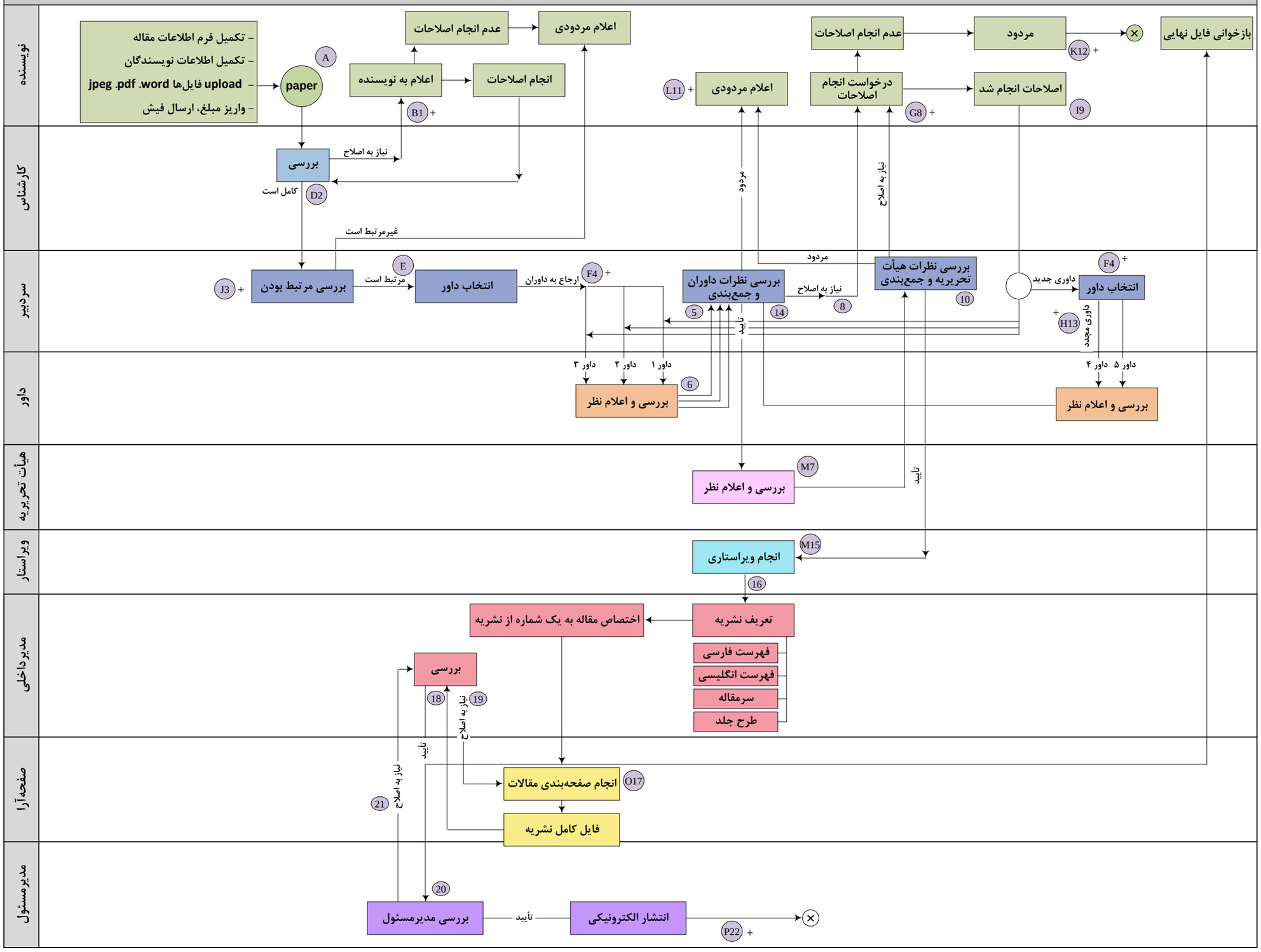فرآیند مدیریت نشریات