**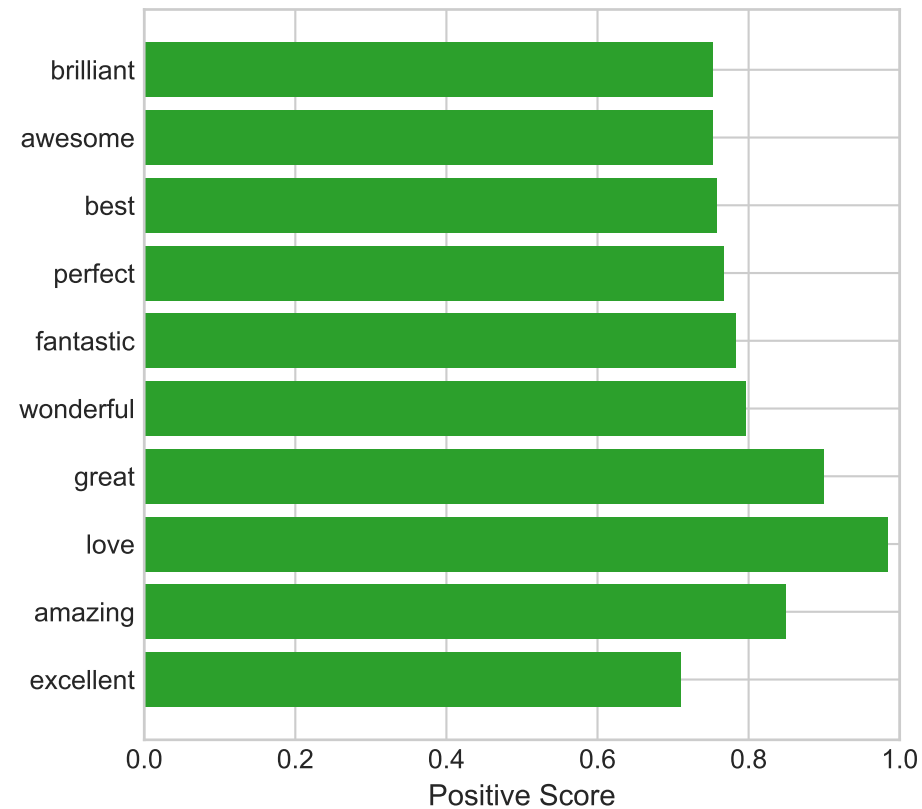Traditional Sentiment Analysis: Word Lists**