МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ ІМЕНІ СЕМЕНА КУЗНЕЦЯ

ЗАТВЕРДЖЕНО

на засіданні кафедри міжнародних відносин і політичної філософії

Протокол № 1 від 02.09.2024 р.

погоджено

Проректор 3 навчально-методичної роботи

АШКАЛО

ФІЛОСОФІЯ

робоча програма навчальної дисципліни (РПНД)

Галузь знань

07 Управління та адміністрування

Спеціальність

075 Маркетинг

Освітній рівень

перший (бакалаврський)

Освітня програма

Маркетинг

Статус дисципліни

Мова викладання, навчання та оцінювання

обов'язкова

англійська

Розробники:

д.філос.н., проф.;

Олег КУЗЬ

к.філос.н., доц.

Mail

Ігор БІЛЕЦЬКИЙ

Завідувач кафедри

міжнародних відносин і

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Олег КУЗЬ

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APPROVED

at the meeting of the department of international relations and political philosophy
Protocol № 1 of 02.09.2024

AGREED

Vice-rector of edicational and methodical work

ina MEMASHKALO

PHILOSOPHY Program of the course

Field of knowledge

Speciality Study cycle

Study programme

07 Management and administration

075 Marketing

The first (bachelor)

Marketing

Course status

Language

mandatory

English

Developers:

Doctor in Philosophy

Professor

PhD (Philosophy), Associate

Professor

Oleh KUZ

Igor BILETSKY

Head of the department of international relations and

political philosophy

Head of Study Programme

Oleh KUZ

Olena NEBYLYTZA

Kharkiv 2024

INTRODUCTION

"Philosophy" is a compulsory course of the cycle of general training of students of specialty 075 Marketing of the first (bachelor) level.

The relevance of studying the course "Philosophy" is due to the need to master the basics of general spiritual culture, first of all, the culture of thinking, and the formation of a modern scientific worldview.

The object of the course is the most general characteristics and fundamental principles of being, the existence of culture and society.

The subject of the course is the relationship between man and the world, the specifics of human existence; essence, forms and structure of knowledge / cognition.

The purpose of the course is the formation and development of higher education students' personal qualities and the formation of general cultural competences in the form of a system of worldview knowledge about the existence of man, society, and nature.

The tasks of the course are:

- formation of a part of general competences based on the generalization of already acquired knowledge of the acquirers;
- familiarization with the specifics of the philosophical and worldview mastering of reality and the formation of a holistic scientific picture of the world on this basis:
- formation of critical thinking skills and their application to the analysis of society and its subsystems;
- training in the skills of independent search, processing and analysis of information;
- awareness of the values of civil society and the need for its sustainable development.

The learning outcomes and competencies formed by the course are defined in table 1.

Table 1

Learning outcomes and competencies formed by the course

Learning outcomes	Competencies
LO 15	GC 1
	GC 2
LO 18	GC 1
	GC 2
	GC 14

GC 1. The ability to realize one's rights and responsibilities as a member of society, to realize the values of a civil (free democratic) society and the need for its sustainable development, the rule of law, the rights and freedoms of a person and a citizen in Ukraine.

- GC 2. The ability to preserve and multiply moral, cultural, scientific values and achievements of society based on an understanding of the history and patterns of development of the subject area, its place in the general system of knowledge about nature and society and in the development of society, technology and technologies, to use various types and forms of motor activity for active recreation and leading a healthy lifestyle.
- GC 14. The ability to act socially responsibly and consciously.
- LO 15. To act socially responsible and socially conscious on the basis of ethical principles of marketing, respect for cultural diversity and values of civil society with respect for the rights and freedoms of the individual.
- LO 18. Demonstrate responsibility in relation to moral, cultural, scientific values and achievements of society in professional marketing activities.

COURSE CONTENT

Content module 1. Philosophy as universal knowledge. History of philosophy

Topic 1. Philosophy as a universal type of knowledge

1.1. The nature of philosophical knowledge. The main functions of philosophy.

Specificity of philosophical knowledge. Subject of philosophy. Basic functions and methods of philosophy.

