

# The Translation of Sports News Publicity from the Perspective of Psychological Cognition

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## Abstract

The purpose was to explore the translation of sports news publicity from a psychological cognitive perspective. Describe the model of translation process from the perspective of cognitive psychology, apply this model to explain the phenomenon of the objective world, that is, the process of translation, and make an empirical study of the process of translation understanding using the method of thinking aloud in cognitive psychology. The first group is 12.65 and the second group is only 1.21. In addition, there is also a large difference in the use of research strategies, which is 3.95 in the first group and 23.26 in the second group, which indicates that the subjects can find certain words and sentences in the language of knowledge when using these strategies, the knowledge and ignorance stored in long memory are different, - and this also shows that the first group of subjects will again understand more and make the surface information of the original text. The translation process model from the perspective of cognitive psychology allows researchers to understand the translator's translation psychology from another perspective, which has certain significance for people to understand the translator's psychology during the translation process. The tailoring translations to cognitive processes can boost emotional resonance and brand loyalty. Moreover, employing cognitive linguistic strategies improves message retention and fosters a deeper connection with the sports audience. Also, understanding cultural nuances ensures accurate communication of sports news and maximizes global outreach.

**Keywords:** Cognitive Psychology, Information Processing, Translation of External Publicity, Sports News.

## Introduction

In his report to the 19th National Congress of the Party, the General Secretary looked forward to cultural development and foreign exchanges, and put forward new requirements, pointing out that we should "not forget the original, absorb foreign sources, and face the future." Language experts from several countries have been hired to translate the report of the 19th CPC National Congress, the first time since China's reform and opening up that foreign experts have been invited to participate in the translation of the report of the Party Congress. The English version of the 19th CPC National Congress adopted many expressions of Western discourse systems, and the international communication effect of the spirit of the Congress has been further expanded. This reflects China's cultural confidence in embracing all rivers and oceans, and also provides a new idea for the translation of external publicity outside political texts. In 2021, Tianjin successfully held the 11th National Games, the competition was wonderful, and the competition system realized the integration of competitive sports and mass sports, achieving a historic breakthrough. Sports is an important bridge for international exchanges, and doing a good job in the external publicity and reporting of domestic sports news can better promote sports spirit and

Chinese culture (Qingmin, 2013). Communication is an activity in which human beings exchange information through symbols and media in anticipation of corresponding changes (Bandura, 2009). The purpose of news communication is to convey information and express opinions. Foreign propaganda is a special type of communication, its purpose is to introduce China to the world objectively, comprehensively and truly, create a good international public opinion environment, establish a good international image, improve China's cultural soft power, and create a good international environment for China's modernization.

In the rapidly changing modern society, translators need to translate a large amount of publicity materials from Chinese to English, it is particularly important to disseminate through various media such as books, journals, newspapers, radio, television, and the internet, as well as such mainstream media. How can foreign readers accurately understand the information conveyed in the translation, thereby better understanding China? The translation community attaches great importance to this. However, there are still many shortcomings in the translation of foreign propaganda, such as rote imitation, misinterpretation, redundancy, political mistranslation,

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neglect of cultural differences, and strong translation tone. The translation level urgently needs to be improved (Jiao, 2021).

Communication is the activity of humans exchanging information through symbols and media in anticipation of corresponding changes (Carey & Adam, 2008). The purpose of news dissemination is to convey information and to express opinions. External publicity is a special type of communication aimed at objectively, comprehensively, and truthfully introducing China to the world, creating a favourable international public opinion environment, establishing a good international image, enhancing China's cultural soft power, and creating a favourable international environment for China's modernization construction (Shan, 2021).

There are three major principles in news dissemination: The principle of fact, the principle of value, and the principle of method. The principle of fact is the foundation and the most essential characteristic of news communication, which cannot be deviated from. The value principle is the direction, reflecting the communication attitude and interest pursuit of the communication subject. News communication is not a simple bystander description, it carries the position and emotions of the communication subject, and the principles of value determine the selection of news reporting objects (Montgomery, 2007). The principle of method is the approach, reflecting the personalized characteristics of news dissemination.

