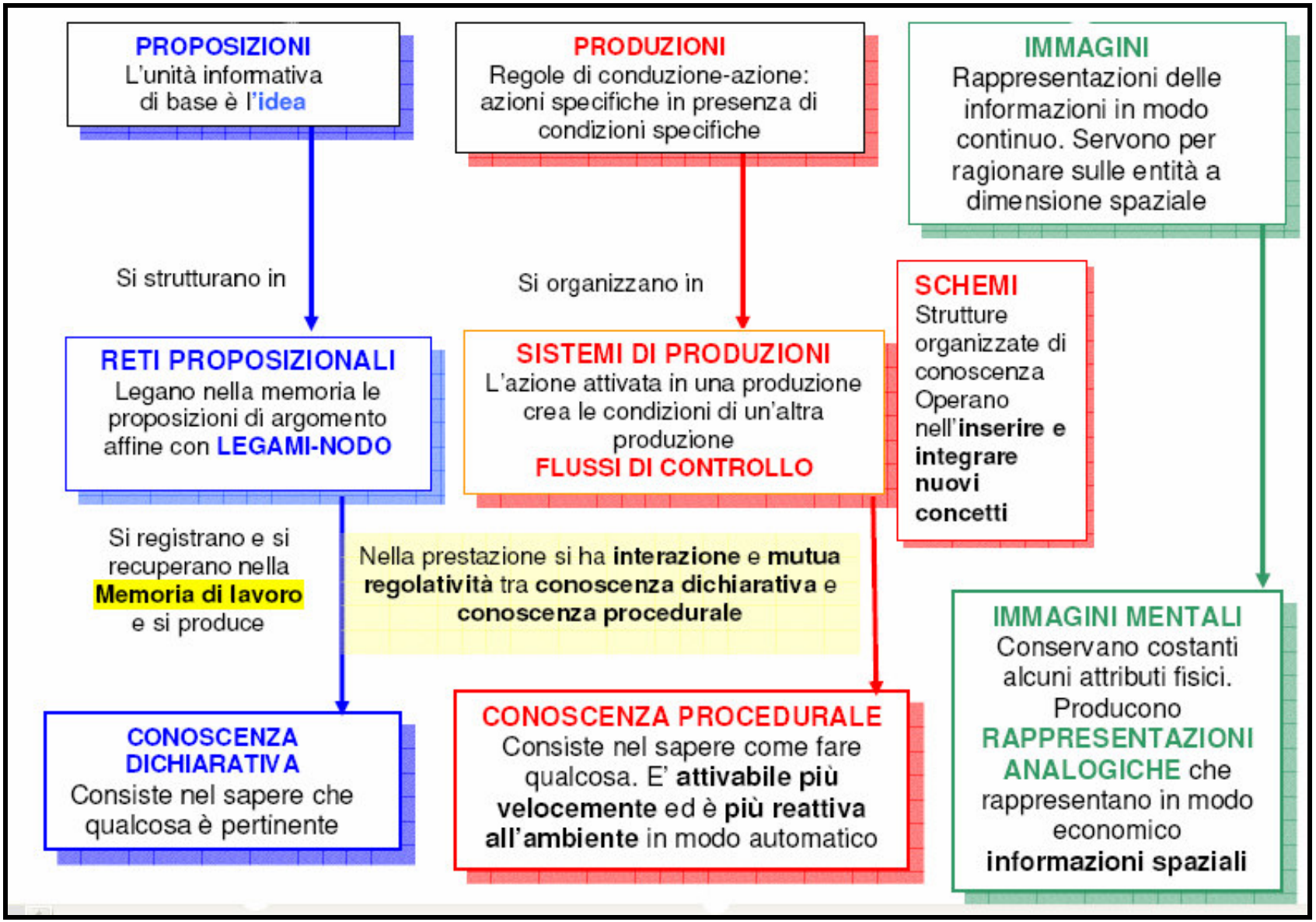Rappresentazioni mentali della conoscenza secondo Ellen Gagné