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Types of communication and its role in forming concept the Palestinian Telecommunication Co.

Abstract

This study aimed to identify the reality of communication patterns and its role in shaping the organizational culture of the Palestinian Telecommunication Company, and the importance of effective communication in the shaping of the company's culture and values and the level of adaptation of effective communication in the service culture within the company and its reflection on improving performance and production, as patterns of communication exploited within the company and their styles has been identified, the most important obstacles facing the process of communication, and the study also identified the company's prevailing culture.

The population of the study includes the employees (541 staff) of the Palestinian Telecommunication company in the branches of Nablus and Ramallah. A stratified random sample was used in the distribution of questionnaires, which included managers, assistant managers, heads of departments, and the staff.

A questionnaire was distributed to all 270 members of the sample, 253 were collected, and only 3 questionnaires were excluded due to lack of validity, and thus the actual sample size was 250 subjects.

The researcher chose the Questionnaire as a tool for data collection, and it was presented to a group of arbitrators to examine the sincerity, as well as the tool was examined by calculating the **Kronbach's Alfa coefficient**. Data was analyzed and the extraction results using the Statistical Program of Social Sciences, SPSS, Represented by mathematical statistical methods such as standard deviations, percentages, and testing hypotheses such as (ONE WAY Analysis of Variance), T-test, and Pearson correlation coefficient. A set of questions and hypotheses has been developed to address the problem of the study

The results showed that the Palestinian Telecommunications Company is using all modes of communication through its different tasks including: the electronic communication, written communication, oral communication, and informal communication. The results of the study showed the communication aspects and its constraints, and characteristics of the organizational culture of the Palestinian Telecommunications Company, and the importance of communication role in the formation of the organizational culture of the Palestinian Telecommunications Company.

In addition to that, the results showed a significant relationship at the level of statistical significance ($\alpha \leq 0.05$) between the modes of communication and their role in shaping the organizational culture of the Palestinian Telecommunications Company. Also the results showed no significant differences at the level of significance ($\alpha \leq 0.05$) in the views of respondents with regard to patterns of communication and its role in shaping the organizational culture of the Palestinian Telecommunications Company attributable to the following variables: gender, age, educational qualification, the administrative level, and place of residence.

According to this study, a set of recommendations were made that aims at using communication toward the goals of the company in line with its organizational culture, and most important: the need for attention and focus on the quality of good and meaningful communication, because communication is a large proportion of the life of the company and it takes the most time of the managers and workers in the company, as well as the study concluded the importance of establishing a special center committed to communication principles and its general objectives.

And the need to deepen the concept of organizational culture among workers in the company, to achieve harmony between the company's culture and the culture and values of individuals working there, through the development of skills of individuals involved and their involvement in decision-making and sharing their ideas and make them feel that they are involved and playing a critical role in helping the company achieves its mission.

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(2006).

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-76

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($\alpha \leq 0.05$)

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(sender) " :
(receiver) (message) (transmission)

back).(feed .()

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(2004)

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.1.2.2

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(Sender) •

(2004)

(Encoding)

.(2002)

" (2004)

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.(2004)

(Message) •

(2002)

.(2004)

(Channel) •

.(2004)

Decoding •

(2004) .(2002) .

(Receiver) •

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(Feed` Back) •

.(2002)

: **.2.2.2**

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(2006) •

(2005). •

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: **.3.2.2**

: (2006)

:(Clarity) •

:(Completeness) •

:(Conciseness) •

:(Coherency) •

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: **.4.2.2**

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(2002)

(Communication Downward)

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Upward)

(2004)

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(Communication

horizontal) (2006) : •
(communication channel

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(Diagonal Communication) (2006) : •

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: (methods of communication)

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(Distortion)

.(http//ar.wikipedia.org) .

