic style looks like but how and why therapeutic discourses are persuasive.

The Rhetorical Power of Popular Culture Considering Mediated Texts SAGE Publications

Techniques of Close Reading, Second Edition helps students gain a deeper understanding of what texts may be saying, whether they are written, oral, visual, or mediated. Renowned scholar and professor Barry Brummett explains and explores the various ways to "read" messages (such as speeches, cartoons, or magazine ads), teaching students how to see deeper levels of meaning and to share those insights with others. Students learn techniques for discovering form, rhetorical tropes, argument, and ideologies within texts. New to the Second Edition: A new Chapter 6 includes a selection of techniques from each chapter to show students how different techniques may be used together when reading text. A close reading of a group of ads from the insurance company, Liberty Mutual, offers students an opportunity to apply the techniques to recent texts. Bundle Brummett's texts and save! We've made it easy for students to get Rhetoric in Popular Culture, Fifth Edition all in one convenient package at a student-friendly price. When bundled with the new edition of Techniques of Close Reading, students receive a 20% discount. Use ISBN: 9781544341620

"It's easy to be snobbish about media culture; the great merit of Roger Silverstone's book is to make the reader understand just how important that culture is." - Richard Sennett, New York University "A remarkable book which argues for a new paradigm for the study of the media." - Daniel Dayan, Centre National de la Recherche "A persuasive and sophisticated discussion of the role of the media in modern life at the threshold of the twenty-first century." - Ellen Seiter, University of California "A very important book, one that moves media theory and argument on at long last. This is an attempt to get people to think differently about the media - not just when they are writing essays, but also when they are arguing about media in everyday life." - Simon Frith, University of Stirling The centrality of the media, all media, to human experience - from the conduct of everyday life, to the exercise of power, to the creation of culture - is inescapable. We live in an intensely mediated world. Yet the academic study of the media has rarely made its own insights accessible and relevant to those outside its own limited sphere. Indeed it is constantly under attack for its lack of rigour, apparent failure to address the needs of industry and its inability to tell us anything substantive about the world in which we live. Written as a manifesto and in order to set a new intellectual agenda, Why Study the Media? argues for the importance of the media in our culture and society and the consequent necessity of taking the media seriously as an object of enlightened but rigorous investigation. At once human and humane, Why Study the Media? will be welcomed by all those in search of new ways of thinking about our mediated world.

Rev. ed. of: Communication & organizational culture. c2005.

"This is an admirable book which can be recommended to students with confidence, and is likely also to become an indispensable source of reference for those researching fact construction" - Discourse & Society How is reality manufactured? The idea of social construction has become a commonplace of much social research, yet precisely what is constructed, and how, and even what constructionism means, is often unclear or taken for granted. In this major work, Jonathan Potter offers a fascinating tour of the central themes raised by these questions. Representing Reality overviews the different traditions in constructionist thought. Points are illustrated throughout with

In Communication as...: Perspectives on Theory, editors Gregory J. Shepherd, Jeffrey St. John, and Ted Striphas bring together a collection of 27 essays that explores the wide range of theorizing about communication, cutting across all lines of traditional division in the field. The essays in this text are written by leading scholars in the field of communication theory, with each scholar employing a particular stance or perspective on what communication theory is and how it functions. In essays that are brief, argumentative, and forceful, the scholars propose their perspective as a primary or essential way of viewing communication with decided benefits over other views.

Media, Sports and Society provides a foundation for research on the communication of sports. The volume is framed by a seminal article outlining the parameters of the communication of sports and pointing to major issues that need to be addressed in the relationship between sports and media. Contributors examine the theoretical, cultural and historical issues, the production of media sports programming, its content and its audience. Individual chapters include a discussion of the spectacle of media sports, a comparison of Super Bowl Football and World Cup Soccer, a consideration of the spectators' enjoyment of sports violence, the rhetoric of winning and the American dream, and a fascinating examination of gender harmony and sports in

Tracing the historical trajectory of the pocho (Latinos who are influenced by Anglo culture) in pop culture, Medina shows how the trope of pocho/pocha/poch@, which traditionally signified the negative connotation of "cultural traitor" in Spanish, has been reclaimed through the pop cultural productions of Latinos who self-identify as poch@.