1.2. Philosophy and worldview. Types of worldview.

Philosophy as a theoretical core of worldview knowledge. Outlook. Structure and functions of worldview. Types of worldview (mythological, religious, scientific, philosophical).

1.3. The structure of philosophical knowledge.

Socio-historical and spiritual conditions of the emergence and development of philosophy. Differentiation of philosophical knowledge. Main philosophical directions, schools, disciplines. History of philosophy – periodization and main features of dialogue of concepts at different stages of development of spiritual culture, civilization, society.

Topic 2. Ancient philosophy

2.1. Ancient Indian and ancient Chinese philosophy.

The importance of the philosophy of the Ancient East in relation to the development of world philosophy. Philosophy of ancient India. Philosophy of ancient China.

2.2. Ancient Greek natural philosophy.

The importance of ancient philosophy for Western European and world culture. Periodization of ancient philosophy. Natural philosophy. The problem of the first element.

2.3. Classical philosophy of Socrates, Plato, Aristotle.

Socrates and the sophists: appeal to man, search for absolute and relative knowledge. Plato's philosophical system. Aristotle's encyclopedic philosophical system.

2.4. Stoicism, Epicureanism, skepticism.

Hellenistic philosophy (Stoicism, Epicureanism, skepticism). Hellenistic philosophy and early Christianity.

Topic 3. Philosophy of the Middle Ages and the Renaissance

3.1. Formation and development of the philosophy of the Middle Ages.

General characteristics of medieval philosophy. The influence of Christianity on medieval philosophy. The relationship between faith and reason in medieval philosophy. Patristics (A. Aurelius) and scholastics (T. Aquinas). Realism and nominalism.

3.2. Anthropocentrism and humanism of Renaissance philosophy.

Peculiarities of Renaissance philosophy. The influence of the development of arts (painting, literature), mathematics, mechanics on the idea of the universe and the creative nature of man. Natural philosophy of M. Kuzanskyi, J. Bruno, G. Galileo.

3.3. Social philosophy of the Renaissance.

The image of the ruler in M. Machiavelli. The search for an ideal society (T. More, T. Campanella).

Topic 4. Philosophy of the New Age

4.1. The development of science and the philosophical picture of the world in the 16th - 17th centuries.

Modern philosophy: development of mathematics and natural sciences. Faith in reason and social progress.

4.2. Empiricism and rationalism.

Epistemology (subject and object of knowledge). Inductive and deductive methods of cognition. Empiricism (F. Bacon, D. Locke, D. Hume). "Ghosts of consciousness" by F. Bacon. Rationalism (R. Descartes, G. Leibniz, B. Spinoza). "Cogito ergo sum" and the doctrine of the method of R. Descartes. Monadology of H. Leibniz. Epistemological controversies in modern philosophy (D. Locke and G. Leibniz). Irrationalism of B. Pascal.

4.3. The main ideas of Enlightenment philosophy.

Social philosophy of the Enlightenment (man-citizen, theories of the emergence of the state, J. Locke's social contract, natural law, legal state, Montesquieu's concept of distribution of power, J.-J. Rousseau's government). The Enlightenment strives for freedom, equality and fraternity. French materialism, the concept of determinism.

Topic 5. German classical philosophy

5.1. General characteristics of German classical philosophy.

Rationalism of German classical philosophy. Background and main achievements of the German classical school.

5.2. Epistemological concept of I. Kant.

I. Kant's theory of cognition (a priori – knowledge prior to experience and a posteriori – knowledge based on experience; human cognitive abilities: reason, ability

to judge, reason). Ethical views of I. Kant (categorical imperative). Teachings of I. Fichte. F. Schelling's philosophy of identity.

5.3. Absolute idealism of H. V. F. Hegel.

Philosophical system of H. V. F. Hegel. An absolute idea. Panlogism. "Encyclopedia of Philosophical Sciences". "Science of logic". Subjective, objective and absolute spirit in "Philosophy of Spirit". Development of dialectics by H. V. F. Hegel.

5.4. Anthropological materialism of L. Feuerbach. The emergence of Marxism.

Materialism of L. Feuerbach. Criticism of religion. Ethical views. The influence of the ideas of German classics on the philosophy of Marxism. K. Marx's understanding of the development of society (socio-economic formations). The problem of human alienation. The meaning and stages of the development of the philosophy of Marxism. Neo-Marxism.