Correspondingly, there is also the principle of "three closeness" in foreign publicity translation. Firstly, it is necessary to be close to the actual situation of contemporary China's development (Tan et al., 2021). This is in line with the factual principle of news dissemination. In news translation, being close to reality and respecting the facts does not require the translator to translate all information of the original text into a foreign language without leaving it intact. Compilation is a method of news translation and the main method, which is widely adopted by various news media (Ping, 2021; Wang, 2023). Compilation is different from full translation. Compilation involves editing and translation, and the editing process involves simplifying the original text and supplementing information. It is very common in news translation practice to add or delete the original text on the basis of facts (WANG, 2022).

Secondly, it is necessary to meet the needs of foreign audiences for news. This coincides with the value principles of news dissemination. Translators need to balance the value orientation of the original text subject and the target audience. On the one hand, translators should ensure that the translation meets the purpose of

publicity and should not excessively cater to the target audience, otherwise it will violate the original intention of external publicity translation; On the other hand, by stubbornly outputting value and ignoring the needs of the audience, such external publicity translation often fails to achieve the expected promotional effect. Therefore, translators should conduct detailed screening in the selection of news reports, finding a connection between the promotional purpose of the original subject and the needs of the target audience (Sanz Echevarría et al., 2021).

Thirdly, it is necessary to approach the thinking habits of foreign audiences. Translators should pay attention to translation methods, enhance audience awareness in translation, and strive to find ways that foreign audiences can easily accept during the translation process (Gambier, 2016). A good form of expression will enhance the news value of the promoted content; otherwise the news value will be greatly reduced. Translators must understand the thinking and expression habits of foreign audiences, only in this way can they freely choose and transform language and information (Bai, 2018). The previous discussion indicates that translation process and its psychological aspects requires integration with cognitive psychology. Scholars have proposed various models to understand the translation process, but the impact of modern technology and the dynamic nature of the process pose challenges to the existing theoretical models. Cognitive psychology offers valuable insights into human information processing and can help researchers better understand the cognitive aspects of translation. By adopting a cognitive approach, researchers aim to unravel the complexities of the translation process and enhance translators' skills, practice, and teaching. Thus, based on previous discussion, current research has applied the translation of sports news publicity from the perspective of psychological cognition. Thus, previous discussion indicates the significance that translation of sports news publicity from the perspective of psychological cognition is an important concept which findings has major significance which highlights the use of different translation strategies by the two groups, indicating variations in their interpretation, abilities, skills, and knowledge. The prevalence of strategies like emotional reasoning, work control, and language analysis sheds light on how participants approach and comprehend the source text. Moreover, the distinction in the use of research strategies suggests that participants with stronger language and decoding abilities encountered fewer obstacles during translation. The study emphasizes the importance of cognitive processes, such as top-down information processing and problem-solving, in the translation task. These insights can be valuable for translation education, as

they underscore the significance of training in language skills, problem-solving techniques, and context-based understanding. By enhancing translation strategies and cognitive processes, translators can improve translation efficiency and quality, leading to better outcomes in their work. The research divided into five chapters: introduction, literature review, research methodology, data analysis and results, discussion and future directions.

## Literature Review

The process of translation and its outcomes have been significant areas of focus in translation studies (Bassnett, 2013). Over time, various models have been established to study the translation process in traditional studies. Some mature models that have achieved research results include the linguistic model, communicative model, and functional model. However, the rapid development of modern high technology has also influenced the study of translation process and its outcomes (Baker, 2019). Recently, translation researchers have started to pay attention to these changes and have proposed the psychological model of translation process, integrating cognitive psychology into the field of translation (Gutt, 2014; Jääskeläinen, 2012). To make progress in understanding the translation psychological process, it requires collaboration among scholars from different disciplines, such as translation studies, psychology, and brain science (Stokols, 2006). Despite the challenges, this paper aims to delve into this "black box" by using cognitive psychology to describe the experimental translation process and explore new research methods to enhance translators' skills, translation practice, and teaching (Dorner et al., 2007).

