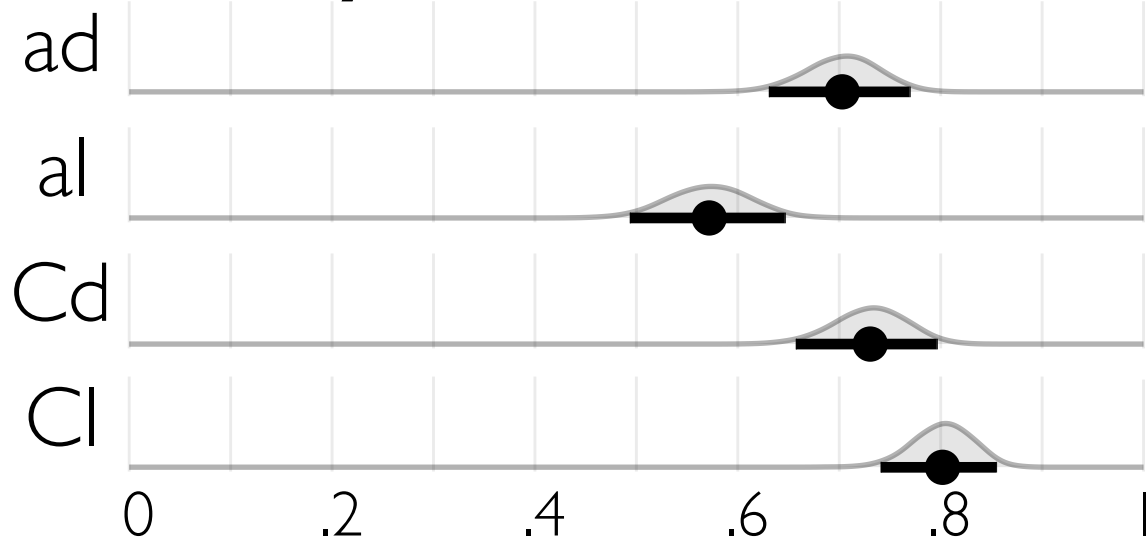
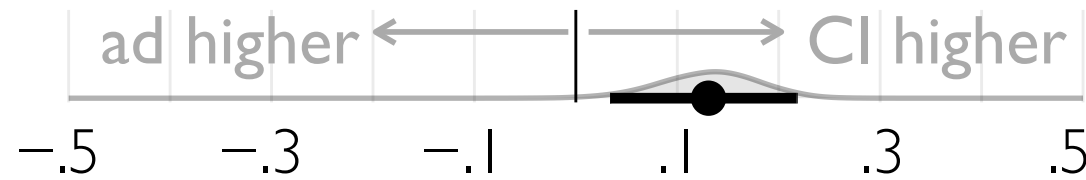


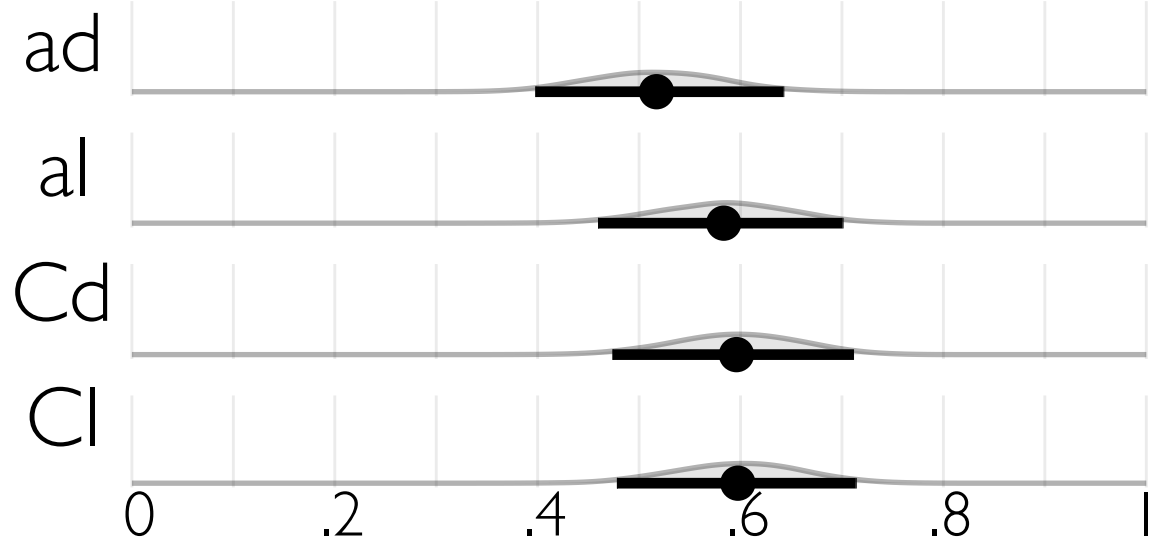
Suitability



RQ5: Difference between CI and ad



Persuasive intent



RQ6: Difference between CI and ad