Topic 6. Modern world philosophy

6.1. Sociocultural conditions of the development of philosophy of the 20th - 21st centuries.

General characteristics of the development of modern philosophy. The influence of socio-cultural and spiritual conditions in society, the development of science and technology on modern philosophy. The main directions of modern philosophy.

6.2. Development of the positivist tradition in modern philosophy.

Positivism, neopositivism, postpositivism. Analytical philosophy (B. Russell, L. Wittgenstein). Logico-linguistic direction of analytical philosophy. Vienna circle (M. Shlik). Philosophy of science ("critical rationalism" by K. Popper, "research programs" of science by I. Lakatos, methodological relativism by P. Feyerabend, historical development of scientific knowledge by T. Kuhn). Pragmatism (Ch. Pierce).

6.3. Anthropological component of modern philosophy.

The influence of "philosophy of will", "philosophy of life" on the formation of the existential and anthropological component of modern philosophy. Existentialism (main trends and concepts). M. Heidegger, K. Jaspers, J.-P. Sartre, A. Camus. "Essence" and "existence" of man in existential philosophy. The philosophy of psychoanalysis: the doctrine of the unconscious in the human psyche (Z. Freud, K. Jung).

6.4. The situation of postmodernism in modern philosophy.

(basic concepts, the problem of understanding interpretation). H. Gadamer, P. Ricker. E. Husserl's phenomenology (phenomenological reduction, intentionality). Structuralism and poststructuralism. "The postmodern situation". The concept of the subject's death: M. Foucault, R. Barthes. "Deconstruction" by Jacques Derrida. The discursive world around us. "Simulacre" by Jean Baudrillard. Hypertext. Politicization of science and knowledge.

Topic 7. Traditions of domestic philosophical thought

7.1. Sources of development of national philosophy.

The place of domestic philosophy in world philosophy. Periodization of the history of domestic philosophy. Philosophy of Kyivan Rus. Philosophy in fraternal schools (Ostroh cultural and educational center). Activities of the Kyiv-Mohyla Academy (F. Prokopovych).

7.2. Cordocentrism as a paradigm of Ukrainian philosophy.

Philosophy of H. Skovoroda (two natures, three worlds). Philosophical ideas of P. Yurkevich. Cordocentrism in Ukrainian philosophy.

7.3. Features of the development of domestic philosophy of the 20th - 21st centuries.

Kyiv school of existential philosophy. General trends in the development of modern domestic philosophy in unity with the development of scientific knowledge (V. Vernadskyi and others). D. Chyzhevskyi is a historian of Ukrainian philosophy.

Content module 2. Theoretical and practical philosophy

Topic 8. Philosophy of being (metaphysics and ontology)

8.1. Basic ontological problems.

Metaphysics and ontology as concepts of being. Being as a philosophical category.

8.2. Historical and philosophical conceptualizations of being.

Philosophical concepts of being. Problems of being in a historical and philosophical outline. The main components of being. The ontological structure of the world according to modern science. Reasons for the existence of the world. Identification of spheres of existence in the history of philosophy and modern ontology. Basic ontological philosophical categories.

8.3. Space and time.

Space and time: their characteristics, substantive and relational concepts.

8.4. Philosophy of motion and causality.

Philosophical concept of movement. Causality in the philosophical understanding of the world.

Topic 9. Cognition as a subject of philosophical analysis (epistemology and epistemology)

9.1. The origin and nature of consciousness. The essence of mental.

Consciousness as spiritual life and the highest level of mental activity (basic philosophical concepts of the origin of consciousness). Basic properties and functions of consciousness. Consciousness and self-awareness.

9.2. Consciousness and thinking. Consciousness and language. Consciousness as a condition for reproduction of human culture.

Consciousness and thinking. The problem of the unconscious. Philosophy about the genesis of consciousness. Problems of consciousness in modern philosophy. The importance of the mind, work, social life, language in the formation

of consciousness. Historical and philosophical understanding of consciousness. Concepts of consciousness and its structure. Components and levels of consciousness.