With more than 300 entries, these two volumes provide a one-stop source for a comprehensive overview of communication theory, offering current descriptions of theories as well as the background issues and concepts that comprise these theories. This is the first resource to summarize, in one place, the diversity of theory in the communication field. Key Themes Applications and Contexts Critical Orientations Cultural Orientations Cybernetic and Systems Orientations Feminist Orientations Group and Organizational Concepts Information, Media, and Communication Technology International and Global Concepts Interpersonal Concepts Non-Western Orientations Paradigms, Traditions, and Schools Philosophical Orientations Psycho-Cognitive Orientations Rhetorical Orientations Semiotic, Linguistic, and Discursive Orientations Social/Interactional Orientations Theory, Metatheory, Methodology, and Inquiry

This book provides an up-to-date overview of sociolinguistics, including topics of nationalism and popular culture, style and identity, creole languages, critical language awareness, multimodal literacies, classroom discourse, ideologies and power, across language education contexts ranging from the teaching of English as an international language to Indigenous language revitalization.

The Second Edition of *Communication and Sport: Surveying the Field* offers the most comprehensive and diverse approach to the study of communication and sport available at the undergraduate level. Newly expanded to incorporate the latest topics and perspectives in the field, the New Edition examines a wide array of topics to help readers understand important issues such as sports media, rhetoric, culture, and organizations from both micro- and macro- perspectives. Everything from youth to amateur to professional sports is addressed in terms of mythology, community, and identity; issues such as fan cultures, racial identity and gender in sports media, politics and nationality in sports, and sports and religion are explored in depth, and provide useful, applied insight for readers. Practical and relevant, epistemologically diverse, and theoretically grounded, the Second Edition of Billings, Butterworth, and Turman's text keeps readers on the cutting-edge.

The first-ever thorough exploration and discussion of the rhetorical model of social invention [RSI] (initially conceived by rhetorical theorist William R. Brown) for today's students and scholars.

Organizational Rhetoric introduces students to a rhetorical approach to understanding, analyzing and creating organizational messages for both internal employees and external customers. This textbook provides students a theoretically-grounded understanding of the basic building blocks of organizational rhetoric, the types of rhetorical situations faced by organizational communicators, and the specific strategies used to address six common organizational rhetorical situations (such as image management). Students will gain an understanding of the power of organizations in contemporary society and be able to think critically about organizational messages. The text is organized in two units. In the first unit, authors Mary Hoffman and Debra Ford introduce the rationale for a rhetorical approach to organizational messages, and introduce the basic rhetorical building blocks and principles behind the rhetorical situation and the analysis of strategies. In the second unit, the authors cover six specific rhetorical situations commonly faced by organizations, image and identity management, issue management, impression management, risk management, crisis management and organizational apologia, and internal message management. Each chapter is structured similarly, in conjunction with the ideas developed in unit one, and each ends with a case study that exemplifies the content presented in that chapter. Features and Benefits: - The first unit in the text will introduce the details of analyzing situations and identifying strategies - The second unit will examine six specific recurring rhetorical situations for organizations - Organizational schema centered on situations and strategies - Use of real-life case studies - Focus on careers in organizational rhetoric - Focus on thinking critically about organizations in society

