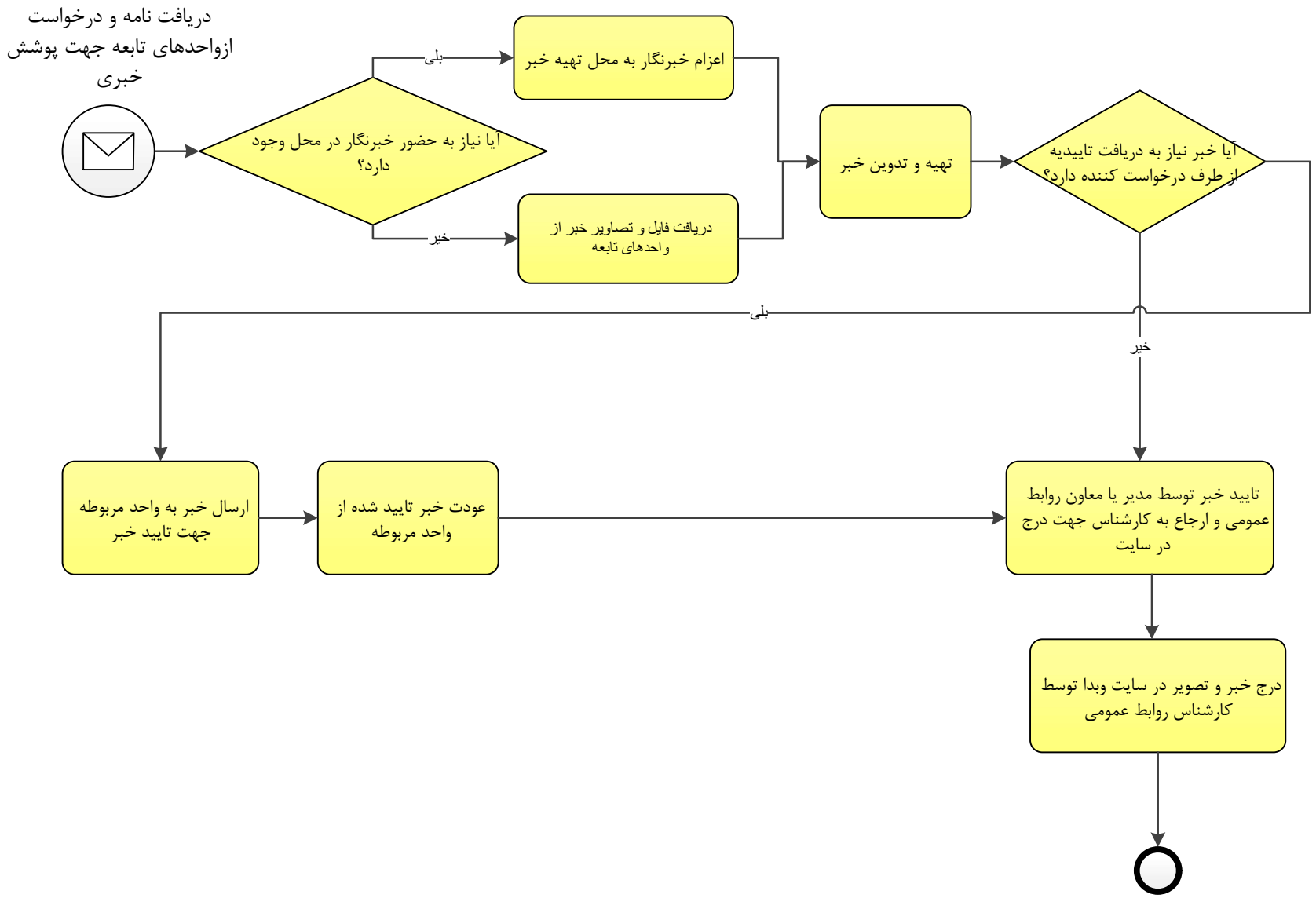فرآیند تولید و انتشار خبر