Early foreign scholars, including Zhang, D, have proposed linguistic, communicative, and functional models for studying the translation process since the 1970s. Kuldoshov (2022) focused solely on the linguistic aspects of translation activities, neglecting the psychological and intellectual aspects of translators. Nida (2020) also emphasized the lack of understanding about what drives translators to translate. Nonetheless, theorists have inferred the translation process and constructed models based on linguistic foundations. However, these theoretical models fail to fully describe the dynamic nature of the translation process and the psychological reality of translators, being more speculative rather than experimental (Zhang, 2021). Cognitive science considers learning as an information processing process involving sensory organs, the brain, and memory. This process includes stimulus acting on sensory organs, the recovery of known information from memory, and the interaction between new and old information leading to behavioral changes. From a cognitive perspective, research

on the translation process seeks to explain the cognitive psychological process of translators during bilingual conversion based on information processing methods (Albir & Alves, 2009). However, this research falls under the black box model, where the brain's internal mechanisms and workings can only be inferred from input-output relationships. In translation, the translator's brain processes input materials from the target language through short-term working memory and long-term memory activities. The translator produces interlanguage through processing language materials and eventually generates expressions in the first language (output).

The translator's information base stores knowledge units primarily based on concepts, often corresponding to words in the source material, referred to as 'similarity blocks.' During translation, translators compare and process the original work's information with the 'similar blocks' deposited in their information database. The translation process involves two stages: understanding the source language and producing the target language. Both stages are constrained by cognitive representations, or cognitive constraints. Therefore, cognitive psychology serves as the foundation for studying the cognitive psychological processes in translation (Weng et al., 2022).

The cognitive approach to translation emphasizes exploring human information processing patterns, strategies, and methods. Such mental operations can communicate with one another. For example, speech comprehension involves multiple levels of analytical processing, from low-level extraction of physical features to high-level syntactic and semantic analysis. Knowledge and experience about language aid in generating hypotheses and expectations, helping to determine language meaning. Within this perspective, present study focuses on translating sports news publicity using psychological cognition.

According to the preceding section of the literature evaluation, cognitive psychology must be integrated with the translation process and its psychological components. The effect of contemporary technology and the dynamic character of the process provide difficulties for the theoretical models that have been put out by scholars to explain the translation process. Cognitive psychology can aid scholars in better comprehending the cognitive components of translation by providing insightful knowledge about how people absorb information. Researchers want to improve translators' abilities, practice, and training by using a cognitive approach to the translating process. Thus, based on previous discussion, current research has applied the translation of sports news publicity from the perspective of psychological cognition.

## **Research Methodology**

The present study has mainly focused on the understanding of the cognitive translation process model constructed by the author. To achieve this, the researchers selected subjects from the 3rd year and 1st year graduate students in the field of English language and literature. Due to certain constraints, the selection of subjects was limited to English language learners. The final sample consisted of 30 undergraduates and 20 graduate students, comprising 6 men and 44 women. All participants had Chinese as their first language and English as their second language, with no speech disorders or bilingual individuals included in the study (Mu et al., 2021). For the experimental materials, the researchers followed specific principles in selecting the texts for translation. Firstly, the comprehension level of the text was considered to be manageable for most participants, ensuring it did not pose excessive difficulty. Extremely complex or overly simple texts could lead to negative attitudes and impact the quality of interpretation during the experiment. Secondly, the selected texts required participants to have bilingual and translation skills to effectively solve the problems presented in the original text. This ensured that the participants' efforts were utilized in the translation process. Thirdly, the length of the text was carefully considered to maintain participants' attention and accuracy in processing and translating the information. The text chosen was also non-specialized to make it accessible to a broader range of participants. Lastly, regarding the direction of translation, the researchers followed Graham's view that translation is generally from a foreign language to the native language, although there may be exceptions. Thus, participants in the study expressed their opinions in their native language (Chinese) during the translation and problem-solving tasks. Specifically, they translated from a foreign language (English) to their native language, which could present challenges due to potential conflicts between the target foreign language and the language used in the translation process (Dewar et al., 2021).

