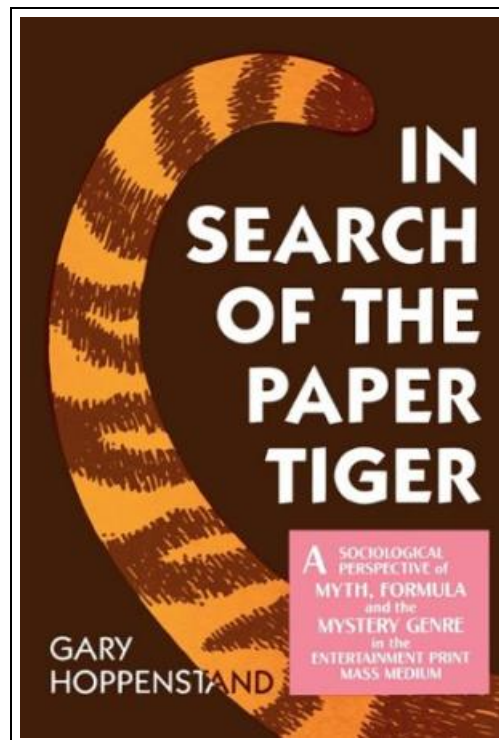


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IN SEARCH OF THE PAPER TIGER: A SOCIOLOGICAL PERSPECTIVE OF MYTH, FORMULA, AND THE MYSTERY GENRE IN THE ENTERTAINMENT PRINT MASS MEDIA



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