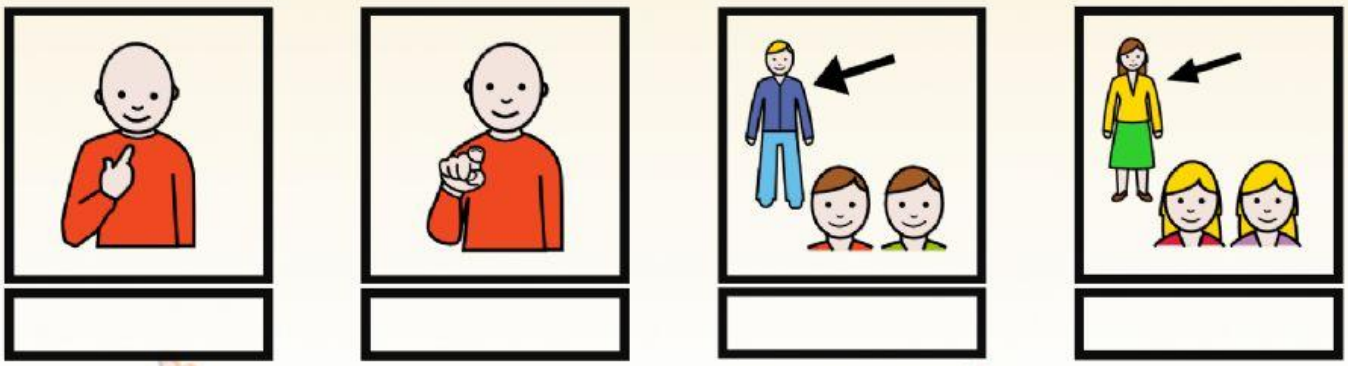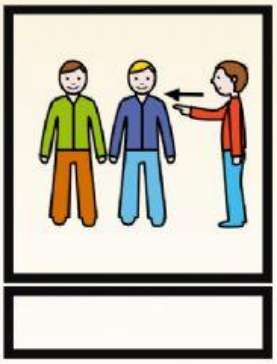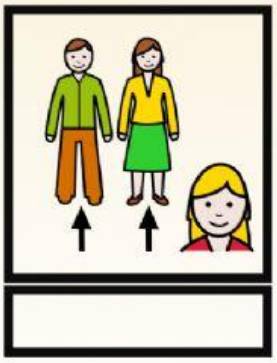Escucha y escribe