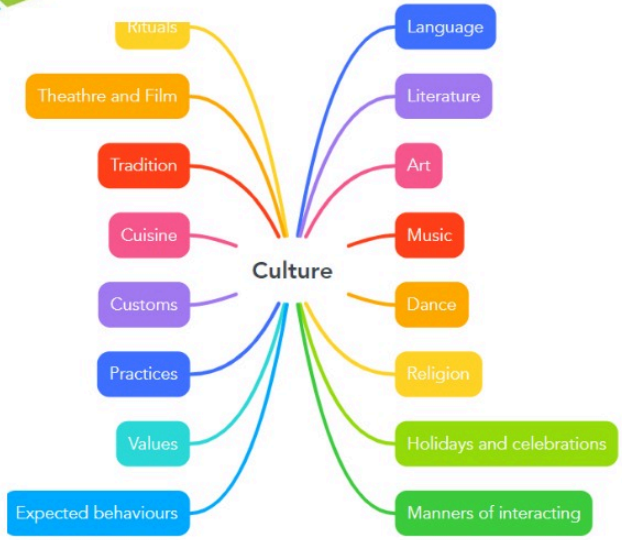Elements of Culture