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.6.2.2

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(Perceptual Barriers) : •
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(Semantic Barriers) : •

(Gargon)

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(2005) (...
(2006) : •

(Frame of Reference) ○

(Selective Perception) ○

(Status difference) ○

(Source credibility) ○

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(Social Group)

Jones (2001)

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(2004) Anthony and Govindarajan

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(2005)

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(Organizational Culture)

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(2007)

(History:)

(2000)

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: **.4.3.2**

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Robbins and Judge (2007)

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(Sub-Culture)

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:(1998)

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:(2000)

.3.1.4.2

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.4.1.4.2

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:(2005)

.5.1.4.2

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(3.25)

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:(2007)

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.7.1.4.2

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.8.1.4.2

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 %46 250

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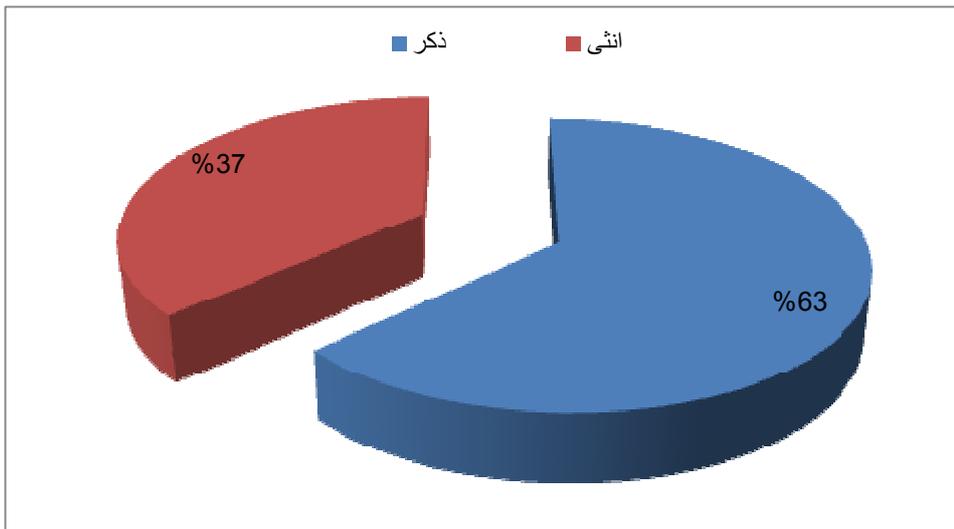
%			
%18	96		.1
%15	79	()	.2
%4	23		.3
%63	343		.4
%100	541	:	

: **1.3.3**

63.2

(1.3)

36.8



1.3

%39.2

(2.3)

35-25

% 37.6

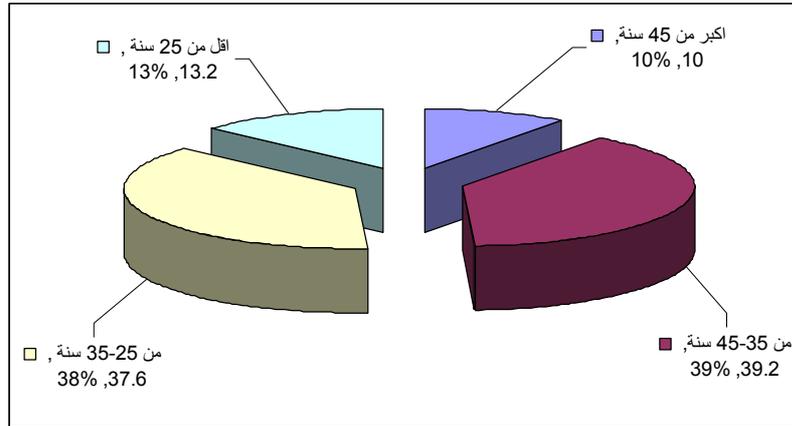
54-35

45

%10.0

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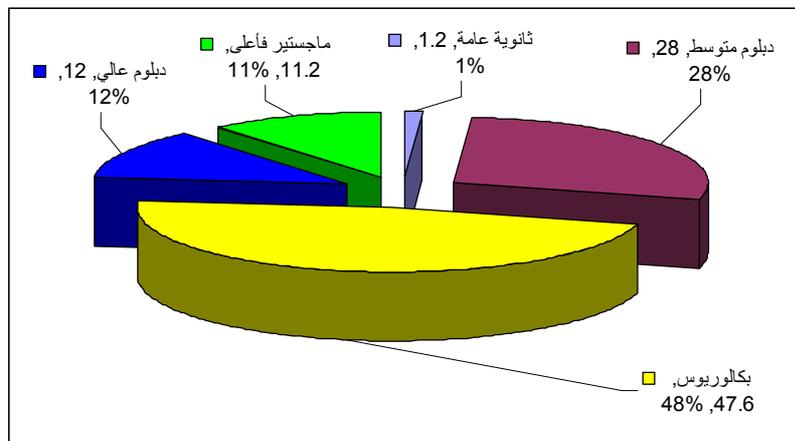
(3.3)