The collected data aimed to analyze whether the subjects' translation and understanding processes aligned with the cognitive translation process model constructed by the author. Additionally, the frequency of using various translation strategies, such as comprehension repetition, association (fine processing), guessing, logical reasoning, searching, summarizing, monitoring, and language analysis, were examined during the translation process. The researchers attempted to establish a connection between the use of these translation strategies and the adoption of the translation mode designed by the author. It is important to note that the experiment utilized an

internal learning design, where all 50 participants translated the same text story, resulting in 50 tests and 34 positive samples (Liu, 2022).

## **Data Processing**

The study of translation processes using TAPs as the main means has undergone methodological development and evolution over the past twenty years. At present, the most popular research models are the Triple Metadata Analysis Model (TAPs), Questionnaire Interview, and Translation Module, this model utilizes multiple data interactions to verify and reduce the shortcomings and biases of unilateral data. This model is mostly composed of TAPs, post interview, questionnaire survey, and translation text analysis. With the invention of the Translog program, the current three metadata analysis mode mainly consists of different forms of TAPS and Translog. Unfortunately, the programming of the Translog program is mainly aimed at Indo European translation, without the function of writing and inputting Chinese characters, and cannot display Chinese characters, making it unsuitable for the study of the English Chinese translation process. Therefore, this experiment will use TAPs to statistically analyze the distribution of translation strategies using TAPs data, and select individual examples from the experiment to illustrate the strategies and methods used in the translation process (Quintard et al., 2021).

There is currently no unified standard for TAPs data annotation, and researchers usually design their own specifications based on research objectives and methods. In this experiment, when translating the recorded materials of the oral report into written materials, we strive to ensure that no word is missed. And record it as a fragment based on the already divided thinking themes. When Ku writes, he does not make artificial deletions or modifications, so that the original fragmented phrases reflect the logical relationships in the subject's thinking process.

According to the commonly used translation strategies proposed by translation theorists and translators in TAPs translation research, such as comprehension repetition, association (also known as fine processing), guessing, logical reasoning, searching, summarizing, monitoring, and language analysis, statistics are conducted. Anonymously, by carefully listening to the TAPs recordings of the participants, the number of times each participant uses translation strategies during the text translation comprehension process is recorded on a statistical table, in preparation for the next experimental analysis.

