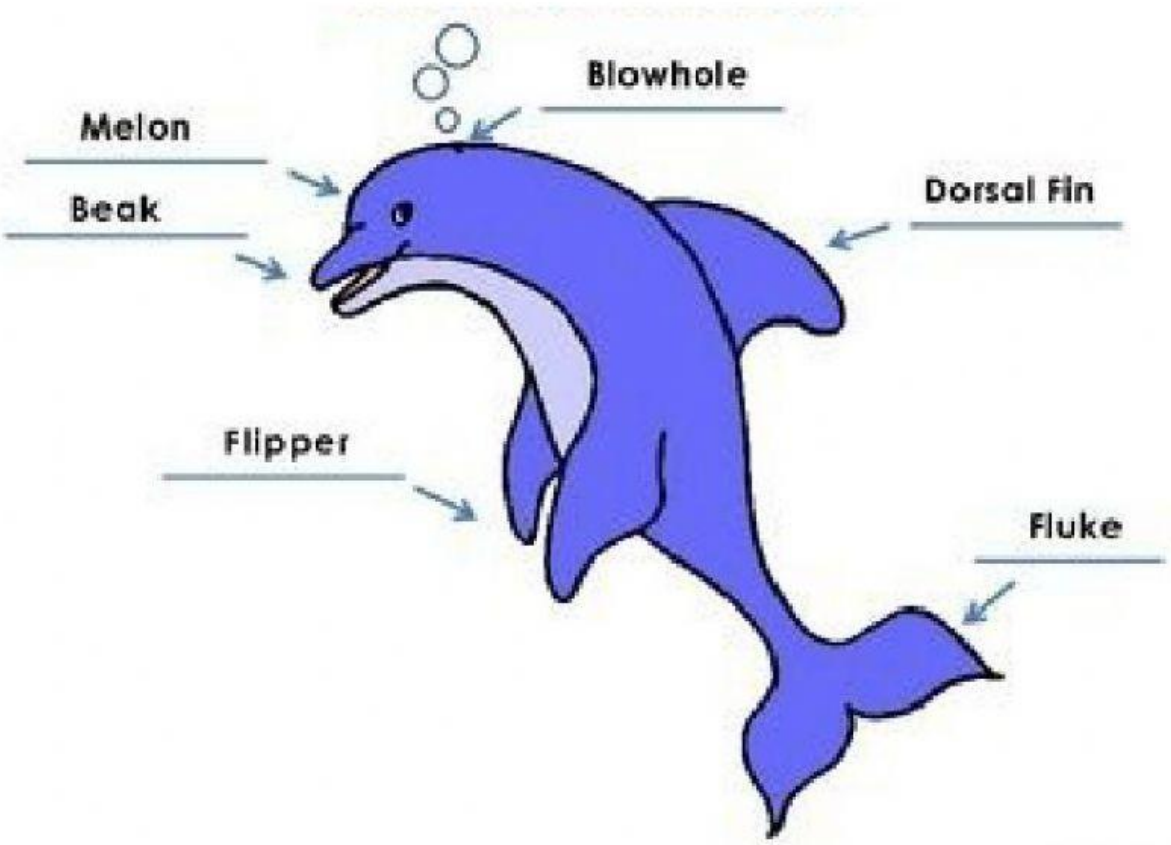1. LOOK AND LISTEN.