9.3. Basic epistemological problems. The essence and structure of the cognitive process.

Cognition as a subject of philosophical analysis. Basic approaches, principles and concepts of modern epistemology. Agnosticism. The essence and structure of the cognitive process. General levels of knowledge of the surrounding world (sensory, rational, irrational). Sublevels of sensory cognition (feeling, perception, representation). Memory (verbal-acoustic and semantic memorization). Reproductive and creative imagination. Sublevels of rational cognition (concept, judgment, inference). Intellectual intuition.

9.4. Features, levels and methods of scientific knowledge.

Science and scientific knowledge. Basic provisions of modern epistemology. Specificity of scientific knowledge, worldview status of science. The structure of modern science. Classical and modern science. Empirical and theoretical levels of scientific knowledge. Experiment, simulation. Basic methods of scientific knowledge (analysis, synthesis, axiomatic, constructivist, hypothetical-deductive, pragmatic, descriptive, etc.).

9.5. Truth and its criteria.

The problem of truth and its criteria. Types of truth (absolute, relative, correspondence, coherent, conventional, pragmatic). Practice in the process of learning. Science as the basis of existence of modern (technogenic) civilization.

Topic 10. Philosophical anthropology

10.1. Historical and philosophical ideas about the nature and essence of man.

The specifics of the philosophical consideration of the human problem. Philosophy about the nature and essence of man. Basic philosophical definitions of man. German philosophical anthropology (M. Scheler, A. Helen, E. Kassirer, etc.).

10.2. Anthroposociogenesis.

The origin of man. Biological and social nature of man.

10.3. Individual, individuality, personality.

The problem of the meaning of human life. Solving the problem of life, death and immortality of man through philosophy. Philosophy of creativity.

Topic 11. Social philosophy

11.1. Definition of society, social relations and the structure of society.

Philosophical analysis of society. Society as a self-developing system. The specifics of social laws and social cognition. Main spheres of social life. Social relations and social structure of society. Social inequality. Social status.

11.2. Historical and philosophical concepts of society. The essence and criteria of social progress.

Basic philosophical concepts of understanding society. The role of needs and interests in the formation of social relations. The essence and criteria of social progress. Theoretical models of society. Needs and interests as an ontological level of social life.

11.3. Political and sociocultural foundations of the economy.

Economy in the system of social relations. Economy and politics. Economy and culture. Philosophical interpretation of economic theories. Money and finance in the space of the economy.

Topic 12: Philosophy of economics. Philosophy of management 12.1. Economics as a subject of study of philosophy.

Economics as a subject of philosophical analysis. Problem field, levels of conceptualization and status of the philosophy of economics. Economic determinism in understanding social relations.

12.2 Technological, scientific, financial and social foundations of economic life.

Social production. Labor. Property and its philosophical definition. Technologies. Science as the production of knowledge. Financial civilization. The phenomenon of money. Gift, exchange and money: historical and philosophical connotations.

12.3. Economic culture. Moral aspects of economic activity.

Cultural determinism in the interpretation of social relations: Max Weber, Georg Simmel. Morality, culture and economy. Religious factor of economic transformations.

12.4. Philosophy of money: subject, conceptualization, problems.

Philosophy of money: institutionalization, achievements, problems. Money and modern civilization. Financial capitalism.

12.5. Philosophy of management as a branch of philosophical knowledge.

Management as a philosophical category. The problem of social order: Hobbes, M. Weber, W. Zombart, K. Marx. Paradigms of social order: faith, coercion, rational egoism, etc. Management and socio-political technologies. Chaos and order. Democracy and management of complex systems.

The list of practical (seminar) studies in the course is given in table 2.

Table 2

The list of practical (seminar) studies

Name of the topic and/or	Content
task	
Topic 1 Task 1	Describe the nature of philosophical knowledge. Define the subject of
	philosophy
Task 2	Distinguish historical types of worldview
Task 3	What is the "structure of philosophical knowledge"?
Topic 2 Task 1	What is the difference between the philosophy of the Ancient East and
	ancient Greek philosophy?
Task 2	Prove or disprove that Western civilization is inspired by the genius of
	Socrates, Plato and Aristotle

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The list of self-studies in the course is given in table 3.