## Data analysis and Discussion

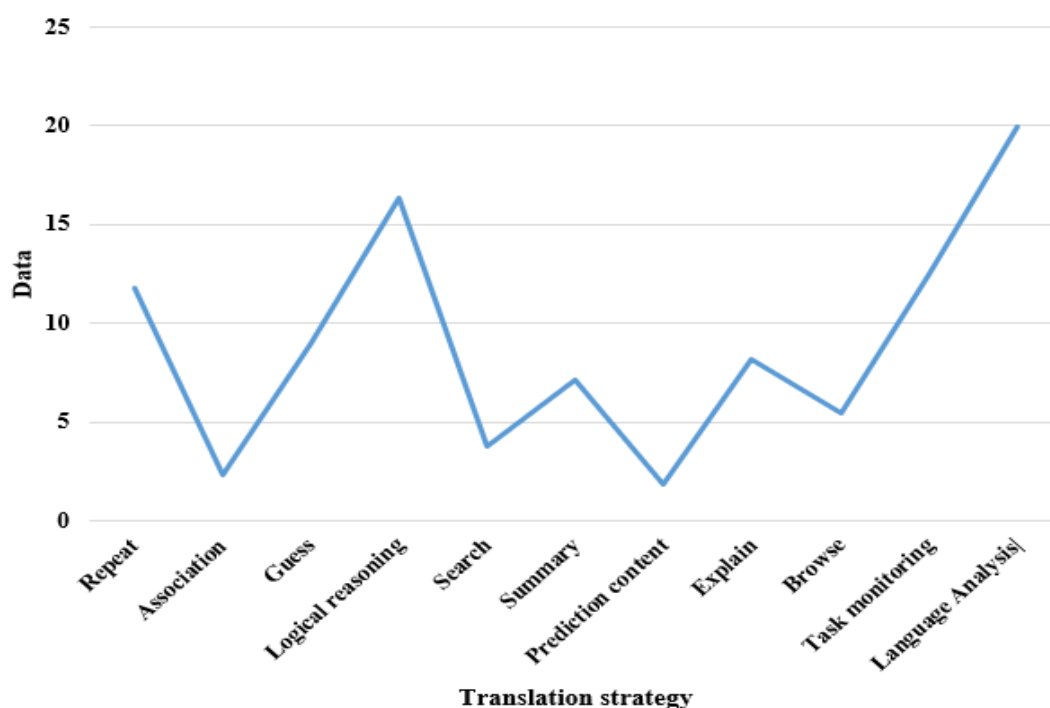
A translation process consists of integral translation processes, and each concept has integrable elements. As can be seen in Figure 1 and Table 1 below, the strategies of the two groups of participants are similar, but they differ greatly in the interpretation process. The reason may be related to their interpretation, abilities, skills and Table 1

knowledge. Translation strategies are integrated into the translation process, and using translation strategies during translation helps participants understand the translation process, solve problems, and make decisions. The ratio of translation strategies describes whether the translation process follows the translation model established by the author.

*Translation Strategy Use Statistics (Undergraduate)*

Policy By Potential	Repeat	Associate	Guess	Logical reasoning	Search	Sum-up	Predicting content	Explain	Glance over	Task monitoring	Language analysis
S1	6		1	1	1					8	3
S2	2	1	4	6							4
S3	3	1	7	6	1	3		1			4
S4	2		1		1			1	2	4	
S5	2	2	1	1	1	2	1	3	2	1	1
S6	1			3		2	1	3	1		4
S7	3	1	1	4	1	2	1	4	2	4	5
S8	1	1	1	3	1	2	1	1	1	1	4
S9	3		2	4	2	5		4	1	1	4
S10	3		1	3			1		1	3	4
S11			1	1				1	1		3
S12	1		1	2	2	1		1	1	6	3
S13			2	4		1		1	1		5
S14	3	2	2	1					1		1
S15				3				1			6
Total	30	6	23	42	10	19	5	21	14	32	51
%	11.86	2.37	9.10	16.60	3.95	7.51	1.98	8.30	5.53	12.65	20.16

Note: S1S2 is subject number: Percent value = number of translation unit / total number of translation unit



