

Persuasive Techniques In Advertising Readwritethink

Teaching Visual Literacy
Mind Over Media: Propaganda Education for a Digital Age
Journalism, fake news & disinformation
Bringing Schools into the 21st Century
Razzle Dazzle Writing
Cleo Edison Oliver, Playground Millionaire
Lesson Plans for Creating Media-rich Classrooms
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Town Mouse Country Mouse

Teaching Visual Literacy

The quirky, hilarious farmyard tale that started it all from New York Times bestselling duo of Doreen

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Cronin and Betsy Lewin! Now the inspiration for a new Christmas special, CLICK, CLACK, MOO: Christmas on the Farm. Farmer Brown has a problem. His cows like to type. All day long he hears " Click, clack, moo. Click, clack, moo. Click, clack, moo. " But Farmer Brown's problems get bigger when his cows start leaving him notes! Listen in on the fun as a bunch of literate cows turn Farmer Brown's farm upside down!

Mind Over Media: Propaganda Education for a Digital Age

In the early twentieth century, a young Chinese boy joins his father in San Francisco and helps him realize his dream of making a flying machine.

Journalism, fake news & disinformation

Could anything possibly be more fun than a pig parade!? You wouldn't think so. But you'd be wrong. A pig parade is a terrible idea. Pigs hate to march, refuse to wear the uniforms, don't care about floats, and insist on playing country music ballads. Those are just some of the reasons. And trust me, this hysterical book has plenty more!

Bringing Schools into the 21st Century

"Johnny, you're leaving us tonight . . . " Fifteen-year-old Johnny Gibbs does, well in school, respects his teachers, and loves his family. Then suddenly, with a few short words, his idyllic life is shattered. He learns that the family he has loved all his life is not his own,

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but a foster family. And now he is being sent to live with someone else. Shocked by the news, Johnny does the only thing he can think of: he runs. Leaving his childhood behind forever, Johnny takes to the streets where he learns about living life--the hard way. Richard Wright, internationally acclaimed author of *Black Boy* and *Native Son*, gives us a coming-of-age story as compelling today as when it was first written, over fifty years ago. 'Johnny Gibbs arrives home jubilantly one day with his straight 'A' report card to find his belongings packed and his mother and sister distraught. Devastated when they tell him that he is not their blood relative and that he is being sent to a new foster home, he runs away. His secure world quickly shatters into a nightmare of subways, dark alleys, theft and street warfare. . . . Striking characters, vivid dialogue, dramatic descriptions, and enduring themes introduce a new generation of readers to Wright's powerful voice.'—SLJ. Notable 1995 Children's Trade Books in Social Studies (NCSS/CBC)

Razzle Dazzle Writing

A fresh, intriguing look at the stories behind great toy inventions, by Don Wulffson and illustrated by Laurie Keller. "Originally, Play-Doh only came in white. There's a good reason for this. You see, Play-Doh didn't start out as a toy. It started out as a product for cleaning wallpaper." Have you ever wondered who invented Lego, Mr. Potato Head, or toy trains? In *Toys!* are the fascinating stories behind these toy inventions and many others. Learn why the see-saw

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was popular with the Romans, how the Slinky was used during the Vietnam War, and the reason Raggedy Ann has a red heart on her chest that says "I love you." From dolls and checkers to pinball and the modern video game, there's a wide selection here for boys and girls alike. With humor and wit, this intriguing book serves up slices of cultural history that will inspire young readers to start thinking up their own toy inventions.

Cleo Edison Oliver, Playground Millionaire

Propaganda is inescapable. It's everywhere. Students need to analyze, resist, critique—and create. Media literacy educators have always insisted that we are both creators and receivers of media messages. The truth of this is even more apparent in today's digital environment, with children and adults alike participating in a ubiquitous, nonstop stream of social media. Clearly, students need the tools to interpret news and information critically—not just for school but for life in a “post-truth” world, where the lines blur between entertainment, information, and persuasion. Renee Hobbs demonstrates how a global perspective on contemporary propaganda enables educators to stimulate both the intellectual curiosity and the cultural sensitivities of students. Replete with classroom and online learning activities and samples of student work, *Mind Over Media* provides a state-of-the-art look at the theory and practice of propaganda in contemporary society, and shows how to build learners' critical thinking and communication skills on

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topics including computational propaganda, content marketing, fake news, and disinformation.

