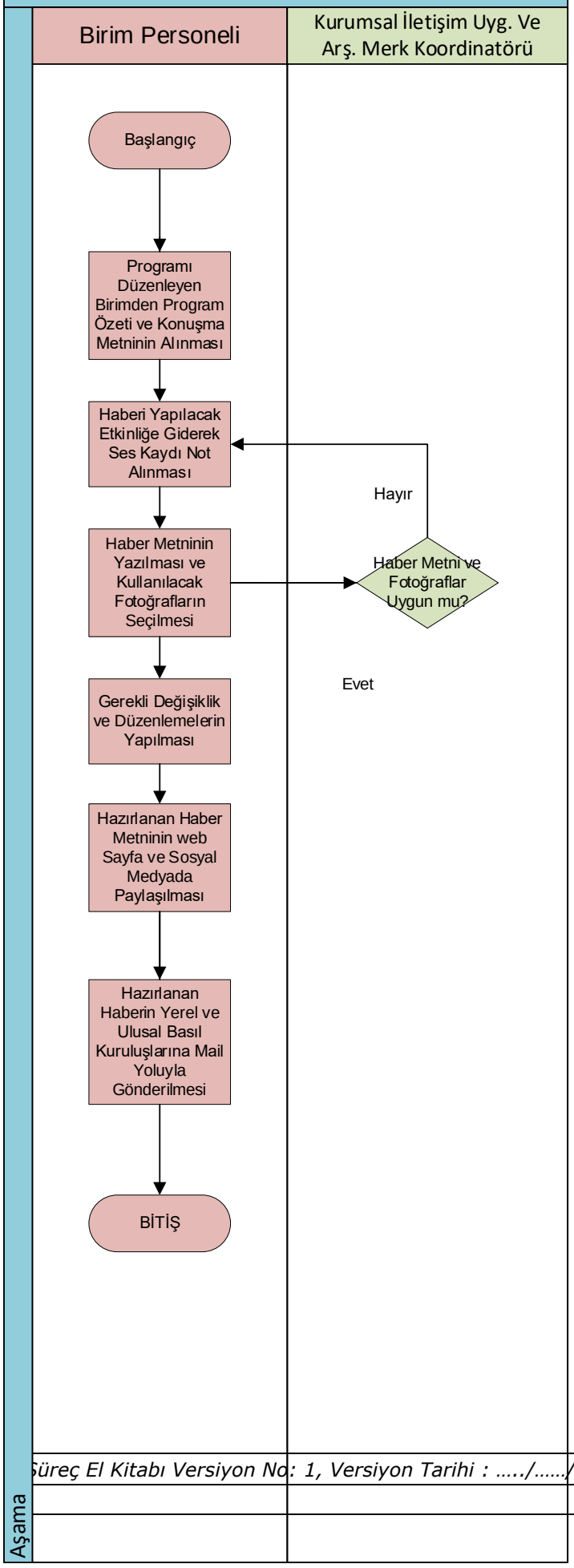Haber Yazımı