**Figure 1:** Statistical Table of Translation Strategy Use (Undergraduate).

**Table 2**

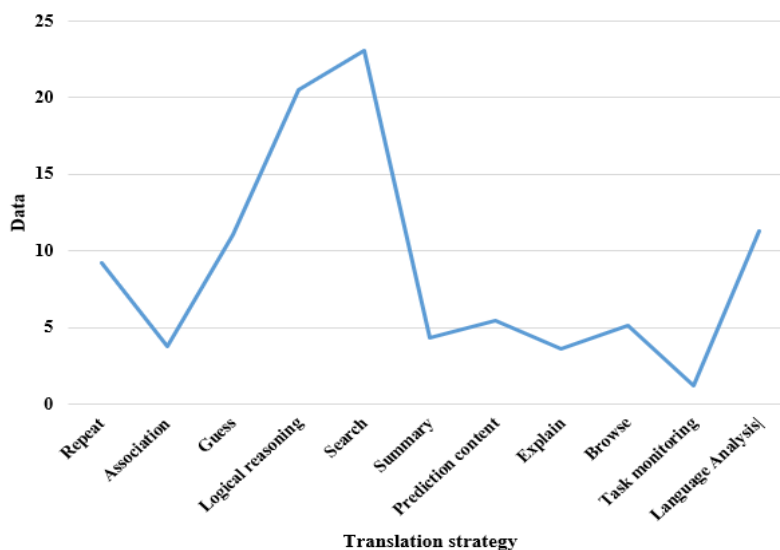
Statistical Table for Translation Strategy (Graduate)

Policy By Potential	Repeat (understand nature)	Associate	Guess	Logical reasoning	Search	Sum-up	Predicting content	Explain	Glance over	Task monitoring	Language analysis
S1	3		2	3	1				1	1	2
S2	3	1	2	1	3	2	1	2	1		5
S3	4		2	6	8		4		1	1	5
S4		2	4	5	5		5	1	1		2
S5	6	1	4	7	6		1		1		3
S6	6	1	2	4	9		2	4	1	1	3
S7	1	2	1	1	5				1		
S8	2		2	5	6				1		
S9	2		2	3	4	1			1		2
S10			1	2	1	5	1	1	1		3
S11	2		3	3	5		1		1	1	1
S12	1		4	5	3	1	2		1		2
S13			1		1	3			1		1
S14				2	4				1		1
S15	1	2	1	1	1		1	2	1		1
S16		2	2	3	3				1		
S17		1	2	2	3						1
S18			5	4	1				1		2
S19		1	2	3	5	1		2	1		4
Total	31	13	37	68	77	15	18	12	18	4	38
%	9.36	3.92	11.2	20.54	23.26	4.53	2.44	3.36	5.44	1.21	11.48

Note: S1S2 is subject number: Percent value = number of translation unit / total number of translation unit

As can be seen from [Tables 1 and 2](#) and [Figures 1 and 2](#) above, the most used explanation strategies in the first group are emotional reasons (16.60), work control (12.65), language analysis (20.16), and copying (11.86). The second group used the most strategies in reasoning, language analysis, exploration, and prediction, with 20.54, 11.48, 23.26, and 11.2 percent, respectively. In addition, during translation comprehension, repetitive strategies were used more in both groups (11.8 in the first group and 9.36 in the second group), which may be related to memory transfer and mandatory items in working memory. Those. The role of immediate memory is to store new information support for a certain period of time for more detailed work, and voice representations in working memory provide the necessary

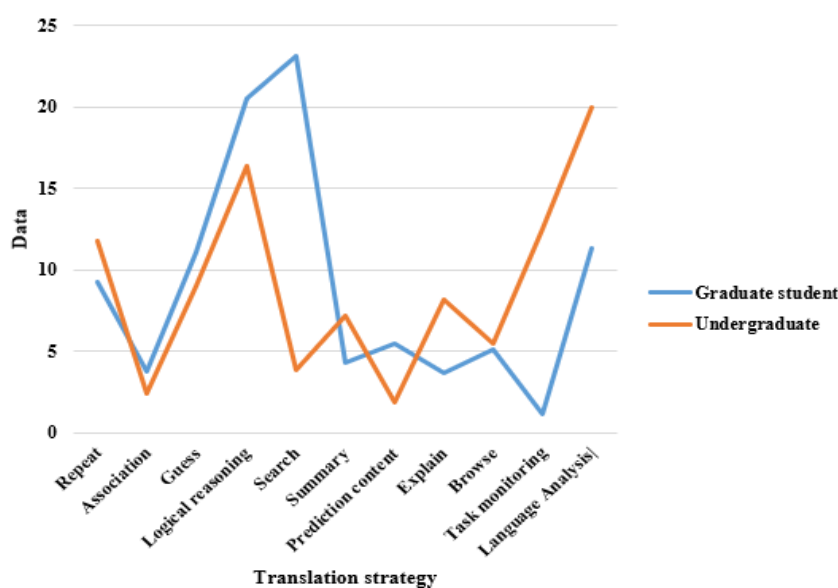
information to organize analysis and discrimination in the processing of ambiguous concepts or complex sentences. structure. Those. During the process of understanding the original text, the information processing load for the translator is very heavy, and repetition is one way to reduce this load ([Cardon et al., 2022](#)). [Figure 3](#) below shows that the first group and the second group used the same number of research strategies, 5.53 and 5.44 respectively, which show that they implement top-down information processes. The number of predictors used in translation strategies is similar, 9.10 in the first group and 11.2 in the second group, indicating that all of them use context to predict the meaning of words, phrases, sentences, and even texts during the translation process.