Lesson Plans for Creating Media-rich Classrooms

This proven model for applying brain research for more effective instruction shows how to implement educational and cognitive neuroscience principles to classroom settings through a pedagogical framework.

Self-Driven Learning

Reflecting the remarkable changes in the world of propaganda due to the increasing use of social media, this updated Seventh Edition provides a systematic introduction to the increasingly complex world of propaganda. Viewing propaganda as a form of communication, the authors help you understand information and persuasion so you can understand the characteristics of propaganda and how it works as a communication process. Providing provocative case studies and fascinating examples of the use of propaganda from ancient times up through the present day, *Propaganda and Persuasion* provides an original model that helps you analyze the instances of propaganda and persuasion you encounter in everyday life. New to the Seventh Edition: New coverage of social media as a disseminator of propaganda offers you an up-to-date perspective. The book's four case studies have been updated and strengthened to demonstrate their relevance not only to past and contemporary culture, but also to the

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study of propaganda campaigns. New coverage of how a propaganda case study can be structured to reveal the components of a campaign allows you to compare strengths and weaknesses across different types of campaigns and evaluate the relative success of various propaganda strategies. Updated research on persuasion and expanded coverage of collective memory as it appears in new memorials and monuments enhances the presentation. Current examples of propaganda, especially the ways it is disseminated via the Internet, deepen your understanding. New illustrations and photos add a unique visual dimension that helps you conceptualize methods of persuasion and propaganda.

Fast Food Nation

Designing Writing Assignments

This book focuses on how to effectively integrate the teaching and learning of visual and media literacies in K-12 and higher education. Not only does it address and review the elements and principles of visual design but also identifies, discusses and describes the value of media in learning diverse and challenging content across disciplines. Finally, this book provides a balanced treatment of how visual and media literacies support deep content learning, student engagement, critical thinking, creativity, problem solving, and production.

Toys!

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The fourth edition of this well-known text continues the mission of its predecessors " to help teachers link creativity research and theory to the everyday activities of classroom teaching. Part I (chs 1-5) includes information on models and theories of creativity, characteristics of creative people, and talent development. Part II (chapters 6-10) includes strategies explicitly designed to teach creative thinking, to weave creative thinking into content area instruction, and to organize basic classroom activities (grouping, lesson planning, assessment, motivation and classroom organization) in ways that support students' creativity. Changes in this Edition: Improved Organization -- This edition has been reorganized from 8 to 10 chapters allowing the presentation of theoretical material in clearer, more manageable chunks. New Material " In addition to general updating, there are more examples involving middle and secondary school teaching, more examples linking creativity to technology, new information on the misdiagnosis of creative students as ADHD, and more material on cross-cultural concepts of creativity, collaborative creativity, and linking creativity to state standards. Pedagogy & Design " Chapter-opening vignettes, within-chapter reflection questions and activities, sample lesson ideas from real teachers, and end-of-chapter journaling activities help readers adapt content to their own teaching situations. Also, a larger trim makes the layout more open and appealing and a single end-of-book reference section makes referencing easier. Targeted specifically to educators (but useful to others), this book is suitable for any

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course that deals wholly or partly with creativity in teaching, teaching the gifted and talented, or teaching thinking and problem solving. Such courses are variously found in departments of special education, early childhood education, curriculum and instruction, or educational psychology.