Table 3

List of self-studies

Name of the topic and/or task	Content		
Topic 1-12	Study of lecture / theoretical material. Search, selection and		
	review of literary sources on a given topic		
Topic 1-12	Preparation for seminar classes (participation in discussions,		
	polemics, debates)		
Topic 1-12	Preparation of analytical reports (presentations)		
Essay preparation and	Creation of an essay text on the proposed topics and its		
presentation	presentation in the form of a public speech		
Topic 1-12	Preparation for an express survey on previous topics		
Topic 1-12	Preparation for the final written test		

The number of hours of lectures, practical (seminar) studies and hours of self-

study is given in the technological card of the course.

TEACHING METHODS

In order to acquire the specified learning program results and to activate the educational process of teaching the course, the use of such methods as:

Verbal (academic lectures (topics 1–3; 5; 8; 10; 11), problem lecture (topics 4; 6; 9), lecture-dialogue (topic 7), provocation lecture (topic 12)).

In person (demonstration (topics 1 - 12)).

Practical (practical work (topics 1–12), essay presentation (topics 8–12), discourse analysis (topic 12)).

FORMS AND METHODS OF ASSESSMENT

The university uses a 100-point accumulative system for evaluating the learning outcomes of higher education applicants.

Current control is carried out during lectures, practical and seminar classes and is aimed at checking the level of preparedness of the student of higher education to perform a specific job and is evaluated by the sum of points scored:

– for disciplines with the form of semester control exam:

the maximum amount is 60 points; the minimum amount that allows a student of higher education to pass an exam is 35 points;

The final control includes the semester control and certification of the student of higher education.

Semester control is conducted in the form of a semester exam. The semester exam is taken during the exam session.

During the teaching of the course "Philosophy" (form of semester control - exam), current and semester control are used:

Current control:

- presentation of analytical reports (16 points);
- written test (12 points);
- essay (12 points);
- express survey (20 points).

Semester control: exam (40 points).

More detailed information on the assessment system is provided in technological card of the course.

An example of an exam card and assessment criteria

Simon Kuznets Kharkiv national university of economics
First (bachelor) level of higher education
Specialty 075 Marketing
Study programme "Marketing"
The course "Philosophy"

Examination ticket N 1

Task 1 (stereotypical, 6 points)

Fill in the table in which the correspondence between classical philosophical works and their authors would be established - works: "Sum of Theology", "Phenomenology of the Spirit", "Logic-Philosophical Treatise", "Metaphysics", "Leviathan", "Thus Spoke Zarathustra"; authors: Aristotle, F. Nietzsche, T. Hobbes, L. Wittgenstein, H.-V.-F. Hegel, T. Aquinas.

works	the authors

Task 2 (stereotypical, 5 points)

Which of these philosophers does NOT belong to the positivist trend in philosophy:

L. Wittgenstein, H.-V.-F. Hegel, O. Comte, E. Mach, F. Nietzsche, J.-P. Sartre, G. Spencer, B. Spinoza, M. Schlick, A. Bergson.

Task 3 (stereotypical, 5 points)

Name the thinkers whose philosophy was based on the following key concepts: "will"; "existence"; "scientific paradigm"; "tabula rasa"; "archetype"; "man is the measure of all things."

Task 4 (diagnostic), 12 points

Cordocentrism as a paradigm of Ukrainian philosophy: main ideas and representatives.

Task 5 (heuristic), 12 points

Consider the ethical teachings of I. Kant. What do you agree with and what do you disagree with?

APPROVED at the meeting of the department of international relations, political sciences and practical philosophy. Protocol N_{\odot} 6 of 12.01.2024

Examiner Igor BILETSKY

Head of the department of international relations and

political philosophy Oleh KUZ

Assessment criteria

Each exam ticket consists of 5 tasks (tasks 1-3 – stereotype level; task 4 – diagnostic and task 5 – heuristic levels).

According to the competency approach, exam tickets have three levels:

- 1) stereotypical (memorizing and reproducing knowledge);
- 2) diagnostic (practical application of knowledge);
- 3) heuristic (creation of new knowledge).

