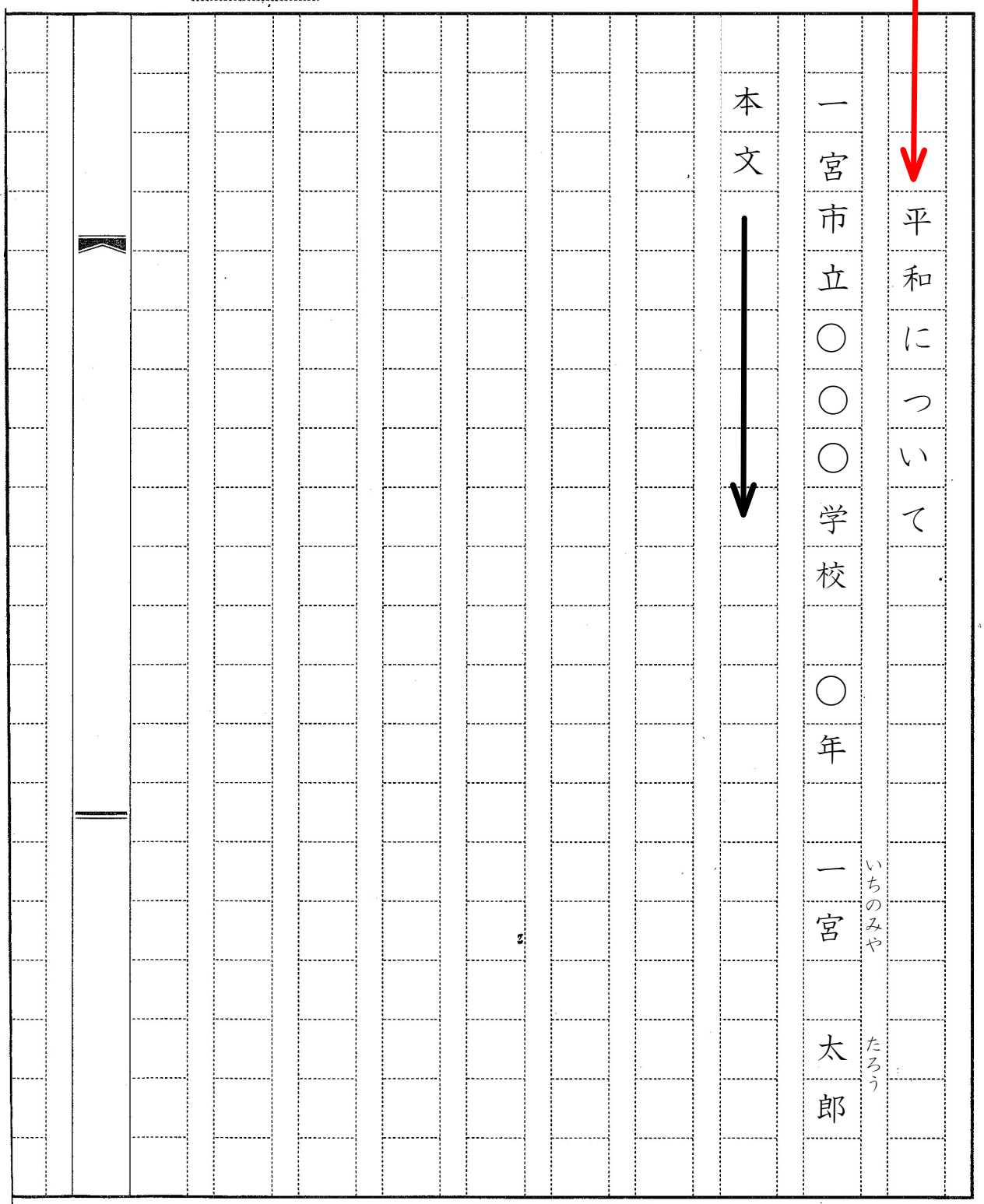作文様式