Logically Fallacious

Learner-centered teaching is a pedagogical approach that emphasizes the roles of students as participants in and drivers of their own learning. Learner-centered teaching activities go beyond traditional lecturing by helping students construct their own understanding of information, develop skills via hands-on engagement, and encourage personal reflection through metacognitive tasks. In addition, learner-centered classroom approaches may challenge students' preconceived notions and expand their thinking by confronting them with thought-provoking statements, tasks or scenarios that cause them to pay closer attention and cognitively "see" a topic from new perspectives. Many types of pedagogy fall under the umbrella of learner-centered teaching including laboratory work, group discussions, service and project-based learning, and student-led research, among others. Unfortunately, it is often not possible to use some of these valuable methods in all course situations given constraints of money, space, instructor expertise, class-meeting and instructor preparation time, and the availability of prepared lesson plans and material. Thus, a major challenge for many instructors is how to integrate learner-centered

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activities widely into their courses. The broad goal of this volume is to help advance environmental education practices that help increase students' environmental literacy. Having a diverse collection of learner-centered teaching activities is especially useful for helping students develop their environmental literacy because such approaches can help them connect more personally with the material thus increasing the chances for altering the affective and behavioral dimensions of their environmental literacy. This volume differentiates itself from others by providing a unique and diverse collection of classroom activities that can help students develop their knowledge, skills and personal views about many contemporary environmental and sustainability issues.

The Brain-Targeted Teaching Model for 21st-Century Schools

Teach middle school students to become savvy consumers of the TV, print, and online media bombarding them every day. In this timely book copublished by Routledge and MiddleWeb, media literacy expert Frank W. Baker offers thematic lessons for every month of the school year, so you can engage students in learning by having them analyze the real world around them. Students will learn to think critically about photos, advertisements, and other media and consider the intended purposes and messages. Topics include: Helping students detect fake news; Unraveling the messages in TV advertising; Looking at truth vs propaganda in

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political ads and debates; Revealing how big media influences the news we read; Understanding how pictures changed America during the Civil Rights Movement; Exploring the language of film and the symbols of costume design; Thinking about how media appeals to our emotions; Examining branding, product placement, and the role of celebrity; Reading and interpreting iconic news images; And much, much more! In addition, the book's lesson plans contain connections to key standards and step-by-step activities you can use immediately. With this practical book, you'll have all the tools and ideas you need to help today's students successfully navigate their media-filled world.

Guided Comprehension in Grades 3-8

Presents articles that describe how teachers and literacy specialists can use visual media, including graphic novels, cartoons, and picture books, to motivate reading.

Propaganda & Persuasion

All the tips, ideas and advice given to, and requested by, MA students in Media and Communications, are brought together in an easy-to-use accessible guide to help students study most effectively. Based upon many years of teaching study skills and hundreds of lecture slides and handouts this introduction covers a range of general and generic skills that the author relates specifically towards media and communications studies. As well as the mechanics of

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writing and presentations, the book also shows how students can work on and engage with the critical and contemplative elements of their degrees whilst retaining motivation and refining timekeeping skills. Of course the nuts and bolts of reading, writing, listening, seminars and the dreaded dissertation and essays are covered too. In addition advice on referencing, citation and academic style is offered for those with concerns over English grammar and expression. Aimed primarily at postgraduate students, there is significant crossover with undergraduate work, so this book will also prove of use to upper level undergraduate readers whether using English as a first or second language.

Media Literacy in the K-12 Classroom

A teenager tries to steal the purse of Mrs. Luella Bates Washington Jones and is rebuked in a surprising fashion.

Close Reading the Media

This book is a crash course in effective reasoning, meant to catapult you into a world where you start to see things how they really are, not how you think they are. The focus of this book is on logical fallacies, which loosely defined, are simply errors in reasoning. With the reading of each page, you can make significant improvements in the way you reason and make decisions. Logically Fallacious is one of the most comprehensive collections of logical fallacies with all original examples and easy to understand

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descriptions, perfect for educators, debaters, or anyone who wants to improve his or her reasoning skills. "Expose an irrational belief, keep a person rational for a day. Expose irrational thinking, keep a person rational for a lifetime." - Bo Bennett This 2021 Edition includes dozens of more logical fallacies with many updated examples.