Each level of tasks is scored separately, and the total score is calculated as the sum of the scores for each task. Quantitative indicator (point) is set depending on the degree of performance of the task. The maximum score for the exam is 40.

Tasks 1–3 of the stereotype level are presented in the form of various test tasks for the reproduction of acquired knowledge and contain 32 evaluation points, each correct answer - 0.5 points; the maximum number of points is 16.

Task 4 of the diagnostic level is an open question that requires demonstration of skills in the application of acquired knowledge. The maximum number of points is 12.

Task 5 of the heuristic level is an open problem question that requires a systematized, rationally based, reasoned answer and aims to demonstrate skills in creating new knowledge. The maximum number of points is 12.

Evaluation system of diagnostic and heuristic tasks

Degree of execution	Mark
The answer is reasoned, reveals the depth and originality of thinking.	12
Contains learned theoretical / practical material in full	4.4
The answer is reasoned, reveals the depth and originality of thinking.	11
Minor mistakes were made when working with theoretical / practical material	
The answer is generally well-argued, reproduces independent thinking, but	10
lacks systematization. Minor mistakes were made when working with	
theoretical / practical material	
The answer is generally correct, but there is a lack of reasoned conclusions,	9
certain mistakes were made when defining categories, semantic	
connections, etc.	
The answer shows the student's awareness of the problem of the question,	8
but there is a lack of reasoned conclusions, certain mistakes were made	
when defining categories, semantic connections, etc.	
The answer reveals the student's awareness of the problem of the question,	7
but there is a lack of reasoned conclusions; certain difficulties were found	
when operating theoretical / practical material	
There is only a partial coverage of the content of the question; certain	6
difficulties were found when operating theoretical / practical material	
When answering questions, significant mistakes were made that affect the	5
content; independence of thinking is revealed only partially	
The answer reveals only the student's general familiarization with the	4
problem of the question; independent thinking and conclusions are absent	
The answer reveals the student's practical lack of independent thinking; the	3
ability to make generalizations and theoretical / practical conclusions is	
absent; knowledge application skills are absent	
The answer does not reveal independent thinking; the ability to make	2
generalizations and theoretical / practical conclusions is absent; stereotyped	
knowledge is not reproduced	
The actual answer does not intersect with the content of the question	1

RECOMMENDED LITERATURE

Main

- 1. Філософія: навчальний посібник / О. М. Кузь, В. Ф. Чешко, І. В. Жеребятнікова [та ін.]; Харківський національний економічний університет ім. С. Кузнеця. Харків: ХНЕУ ім. С. Кузнеця, 2018. 271 с. URL: http://repository.hneu.edu.ua/handle/123456789/23349
- 2. Philosophy of Science [Electronic resource]: textbook / O. Kuz, V. Cheshko, I. Biletsky, P. Otenko; Simon Kuznets Kharkiv national university of economics. Kharkiv: S. Kuznets KhNUE, 2024. 162 р. Режим доступу: http://repository.hneu.edu.ua/handle/123456789/33109
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Additional

- 4. Гураленко Н. А. Філософія права (Структура філософії права): навч.-метод. посіб. / Гураленко Наталія; Чернівец. нац. ун-т ім. Юрія Федьковича. Чернівці: Букрек, 2021. 196 с.
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- 7. Козюбра М. І. Практична філософія права: монографія. Київ: Дух і Літера, 2024. 495 с.
- 8. Коннова Н. О., Кузь О. М., Чешко В. Ф. Трансбіополітичний хронотоп технологічної цивілізації: біо- і геополітичні конотації міжнародних відносин. *Epistemological studies in Philosophy, Social and Political Sciences*. Дніпро, 2022. Том 5. № 2. С. 142–150. DOI: https://doi.org/10.15421/342229
- 9. Коннова Н. О., Кузь О. М., Чешко В. Ф. Механізм трансбіополітичного переходу у геополітиці. *Філософія та політологія в контексті сучасної культури*. Дніпро, 2022. Т. 14. № 2. С. 119–129. DOI: https://doi.org/10.15421/352230
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- *Sciences.* Дніпро, 2021. Том 4. № 1. С. 84–94. DOI: https://doi.org/10.15421/342110
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