%12.0

%28.0

%1.2

%11.2



3.3

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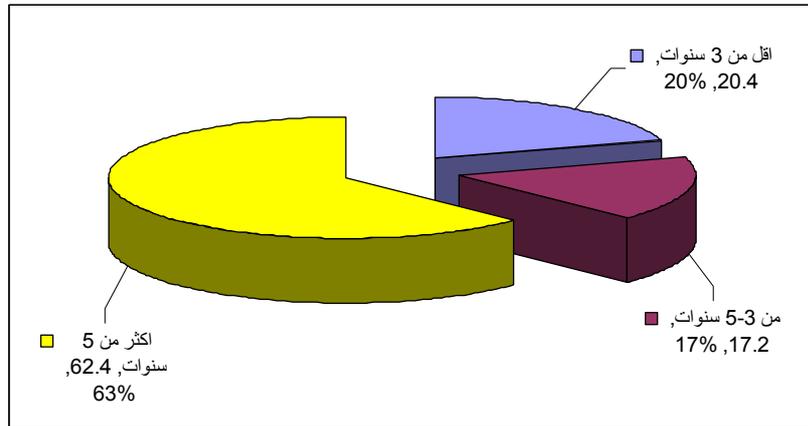
(4.3)

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5-3



4.3

(5.3)

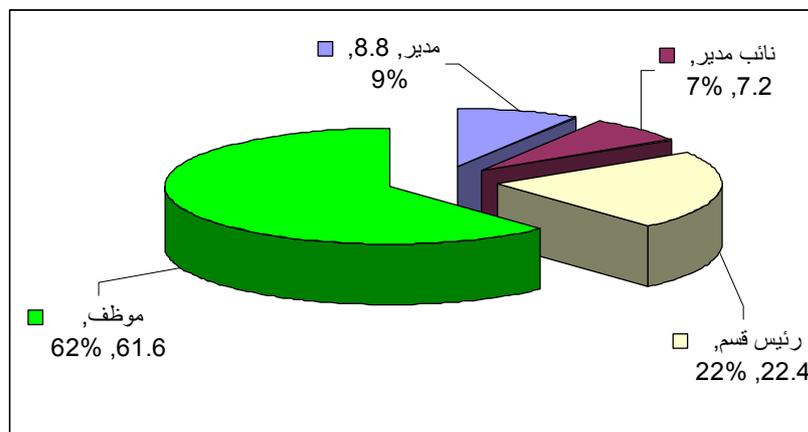
%22.2

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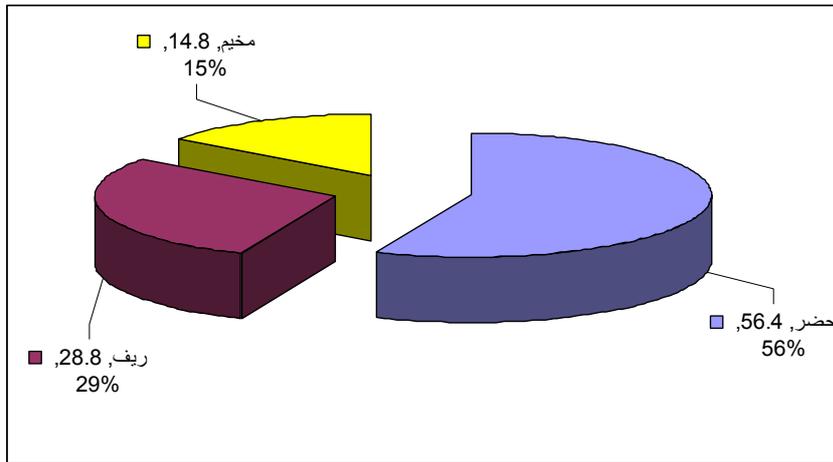
5.3

%56.4

(6.3)

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%14.8



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18	:	5.2
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23	:	7.2

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	3.4 -2.61
	4.2 -3.41
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.1.1.2.4

(4.84)