Cairo

Contains twenty-seven lesson plans designed to help teachers integrate media literacy concepts, and skills into the curriculum, each with a rationale, activity, and assessment and adaptation suggestions, covering photography, multimedia, video, print, graphic novels, music, video games, and advertising. Includes a companion CD.

Lincoln Tells a Joke

Teaching Adolescent Writers

Poor Abraham Lincoln! His life was hardly fun at all. A country torn in two by war, citizens who didn't like him as president, a homely appearance—what could there possibly be to laugh about? And yet he did laugh. Lincoln wasn't just one of our greatest presidents. He was a comic storyteller and a person who could lighten a grim situation with a clever quip. This unusual biography of Lincoln highlights his life and presidency, focusing on what made his sense of humor so distinctive—and so necessary to surviving

his tough life and times.

A Pig Parade Is a Terrible Idea

Suggests ways for teachers to develop writing assignments to meet the needs of different types of learners and addresses the challenges of mandates, testing, paper load, and resource-stretched classrooms.

The Art Of Rhetoric

This book shares the author's discoveries in a first-grade classroom about Family Message Journals--notebooks in which children write a message to their families each day about something they did, learned, or thought about in school, and then a family member writes a message in reply. The book is intended to spur other teachers to reflect on how they might incorporate Family Message Journals into their programs, in their own ways. The author analyzes how two primary grade teachers implement Family Message Journals in their classrooms, illustrating that the journals are a workable, realistic, and effective strategy for literacy and content learning. She focuses on journal entries of four representative students and their families; questions widespread assumptions about teaching writing; and identifies teachers' and families' roles in helping elementary students appropriate new genres, topics, and purposes for writing. The book's 7 chapters are: (1) Challenging Assumptions about Learning To Write and Teaching Writing; (2) Why Family Message Journals? The

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Intersection of Writing Instruction, Writing To Learn, and Family Involvement; (3) Family Message Journals in the Classroom; (4) Writing for a Purpose: Writing as a Tool across the Curriculum; (5) Writing for an Audience: The Functions of Children's Messages; (6) Families' Perspectives and Replies; and (7) Family Message Journals Document Growth. (Contains 100 references.) (SR)

Marketing communications

By using the concept of differentiated instruction, the authors provide a practical, easy-to-use guide for teaching the play that addresses a wide range of student readiness levels, interests, and learning styles.

Thank You, M'am

Breaking In: Tales from the Screenwriting Trenches is a no-nonsense, boots-on-the-ground exploration of how writers REALLY go from emerging to professional in today's highly saturated and competitive screenwriting space. With a focus on writers who have gotten representation and broken into the TV or feature film space after the critical 2008 WGA strike and financial market collapse, the reader will learn from tangible examples of how success was achieved via hard work and specific methodology. This book includes interviews from writers who wrote major studio releases (The Boy Next Door), staffed on television shows (American Crime, NCIS New Orleans, Sleepy Hollow), sold specs and television shows,

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placed in competitions, and were accepted to prestigious network and studio writing programs. These interviews are presented as Screenwriter Spotlights throughout the book and are supported by insight from top-selling agents and managers (including those who have sold scripts and pilots, had their writers named to prestigious lists such as The Black List and The Hit List) as well as working industry executives. Together, these anecdotes, learnings and perceptions, tied in with the author's extensive experience in and knowledge of the industry, will inform the reader about how the industry REALLY works, what it expects from both working and emerging writers, as well as what next steps the writer should engage in, in order to move their screenwriting career forward.

Learner-Centered Teaching Activities for Environmental and Sustainability Studies

"The average 8-18 year-old spends over 10 hours a day consuming media. Unfortunately their minds are often "shut off" as they watch TV, surf the web, or listen to music. Help your students "tune in" so they can begin to analyze messages and understand techniques used to influence them. By incorporating media literacy into the curriculum you can teach your students to question marketing, recognize propaganda, and understand stereotypes, and you'll also be teaching them valuable critical thinking skills they need for a successful future.

