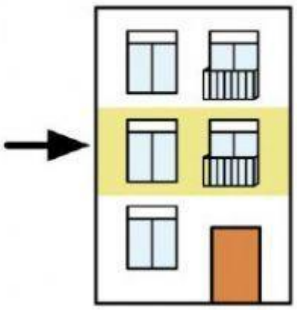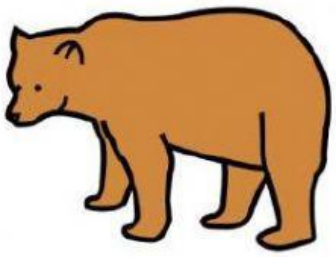ESCRIBE LA PALABRA