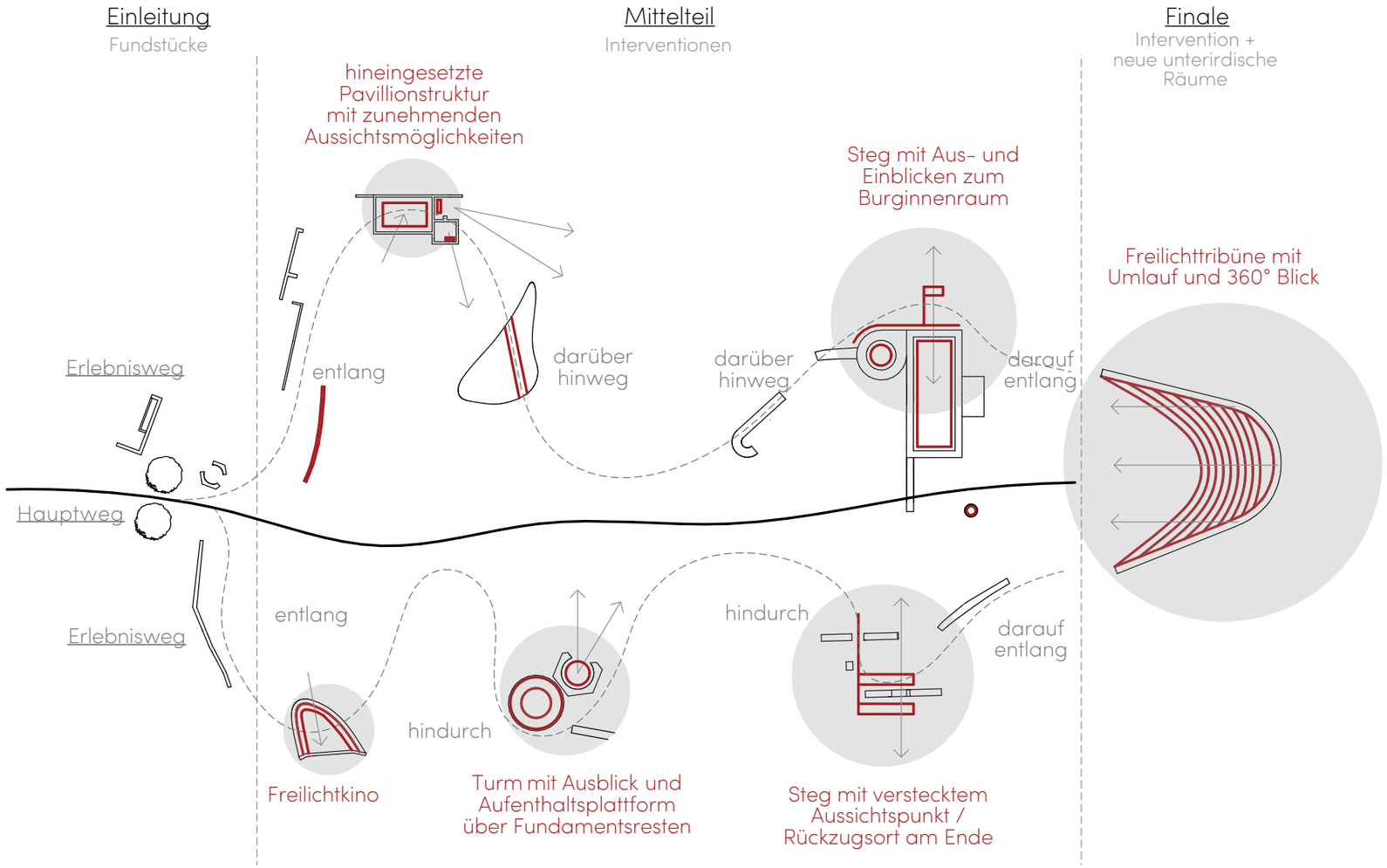Dramaturgie