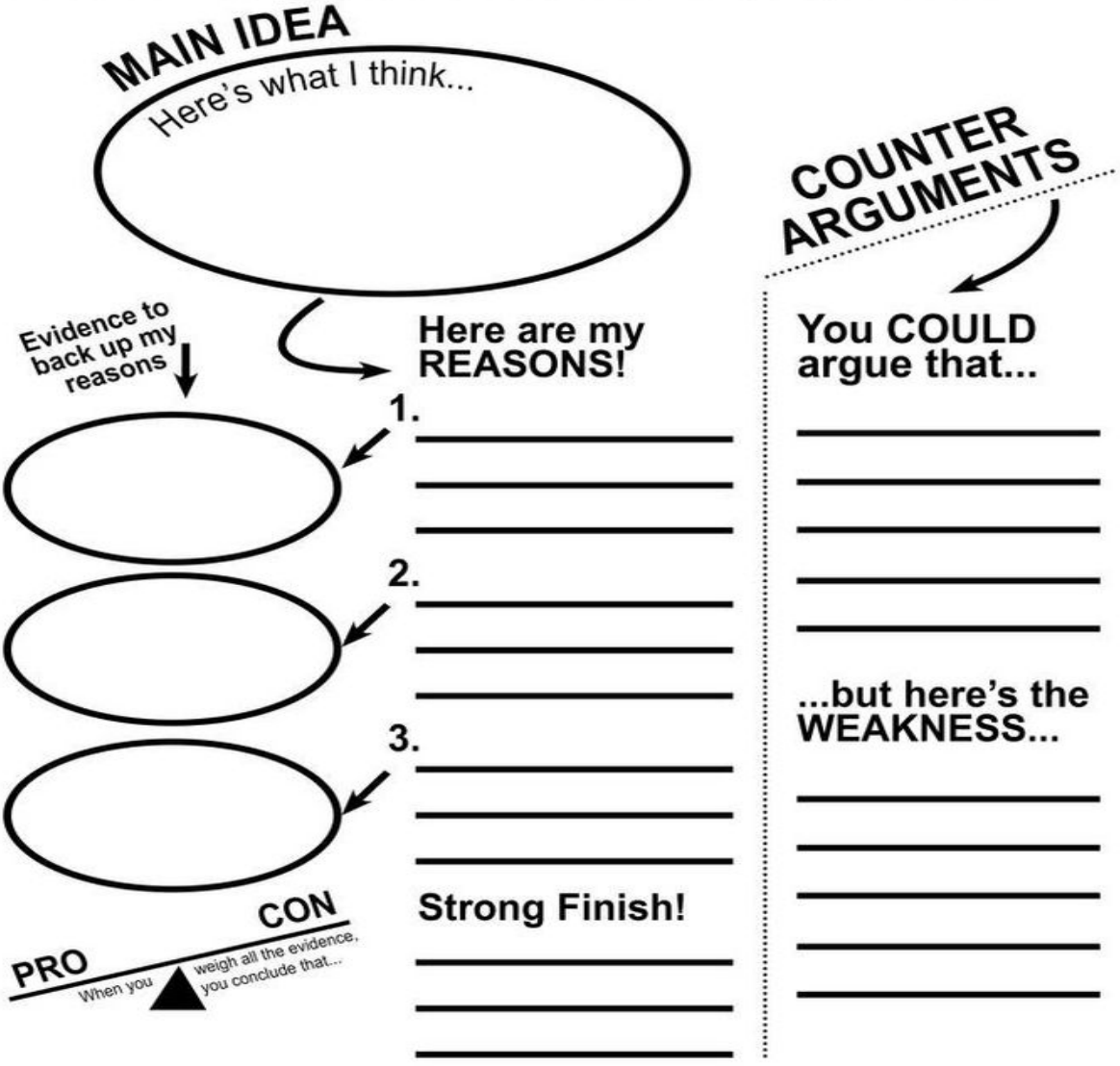BUILDING AN **ARGUMENT**