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96.8	0.43	4.84	E-Mail	.1
90.1	0.74	4.50) (.	.2
83.7	0.88	4.18	Video Conference	.3
89.2	0.75	4.46	(..)	.4
89.0	0.80	4.45		.5
88.6	0.78	4.43		.6
86.4	0.93	4.32		.7
83.7	0.69	4.18		.8
88.8	0.65	4.44		

.2.1.2.4

73.8% 3.69
 3.65 %73.0
 %70.4 3.52
 3.58 71.6% 3.50 %70
 .(6.4)
 :6.4

73.8	0.93	3.69)	1
73.6	0.87	3.68	.	2
73.0	0.96	3.65)	3
70.4	0.94	3.52	.	4
70.0	1.09	3.50	.	5
71.6	0.89	3.58		

.3.1.2.4

3.76 %75.3

(4.04) %80.9

.3.80 %76.1

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3.83 •
 .%76.6 •
 .3.82 %76.3 •
 .3.62 %72.4 •
 %70.7 () •
 . 3.54
 :7.4

80.9	0.70	4.04		1
76.6	0.89	3.83	()	2
76.3	0.96	3.82) (3
76.1	0.89	3.80) (...	4
72.4	0.97	3.62	()	5
70.7	0.95	3.54	()	6
69.5	1.06	3.48	()	7
68.2	1.15	3.41	.	8
75.3	0.81	3.76		

.4.1.2.4

.66.3% 3.32

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 .70.9% 3.54 •

68.2% 3.41 •

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3.29 •

.65.8%

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:8.4

70.9	0.98	3.54		1
68.2	0.93	3.41		2
66.9	0.93	3.34		3
65.8	0.86	3.29		4
64.6	1.02	3.23		5
66.3	0.85	3.32		

: .1.2.4

: 9.4

%			
88.8	0.65	4.44	
71.6	0.89	3.58	
72.6	0.81	3.76	
66.3	0.85	3.32	

9.4

: .2.2.4

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.4.28

85.6%

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4.28

.83.7%

4.18

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-
-
-

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	.83.6%	4.18		•	
		.83.1%	4.16	•	
			.83.2%	4.16	•
		.82.6 %	4.13	•	
			.81.2%	4.06	•
.4.06%				.81.1%	•
		.78.9%	3.94	•	
		.78.4%	3.92	•	
			.78.2%	3.91	•
77.9				3.90.%	•
	.77.8%	3.89		•	
			.74.6%	3.73	•
		.74.5 %	3.72	•	
			72.5	.3.62	•
	.72.2	3.61		•	

: 10.4

85.6	0.67	4.28		
85.7	0.68	4.28		
83.7	0.75	4.18		
83.6	0.73	4.18		.4
83.1	0.75	4.16		.5
83.2	0.76	4.16		.6
82.6	0.77	4.13		.7
81.2	0.77	4.06		.8
81.1	0.86	4.06		.9
78.9	0.68	3.94		.10
78.4	0.63	3.92		.11
78.2	0.71	3.91	/	.12
77.9	0.65	3.90		.13
77.8	0.92	3.89		.14
74.6	0.87	3.73		.15
74.5	0.90	3.72		.16
72.5	0.95	3.62		.17
72.2	0.96	3.61		.18
80.6	0.69	4.03		

: **.3.2.4**

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3.60	71.9			•
3.5	71.0			•
3.53	70.6			•
3.50	70.0			•
69.0				•
			3.45	
	3.40	67.9		•
3.38		67.7		•
				•
			3.37	67.4
				•
67.0			3.35	67.0
				•
				3.35
3.34		66.7		•
				•
3.31		66.2		•
				•
	3.29		65.8	•

65.0 •

64.6 •

3.19 63.8 •

63.1 •

63.1 •

3.15 63.0 •

3.06 61.1 •

3.25 •

3.23 •

3.16 •

3.16 •

: -11.4

71.9	1.22	3.60		1
71.0	1.09	3.55		2
70.6	1.33	3.53		3
70.0	1.18	3.50		4
69.0	1.15	3.45		5
67.9	1.10	3.40		6
67.7	1.30	3.38		7
67.4	1.28	3.37		8
67.0	1.20	3.35		9
67.0	1.41	3.35		10