**Figure 2:** Statistical Table of Translation Strategy Use (Graduate Students).

For example, after browsing the entire text from top to bottom, S15 in the first group began translating the first sentence 'The results on which so many dependencies are of nothing more than a subjective assessment by some anonymous expert.' Examiner refers to an examiner, but the results of the examiner's examination are not smooth. It seems that the author is related to the exam. Below, it is

mentioned that an examiner is similar to a judge in making judgments, and may be the person who judges the test paper. Are all the examiners anonymous? Yes, let's first translate it to 'reviewer'. From this example, it can be seen that the subjects make guesses and judgments about uncertain word meanings based on the context of the text (Sun et al., 2022).



**Figure 3:** Translation Strategy Using Undergraduate Versus Graduate Students.

Reviewing is the process of checking comprehension of a text, mainly by questioning the meaning of words, phrases, or sentences, and speaking in a low voice when understood. Due to the difference in the strategies of the first group and the second group, the use of maintenance work in the first group is more than that of the second group. The first group is 12.65 and the second group is only 1.21. According to this, the first group hesitates in words and sentences, and their language skills are lower than the

second group. However, the second group can use their basic language skills, knowledge and experience to achieve understanding. In addition, there is also a large difference in the use of research strategies, which is 3.95 in the first group and 23.26 in the second group, which indicates that the subjects can find certain words and sentences in the language of knowledge when using these strategies. , the knowledge and ignorance stored in long memory are different, - and this also shows that the first group of

subjects will again understand more and make the surface information of the original text (Chou et al., 2022).

In terms of translation strategies, if the subjects have strong language and decoding abilities, and are familiar with the translation content, they will encounter fewer obstacles and use fewer strategies during the translation process. On the contrary, if their abilities in various aspects are low, when encountering more problems to be solved, there will be more strategies to be used. Of course, when the task is difficult, it is beneficial to appropriately increase the use of strategies because if the subject has insufficient understanding of the original text, increasing the use of strategies can help understand it. However, translation success does not depend on the number of strategies used. Before the experiment, the main participant asked the participants to read the sentences sentence by sentence and express their opinion behind the marked sentences, but it was observed by listening to the recording. Before starting the translation, 29 of the 34 participants read the entire sentence. 85.2. They look for the main idea of this chapter before they read other sections. The result is that their thinking follows a top-down process and is characterized by a non-structural process, which is characterized by the process of moving from the top functions to the bottom, from which the work of the bottom is limited (Tinella et al., 2021).

