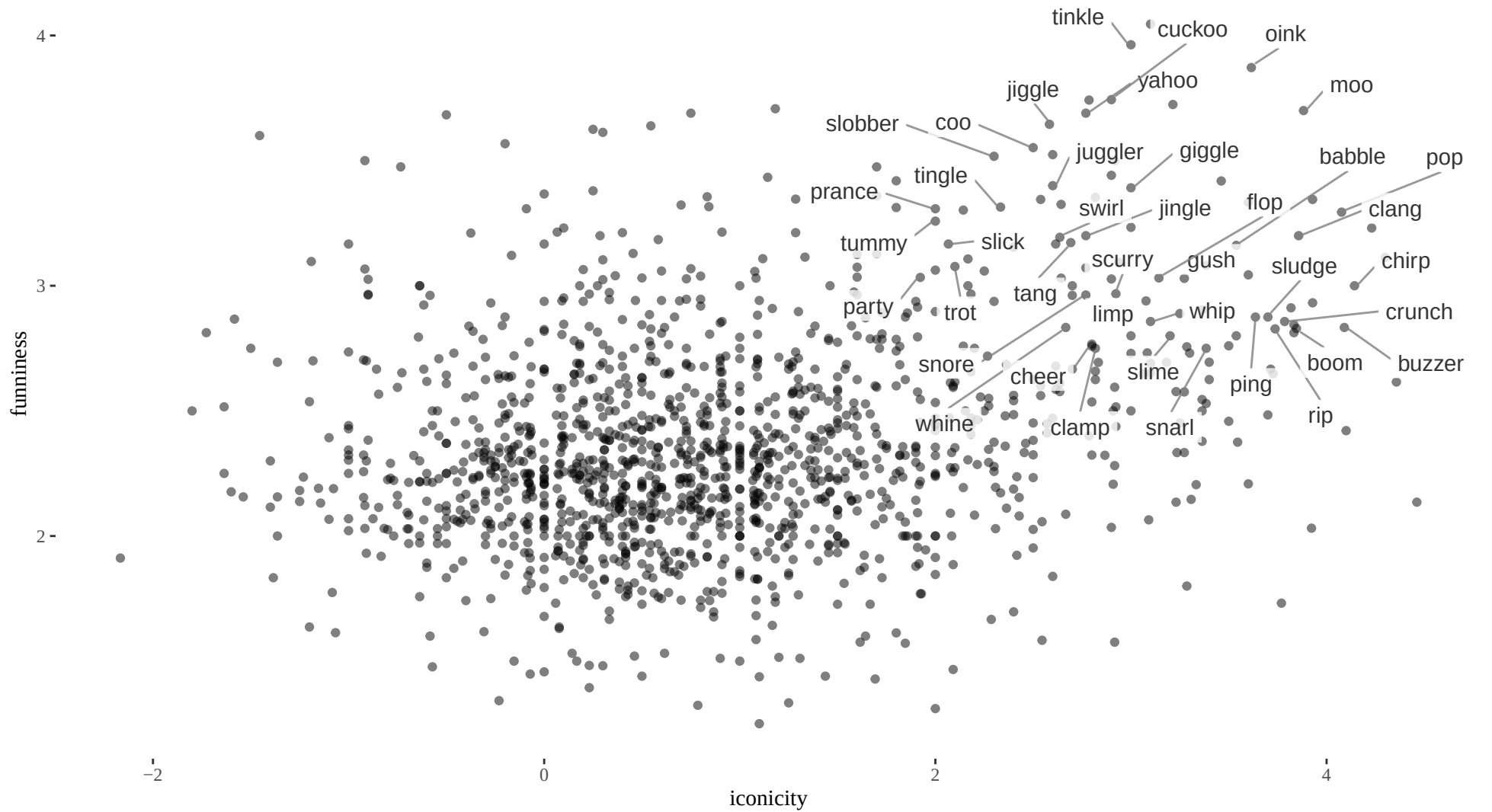Funniness and iconicity: highest rated words