: -11.4

66.7	1.28	3.34		11
66.2	1.18	3.31		12
65.8	1.22	3.29		13
65.0	1.30	3.25		14
64.6	1.27	3.23		15
63.8	1.31	3.19		16
63.1	1.28	3.16		17
63.1	1.28	3.16		18
63.0	1.26	3.15		19
61.1	1.17	3.06		20
69.0	1.23	3.45		

12.4

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:

83.6%

4.18

•

81.0%

4.05

•

77.6%

3.88

•

76.8%

3.84

•

76.2%		3.81	
	3.80	76.1%	
			3.80
		75.9%	
		3.78	75.6%
74.9%			3.74
	74.4%		
			3.72
74.2 %			3.71
			3.70
74.1%			
			3.68
73.7%			
	73.5%		3.68
		3.65	73.0%
		3.65	73.0%
72.9 %			
			3.64
71.0%			
			3.55

70.7% •

3.54

70.2 % •

3.51

•

3.44

68.9% •

3.44

65.8 % •

3.29

64.6 % •

3.23

(2007)

: -12.4

83.6	0.69	4.18		1
81.0	0.70	4.05	.	2
77.6	0.79	3.88	.	3
76.8	1.09	3.84	.	4
76.2	0.83	3.81	.	5
76.1	0.83	3.80	.	6
75.9	0.96	3.80	.	7
75.6	0.74	3.78	.	8

: -12.4

74.9	0.80	3.74	.	9
74.4	0.88	3.72	.	10
74.2	0.87	3.71	.	11
74.1	0.95	3.70	.	12
73.7	0.86	3.68	.	13
73.5	0.94	3.68	.	14
73.0	1.02	3.65	.	15
73.0	0.89	3.65	.	16
72.9	0.96	3.64	.	17
71.0	0.91	3.55	.	18
70.7	0.98	3.54	.	19
70.2	1.01	3.51	.	20
68.7	1.04	3.44	.	21
68.9	1.05	3.44	.	22
65.8	1.19	3.29	.	23
64.6	1.06	3.23	.	24
75.7	0.78	3.78		

: **.5.2.4**

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: **.1.5.2.4**

($\alpha \leq 0.05$) :
(13.4)

Correlations : 13.4

0.287(**)	1		
0.000	0		
250	250		
1	0.287(**)		
0	0.000		
250	250		

($\alpha \leq 0.05$) :*

(Correlations) 13.4

0.05

($\alpha \leq 0.05$)

($\alpha \leq 0.05$)

0.287

($\alpha \leq 0.05$)

(Correlations) 14.4

0.05

($\alpha \leq 0.05$)

($\alpha \leq 0.05$)

(Correlations) : 14.4

0.304(**)	1		
0.000	0		
250	250		
1	0.304 (**)		
0	0.000		
250	250		

($\alpha \leq 0.05$) *

0.304

($\alpha \leq 0.05$)

(Correlations) : 15.4

0.370 (**)	1		
0.000	0		
250	250		
1	0.370 (**)		
0	0.000		
250	250		

($\alpha \leq 0.05$) *

(Correlations)

15.4

0.05

($\alpha \leq 0.05$).

($\alpha \leq 0.05$)

0.370

0.000

($\alpha \leq 0.05$)

($\alpha \leq 0.05$)

(Correlations)

: 16.4

0.202 (**)	1		
0.000	0		
250	250		
1	0.202 (**)		
0	0.000		
250	250		

($\alpha \leq 0.05$)

*

(Correlations)

16.4

0.05

($\alpha \leq 0.05$)

($\alpha \leq 0.05$)

0.202

0.000

($\alpha \leq 0.05$)

($\alpha \leq 0.05$)

(Correlations)

: 17.4

0.505(**)	1		
0.000	0		
250	250		
1	0.505 (**)		
0	0.000		
250	250		

($\alpha \leq 0.05$)

*

Correlations

17.4

0.05

$\alpha \leq 0.05$

$\alpha \leq 0.05$

0.505
 0.000
 $\alpha \leq 0.05$

($\alpha \leq 0.05$)

•

(Correlations) : 18.4

0.244 (**)	1		
0.000	0		
250	250		
1	0.244 (**)		
0	0.000		
250	250		

($\alpha \leq 0.05$)

*

(Correlations)

18.4

0.05

($\alpha \leq 0.05$)

($\alpha \leq 0.05$)

0.244
 0.000

($\alpha \leq 0.05$)