Island of the Blue Dolphins

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"Good writing is more than we say; it is how we say it. This book shows how to master fifty key target skills that will improve their writing and raise their assessment scores."--Editor.

Dragonwings

Newbery Honor winner Janet Taylor Lisle's gorgeous and profound new novel about a pivotal summer in two girls' lives explores the convictions we form, the judgments we make, and the values we hold. The pond is called Quicksand Pond. It's a shadowy, hidden place, full of chirping, shrieking, croaking life. It's where, legend has it, people disappear. It's where scrappy Terri Carr lives with her no-good family. And it's where twelve-year-old Jessie Kettel is reluctantly spending her summer vacation. Jessie meets Terri right away, on a raft out in the water, and the two become fast friends. On Quicksand Pond, Jessie and Terri can be lost to the outside world—lost until they want to be found. But a tragedy that occurred many decades ago has had lingering effects on this sleepy town, and especially on Terri Carr. And the more Jessie learns, the more she begins to question her new friendship—and herself.

Creativity in the Classroom

Shift happens: Emerging technologies and globalization have resulted in political, social and cultural changes. These changes have a profound impact on all aspects of human life, including education. Yet while society has changed and

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continues to change, schools are slow to keep up. This book explores issues related to transforming and modernizing our educational systems, including the impact of societal shifts on education, the efforts at various levels to bring schools into the 21st century, the identification of 21st century skills, the reformation of the curriculum, the creation of alternative models of schooling, the innovative use of technology in education, and many others. It addresses questions like the following: Should schools systems adapt to better meet the needs of tomorrow's world and how should this be accomplished? How can society better prepare students for a changing and challenging modern world? What skills do students need to lead successful lives and become productive citizens in the 21st century? How can educators create learning environments that are relevant and meaningful for digital natives? How can the school curriculum be made more rigorous to meet the needs of the 21st century? This book encourages readers to transcend the limits of their own educational experience, to think beyond familiar notions of schooling, instruction and curriculum, to consider how to best structure learning so that it will benefit future generations. It encourages a deeper analysis of the existing education system and offers practical insights into future directions focused on preparing students with 21st century skills.

Click, Clack, Moo

Ahdaf Soueif was born and brought up in Cairo. When

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the Egyptian Revolution of 2011 erupted on January 25th, she, along with thousands of others, called Tahrir Square home for eighteen days. She reported for the world's media and did, like everyone else, whatever she could. Cairo tells the story of the Egyptian Revolution, of how on the 28th of January when The People took the Square and torched the headquarters of the hated ruling National Democratic Party, The (same) People formed a human chain to protect the Antiquities Museum and demanded an official handover to the military; it tells how, on Wednesday, February 2nd, as The People defended themselves against the invading thug militias and fought pitched battles at the entrance to the Square in the shadow of the Antiquities Museum, The (same) People at the centre of the square debated political structures and laughed at stand-up comics and distributed sandwiches and water. People everywhere want to make this Revolution their own, and we in Egypt want to share it. Ahdaf Soueif, novelist, commentator, and activist, navigates her history of Cairo and her journey through the Revolution that's redrawing its future. Through a map of stories drawn from private history and public record Soueif charts a story of the Revolution that is both intimately hers and publicly Egyptian.

Rite of Passage

The Guided Comprehension Model is a step-by-step teaching framework that encourages students to become active, and strategic readers by providing explicit strategy instruction, opportunities for

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engagement, and a variety of texts and instructional settings. This book introduces ideas for teaching Guided Comprehension.

Quicksand Pond

Explores the homogenization of American culture and the impact of the fast food industry on modern-day health, economy, politics, popular culture, entertainment, and food production.

