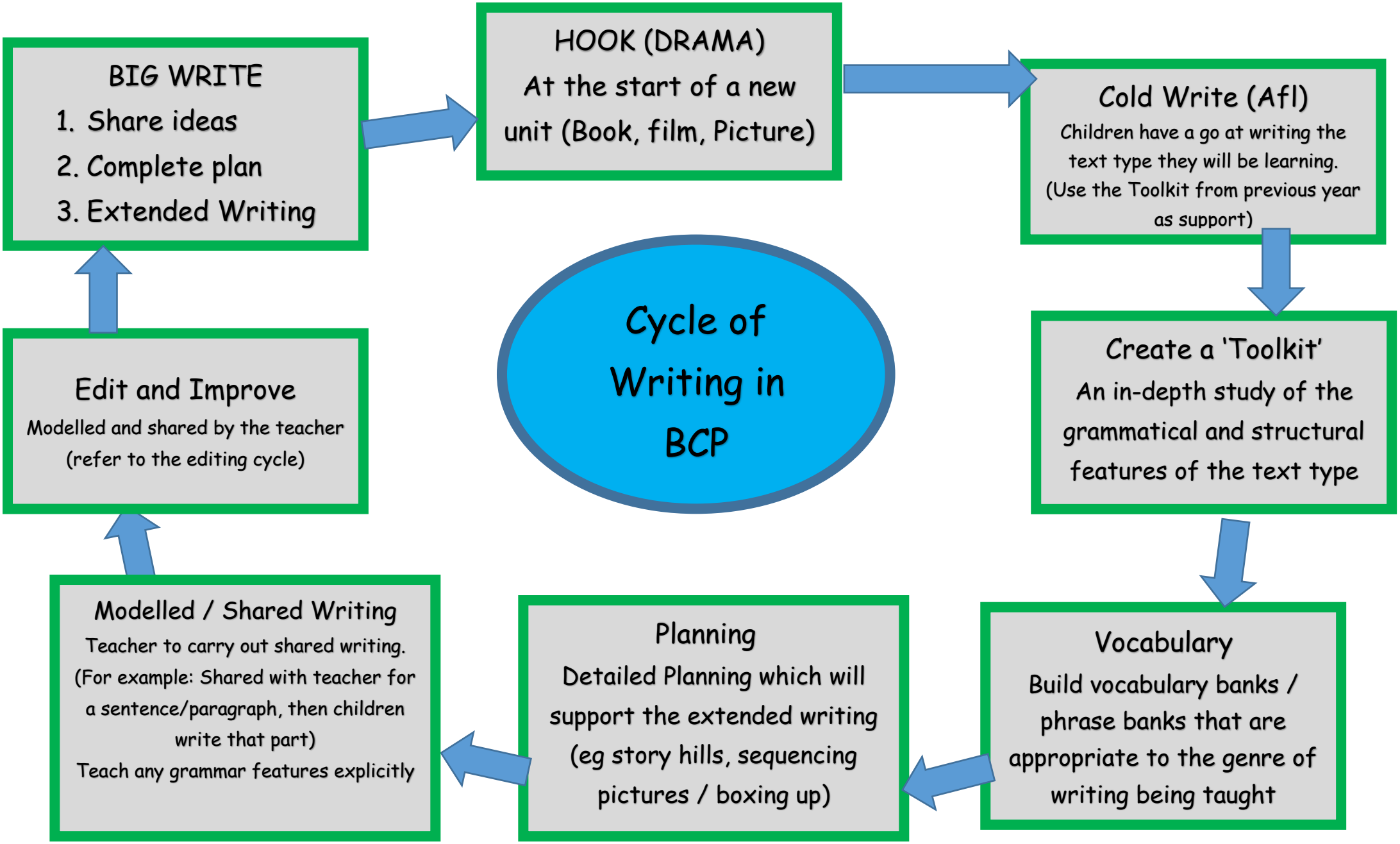BCP Approach to Writing