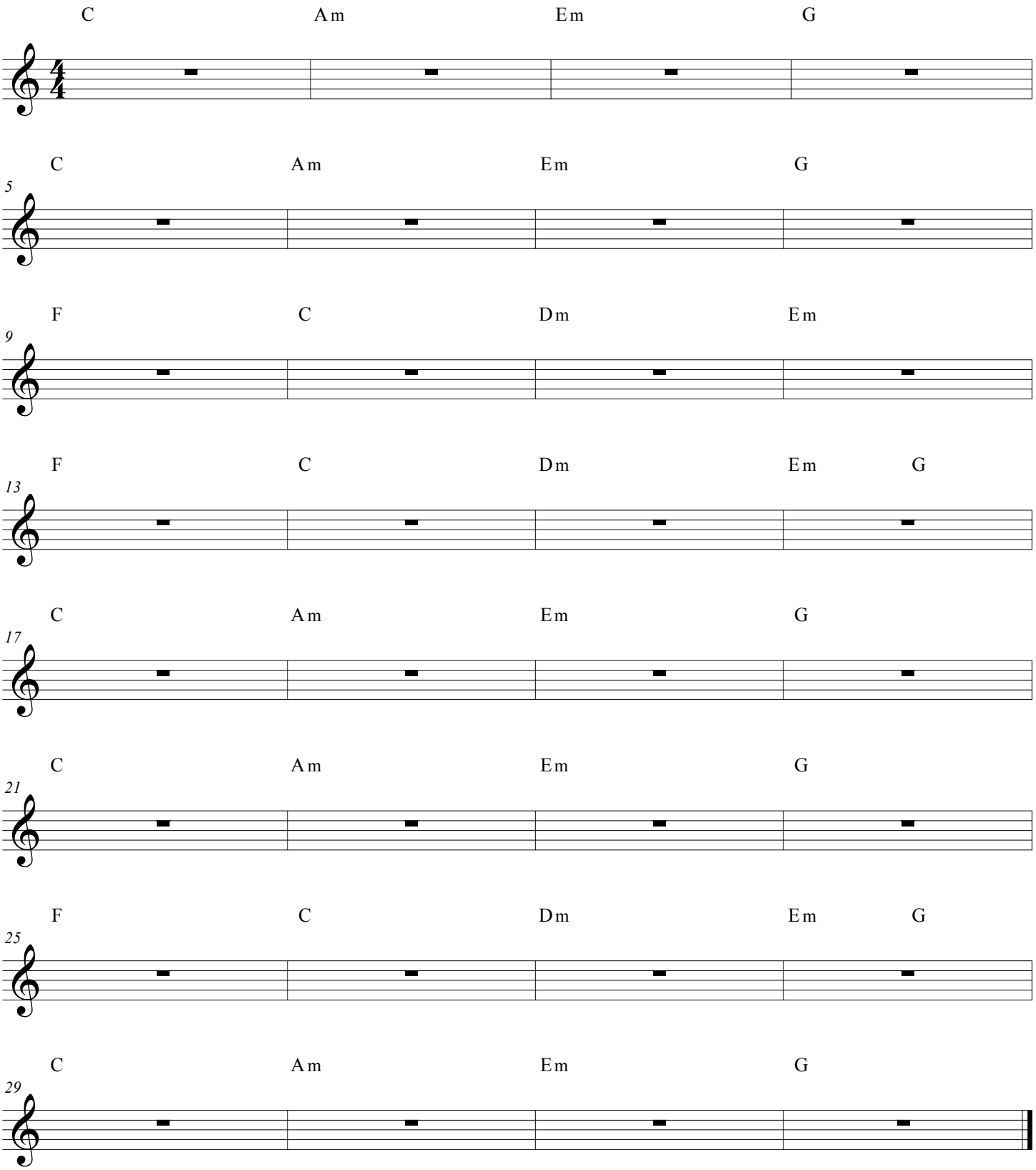תרגיל כתיבת שיר 3