: **.2.5.2.4**

($\alpha \leq 0.05$)

Independent)

: 19.4

(Samples Test

0.266	248	1.115	0.64	4.47	158		
			0.66	4.38	92		
*0.000	248	-	0.93	3.39	158		
		4.540	0.71	3.90	92		
*0.027	248	-	0.70	3.68	158		
		2.226	0.97	3.91	92		
0.635	248	0.476	0.83	3.34	158		
			0.87	3.28	92		

($\alpha \leq 0.05$)

*

0.005

sig

t-Tets

($\alpha \leq 0.05$)

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($\alpha \leq 0.05$)

(

($\alpha \leq 0.05$)

: 20.4

*.006	4.190	1.679	3	5.036		
		.401	246	98.564		
			249	103.600		
*.000	16.835	11.179	3	33.538		
		.664	246	163.362		
			249	196.900		
*.010	3.826	2.453	3	7.358		
		.641	246	157.718		
			249	165.076		
*.042	2.777	1.944	3	5.833		
		.700	246	172.203		
			249	178.036		

($\alpha \leq 0.05$)

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0.05 sig

($\alpha \leq 0.05$)

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*0.000	7.056	2.676	4	10.702		
		0.379	245	92.898		
			249	103.600		
*0.008	3.525	2.679	4	10.716		
		0.760	245	186.184		
			249	196.900		
*0.000	8.492	5.025	4	20.100		
		0.592	245	144.976		
			249	165.076		
0.114	1.886	1.329	4	5.318		
		0.705	245	172.718		
			249	178.036		

($a \leq 0.05$)

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0.05 sig

($a \leq 0.05$)

($\alpha \leq 0.05$)

0.005 sig

(22.4)

) (a≤0.05)
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*0.000	8.464	3.322	2	6.645		
		0.393	247	96.955		
			249	103.600		
*0.043	3.175	2.468	2	4.936		
		0.777	247	191.964		
			249	196.900		
*0.020	3.985	2.580	2	5.160		
		0.647	247	159.916		
			249	165.076		
0.583	0.541	0.388	2	0.776		
		0.718	247	177.260		
			249	178.036		

(a≤0.05) *

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(a≤0.05)

($\alpha \leq 0.05$)

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*0.000	6.972	2.706	3	8.118		
		0.388	246	95.482		
			249	103.600		
*0.000	19.690	12.709	3	38.126		
		0.645	246	158.774		
			249	196.900		
*0.000	11.971	7.010	3	21.029		
		0.586	246	144.047		
			249	165.076		
*0.000	15.144	9.252	3	27.755		
		0.611	246	150.281		
			249	178.036		

($\alpha \leq 0.05$)

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($\alpha \leq 0.05$)

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(24.4)

($\alpha \leq 0.05$)

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0.135	2.015	0.832	2	1.663		
		0.413	247	101.937		
			249	103.600		
0.085	2.487	1.944	2	3.887		
		0.781	247	193.013		
			249	196.900		
0.344	1.071	0.710	2	1.419		
		0.663	247	163.657		
			249	165.076		
0.169	1.793	1.274	2	2.547		
		0.710	247	175.4		
			249	178.036		

($\alpha \leq 0.05$)

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- &sbahour@palnet.com ijoudeh@solutionsdev.ps
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73	2.3
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29	1.3
30	2.3
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29		1.3
	
33	2.3
34	3.3
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39		6.4
	
40		7.4
	
41		8.4
	
42	9.4
44	10.4
46	11.4
49	12.4
51		Correlations 13.4
	
52		Correlations 14.4
	
52		Correlations 15.4
	
53		Correlations 16.4
	

54	Correlations	17.4
55	(Correlations)	18.4
56	(Independent Samples Test)	19.4
57		20.4
58		21.4
59		22.4
60		23.4
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4	7.1
5	8.1
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6	2.2
8	1.2.2
9	2.2.2
9	3.2.2

10	4.2.2
11	5.2.2
12	6.2.2
14	3.2
14	1.3.2
16	2.3.2
17	3.3.2
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18	5.3.2
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28	:
28	1.3
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28	3.3
29	1.3.3
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36	2.4

36	1.2.4
42	2.2.4
45	3.2.4
47	4.2.4
50	5.2.4
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62	1.1.5
64	2.1.5
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