Launch! Advertising and Promotion in Real Time

In *The Art of Rhetoric*, Aristotle demonstrates the purpose of rhetoric—the ability to convince people using your skill as a speaker rather than the validity or logic of your arguments—and outlines its many forms and techniques. Defining important philosophical terms like *ethos*, *pathos*, and *logos*, Aristotle establishes the earliest foundations of modern understanding of rhetoric, while providing insight into its historic role in ancient Greek culture. Aristotle's work, which dates from the fourth century B.C., was written while the author lived in Athens, remains one of the most influential pillars of philosophy and has been studied for centuries by orators, public figures, and politicians alike. HarperTorch brings great works of non-fiction and the dramatic arts to life in digital format, upholding the highest standards in ebook production and celebrating reading in all its forms. Look for more titles in the HarperTorch collection to build your

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Breaking In

"Describes strategies for teaching writing to adolescents, including teaching the reasons writing is important, meeting student needs in learning writing, modeling good writing by the teacher, using real-world models of writing, giving students choice, writing for authentic, real-world purposes, and assessing student writing"--Provided by publisher.

Family Message Journals

Records the courage and self-reliance of an Indian girl who lived alone for eighteen years on an isolated island off the California coast when her tribe emigrated and she was left behind.

Al Capone Does My Shirts

Essentials of Teaching and Integrating Visual and Media Literacy

A Newbery Honor Book Today I moved to a twelve-acre rock covered with cement, topped with bird turd and surrounded by water. I'm not the only kid who lives here. There's my sister, Natalie, except she doesn't count. And there are twenty-three other kids who live on the island because their dads work as guards or cook's or doctors or electricians for the prison, like my dad does. Plus, there are a ton of

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murderers, rapists, hit men, con men, stickup men, embezzlers, connivers, burglars, kidnappers and maybe even an innocent man or two, though I doubt it. The convicts we have are the kind other prisons don't want. I never knew prisons could be picky, but I guess they can. You get to Alcatraz by being the worst of the worst. Unless you're me. I came here because my mother said I had to. "Choldenko's pacing is exquisite. . . . [A] great read."—Kirkus Reviews, starred review From the Trade Paperback edition.

Teaching Romeo and Juliet

The classic tale of a town mouse and a country mouse takes on a new dimension in the imaginative and talented hands of Jan Brett. She introduces two engaging mouse couples eager to get away from their everyday lives. But when they agree to swap homes, they are plunged into unexpected adventures at every turn. In a story filled with suspense and humor, lush green country scenes alternate with the elegant details of a fine Victorian townhouse, making this a breathtakingly beautiful picture book.

The Media and Communications Study Skills Student Guide

In this lively, research-based book, award-winning educator Larry Ferlazzo tackles everyday classroom challenges with creative instructional techniques to help middle- and high-school teachers develop self-motivated and high-achieving students. The practical tips, online resources, and mini-lessons in this book

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encourage students to take charge of their own learning, boosting their success in and outside of the classroom. Detailed lesson plans in every chapter align with the Common Core English Language Arts Standards and cover a variety of valuable skills, including: Personal responsibility and perseverance Social and emotional learning Standardized test-taking strategies And much more!

Teaching Writing

Town Mouse Country Mouse

Cleopatra Edison Oliver has always been an entrepreneur, just like her inspiration, successful businesswoman Fortune A. Davies. So when Cleo's fifth-grade teacher assigns her class a "Passion Project," Cleo comes up with her best business idea yet: the finest "tooth-pulling" company in town. With the help of her best friend Caylee, a Nerf gun, her dad's tablet, and her patented Persuasion Power, Cleo's Quick and Painless Tooth Removal Service starts to take off. But even the best made plans, by the best CEOs, go awry sometimes. A minor barfing incident during a tooth-pulling operation causes Cleo to lose customers. Caylee, initially enthusiastic about the business, grows distant as Cleo neglects their friendship in lieu of getting more customers. And when a mean classmate makes fun of Cleo for being adopted, everything comes crashing down. Will she be able to rescue her business, salvage her friendship with Caylee, and discover that her true home has

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been here all along?

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