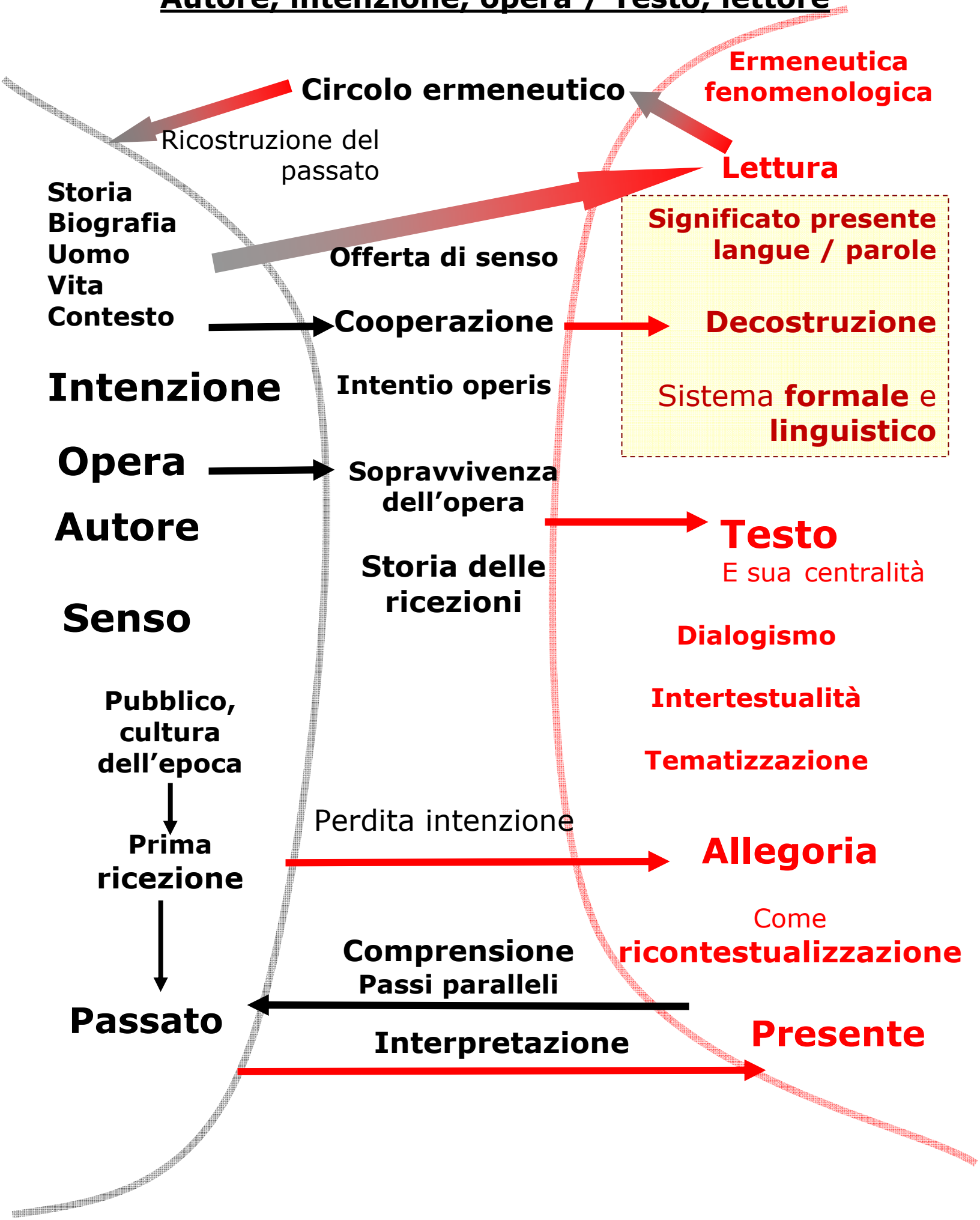Autore, intenzione, opera / Testo, lettore