From the usage of translation strategies in the two groups of participants in Figure 3, it can be seen that logical reasoning, search, and language analysis are the most frequently used. The frequent use of language analysis strategies in the subjects indicates that they focus more on small translation tasks such as vocabulary selection and grammar reconstruction during the translation process. They place more emphasis on smaller language units and lower level problem-solving. However, in the TAPs dataset, no attention was found to the coherence, style, and other aspects of the translation. Search is one of the sub processes in problem solving, which involves identifying, defining, selecting strategies, and analysing problems (Meyer, 2017; Nguyen et al., 2014). The high frequency of search usage in translation strategies by participants indicates that the translation process is a problem-solving process, in which translators need to identify, analyse, and propose problems (Stephenson et al., 2021).

## **Conclusion**

The vocal thinking experiment of cognitive translation process mode is the only category in the field of translation that utilizes cognitive psychology theory for experimental research. This research began in the 1980s, and by the

beginning of this century, there had been more than 100 foreign researchers. Although this research team is not too large, this research shows that translation research of some foreign scholars is entering a new research field - cognitive science. Translation researchers began their research in this field at the beginning of the century. In order to narrow the gap with foreign researchers, it is necessary to pay attention to and attach importance to the progress of this research. There are certain difficulties in conducting research on the cognitive translation process mode of sound thinking in the translation industry, as cognitive psychology itself is a strong experimental science, and the current research environment, experimental equipment, experimental knowledge, and experimental abilities of translation researchers are limited. This experiment adopts a visual form to investigate the subjects, and the experimental design mainly involves strict control over the selection of translated articles. Before the experiment, the participants were made reasonable adjustments to their understanding and understanding of the experiment, making it more organized, systematic, and broad, which is helpful in mobilizing their thinking and application. Due to statistical limitations, data processing can only be done manually, which is a drawback of this experiment. Through data processing, some first-hand information on research can also be obtained. From the perspective of the current research on translation process, the research on cognitive approaches mainly focuses on translation models, translation strategies and translation units. This paper constructs a model of translation process based on information processing theory, a research achievement of cognitive psychology. This process includes human perception, memory, problem solving and other factors, which the translator must experience in the process of translation. This article explains basic concepts borrowed from cognitive science and psychology, such as long-term memory, short-term memory, self. These concepts are applied to the study of translation process, and their meanings in translation studies are defined and explained. This paper attempts to apply the important terms of cognitive psychology problem solving and decision making -- to the translation process and verify them in experiments. The tentative psychological model of translation process is also reflected in the translator's translation understanding process, which proves that the translation process is a cognitive process, a decision-making process and a problem-solving process.

## **Limitation and Further Recommendations**

There are a number of issues with the research that might



be resolved later. For instance, the research only considered one book for translation, which would not have adequately represented the complete variety of translation difficulties and solutions that arise when dealing with other texts or subject matter. Future research might include a range of texts with different levels of complexity and subject matter to increase the reliability of the findings and allow for a more thorough investigation of the translation process and strategy use. Additionally, the study's primary method of data analysis was the Triple Metadata Analysis Model (TAPs), with an emphasis on the application of translation methods throughout the translation process. Future study may take into account using additional techniques and tools, like thinking-aloud protocols or eye-tracking technologies, to acquire a more thorough understanding of the cognitive processes involved in translation, even though TAPs offer useful insights. The study did not examine the accuracy or efficiency of any particular techniques in creating correct and natural translations; instead, it concentrated mostly on the frequency of

translation strategies employed by the participants. Future investigations could explore the effectiveness of different translation strategies by evaluating the translation outcomes and comparing them to professional translations or expert assessments. Moreover, it is difficult to carry out the study of thinking aloud in the field of cognitive translation because cognitive psychology itself is a strong experimental science, and the research environment (experimental equipment, experimental knowledge, experimental ability, etc.) of the current translation researchers is limited. In this experiment, the subjects were investigated in the form of vision, and the design of the experiment was mainly controlled in the selection of translated articles. Before the experiment, the subjects' understanding and knowledge of the experiment were reasonably adjusted, which made the experiment more organized, systematic and broad, and was helpful to mobilize the subjects' thinking and application. Therefore, it is recommended that in future research this could be addressed.

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