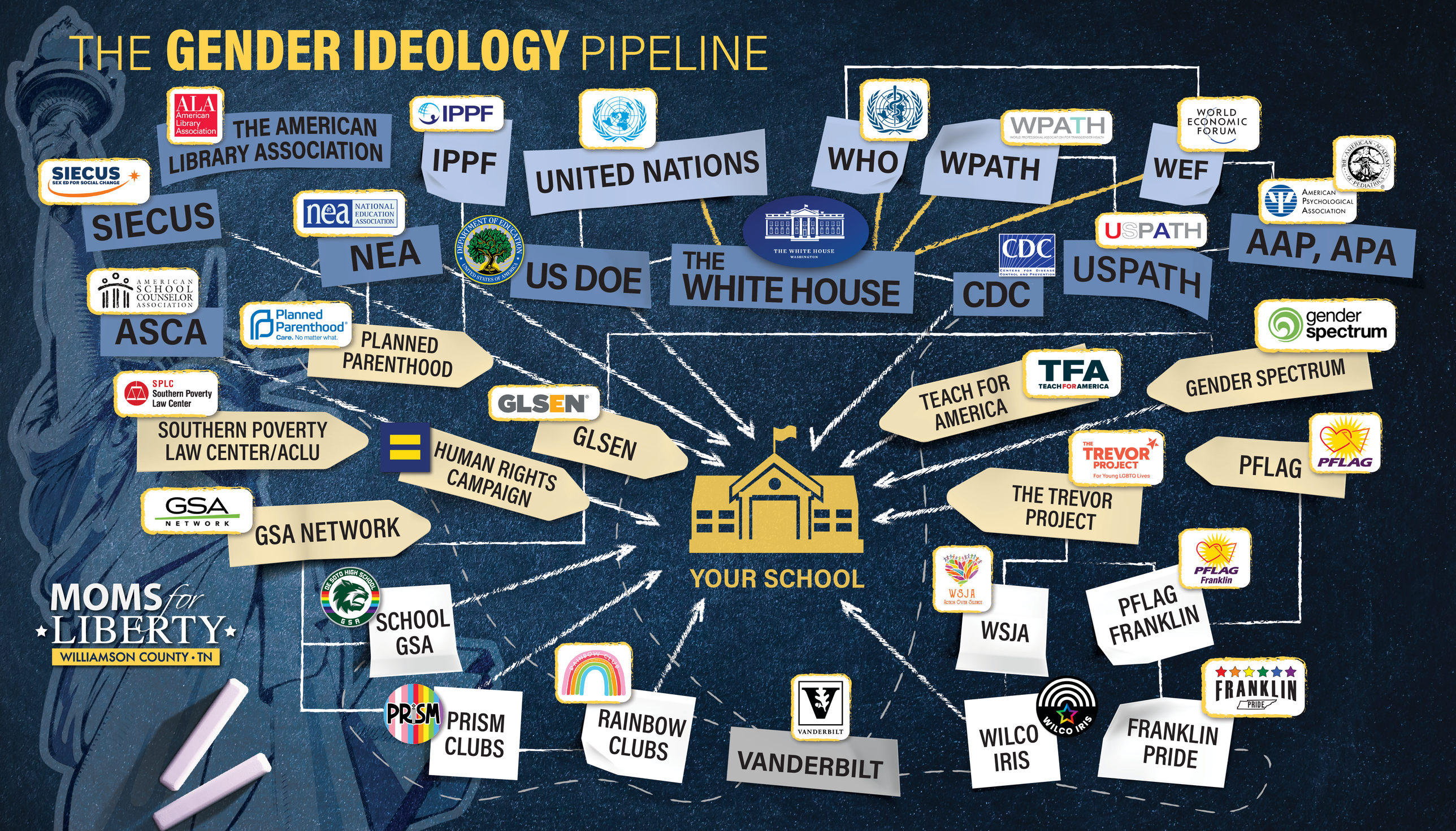THE GENDER IDEOLOGY PIPELINE