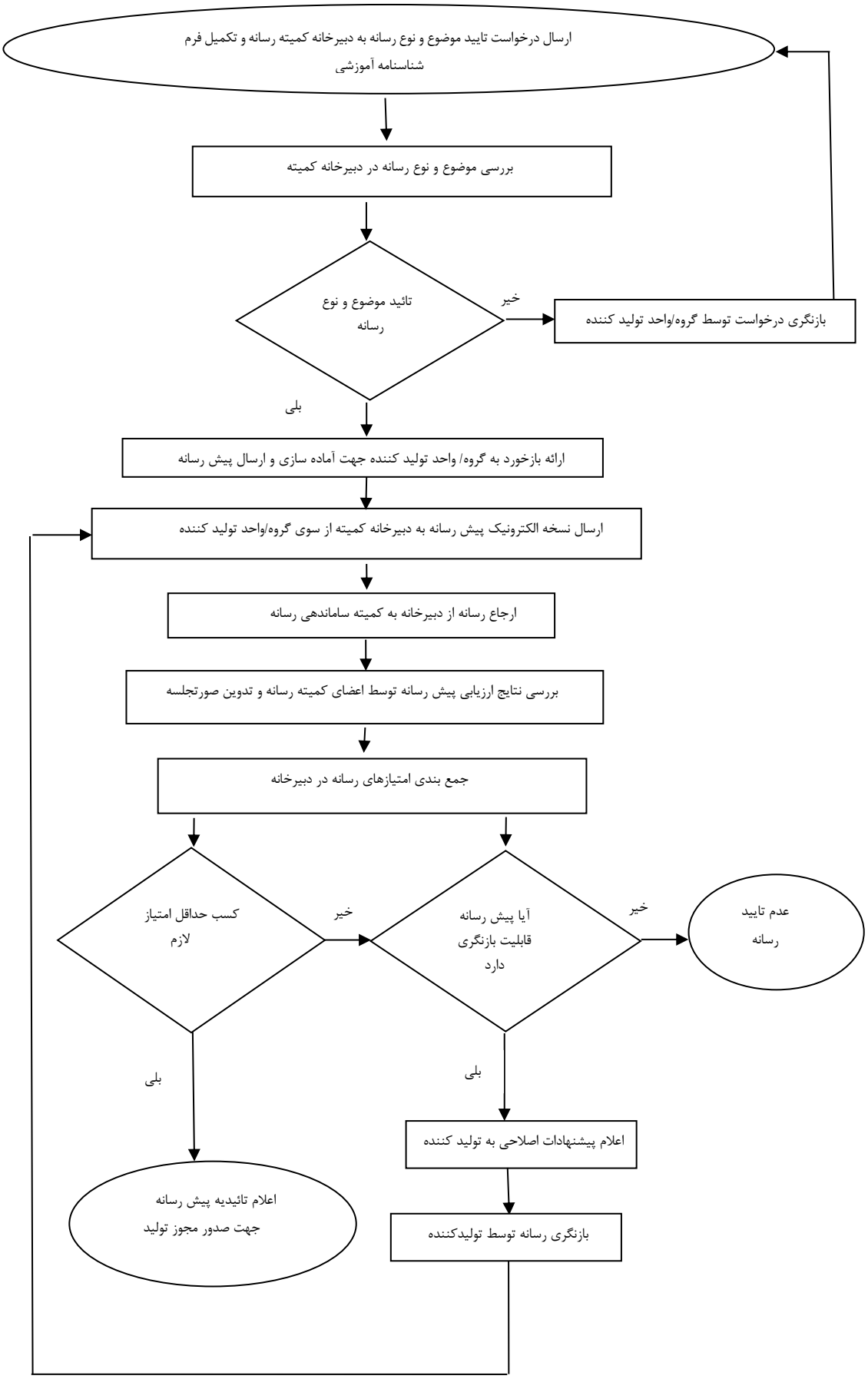فرآیند اجرایی تولید رسانه