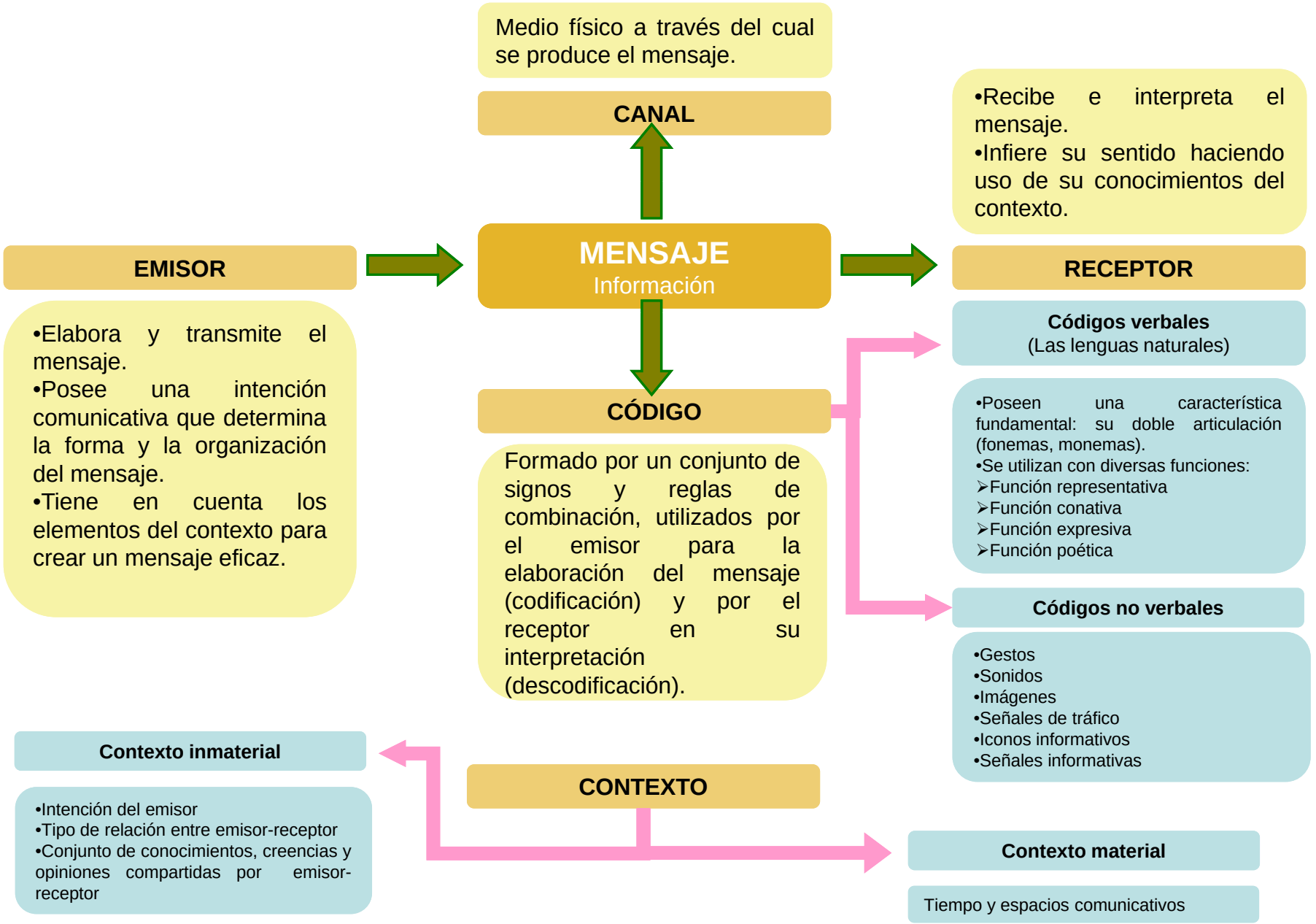LA COMUNICACIÓN