Communication research is evolving and changing in a world of online journals, open-access, and new ways of obtaining data and conducting experiments via the Internet. Although there are generic encyclopedias describing basic social science research methodologies in general, until now there has been no comprehensive A-to-Z reference work exploring methods specific to communication and media studies. Our entries, authored by key figures in the field, focus on special considerations when applied specifically to communication research, accompanied by engaging examples from the literature of communication, journalism, and media studies. Entries cover every step of the research process, from the creative development of research topics and questions to literature reviews, selection of best methods (whether quantitative, qualitative, or mixed) for analyzing research results and publishing research findings, whether in traditional media or via new media outlets. In addition to expected entries covering the basics of theories and methods traditionally used in communication research, other entries discuss important trends influencing the future of that research, including contemporary practical issues students will face in communication professions, the influences of globalization on research, use of new recording technologies in fieldwork, and the challenges and opportunities related to studying online multi-media environments. Email, texting, cellphone video, and blogging are shown not only as topics of research but also as means of collecting and analyzing data. Still other entries delve into considerations of accountability, copyright, confidentiality, data ownership and security, privacy, and other aspects of conducting an ethical research program. Features: 652 signed entries are contained in an authoritative work spanning four volumes available in choice of electronic or print formats. Although organized A-to-Z, front matter includes a Reader's Guide grouping entries thematically to help students interested in a specific aspect of communication research to more easily locate directly related entries. Back matter includes a Chronology of the development of the field of communication research; a Resource Guide to classic books, journals, and associations; a Glossary introducing the terminology of the field; and a detailed Index. Entries conclude with References/Further Readings and Cross-References to related entries to guide students further in their research journeys. The Index, Reader's Guide themes, and Cross-References combine to provide robust search-and-browse in the e-version. *Television Criticism, Third Edition* by Victoria O'Donnell provides a foundational approach to the nature of television criticism. Rhetorical studies, cultural studies, representation, narrative theories, and postmodernism are introduced for greater understanding and appreciation of the critical perspectives on television with in-depth methods of criticism. Illustrated with contemporary examples, this updated Third Edition includes a new, extensive sample critical analysis of *The Big Bang Theory* and reflects recent changes in the ways television is viewed across multiple devices and the impact of the Internet on television.

'Roberta Sassatelli has written a thorough and wide-ranging synthetic account of social scientific research on consumption which will set the standard for the second generation of textbooks on cultures of consumption. *Consumer Culture* is an appealing and lucid introduction to the major themes - historical and contemporary, theoretical and empirical - surrounding the growth, nature and consequences of consumer culture. It will be of professional interest as well as serving a student audience' - Alan Warde, University of Manchester Showing the cultural and institutional processes that have brought the notion of the 'consumer' to life, this book guides the reader on a comprehensive journey through the history of how we have come to understand ourselves as consumers in a consumer society and reveals the profound ambiguities and ambivalences inherent within. While rooted in sociology, Sassatelli draws on the traditions of history, anthropology, geography and economics to give: - A history of the rise of consumer culture around the world; - A richly illustrated analysis of theory from neo-classical economics, to critical theory, to theories of practice and ritual de-commodification; and - A compelling discussion of the politics underlying our consumption practices. An exemplary introduction to the history and theory of consumer culture, this book provides nuanced answers to some of the most central questions of our time.

The Third Edition of *The Rhetorical Power of Popular Culture* offers students a step-by-step introduction to rhetorical theory and criticism by focusing on the powerful role popular culture plays in persuading us as to what to believe and how to behave. In every chapter, students are introduced to rhetorical theories, presented with current examples from popular culture that relate to the theory, and guided through

demonstrations about how to describe, interpret, and evaluate popular culture texts through rhetorical analysis. Author Deanna Sellnow also provides sample student essays in every chapter to demonstrate rhetorical criticism in practice. This edition's easy-to-understand approach and range of popular culture examples help students apply rhetorical theory and criticism to their own lives and assigned work. This book is designed to introduce readers to the language of contemporary rhetorical studies. The book format is an alphabetized glossary (with appropriate cross listings) of key terms and concepts in contemporary rhetorical studies. An introductory chapter outlines the definitional ambiguities of the central concept of rhetoric itself. The primary emphasis is on the contemporary tradition of rhetorical studies as it has emerged in the discipline of speech communication. Each entry in the glossary ranges in length from a few paragraphs to a short essay of a few pages. Where appropriate, examples are provided to further illustrate the term or concept. Each entry will be accompanied by a list of references and additional readings to direct the reader to other materials of possible interest.

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