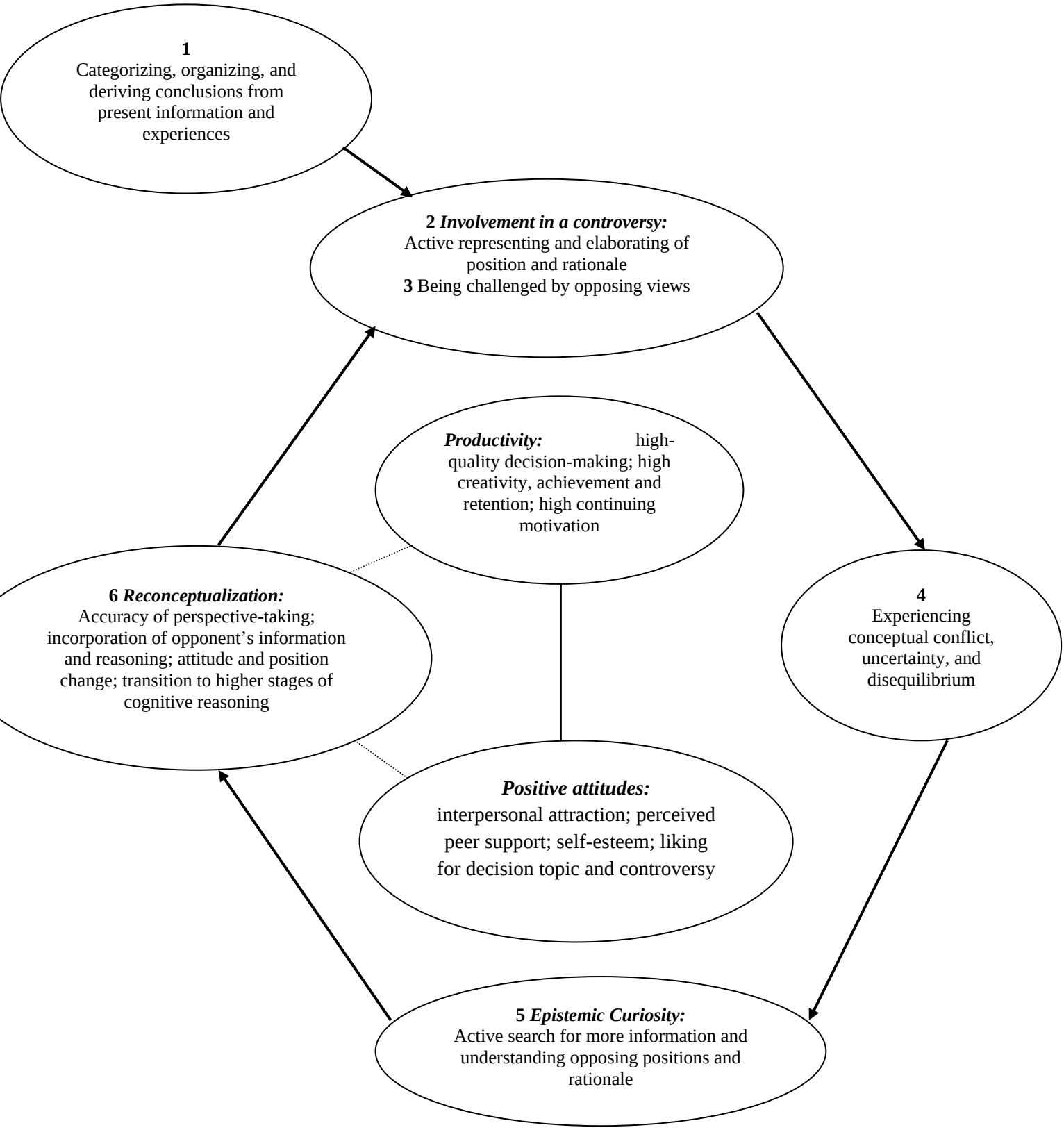THE PROCESS OF CONTROVERSY: