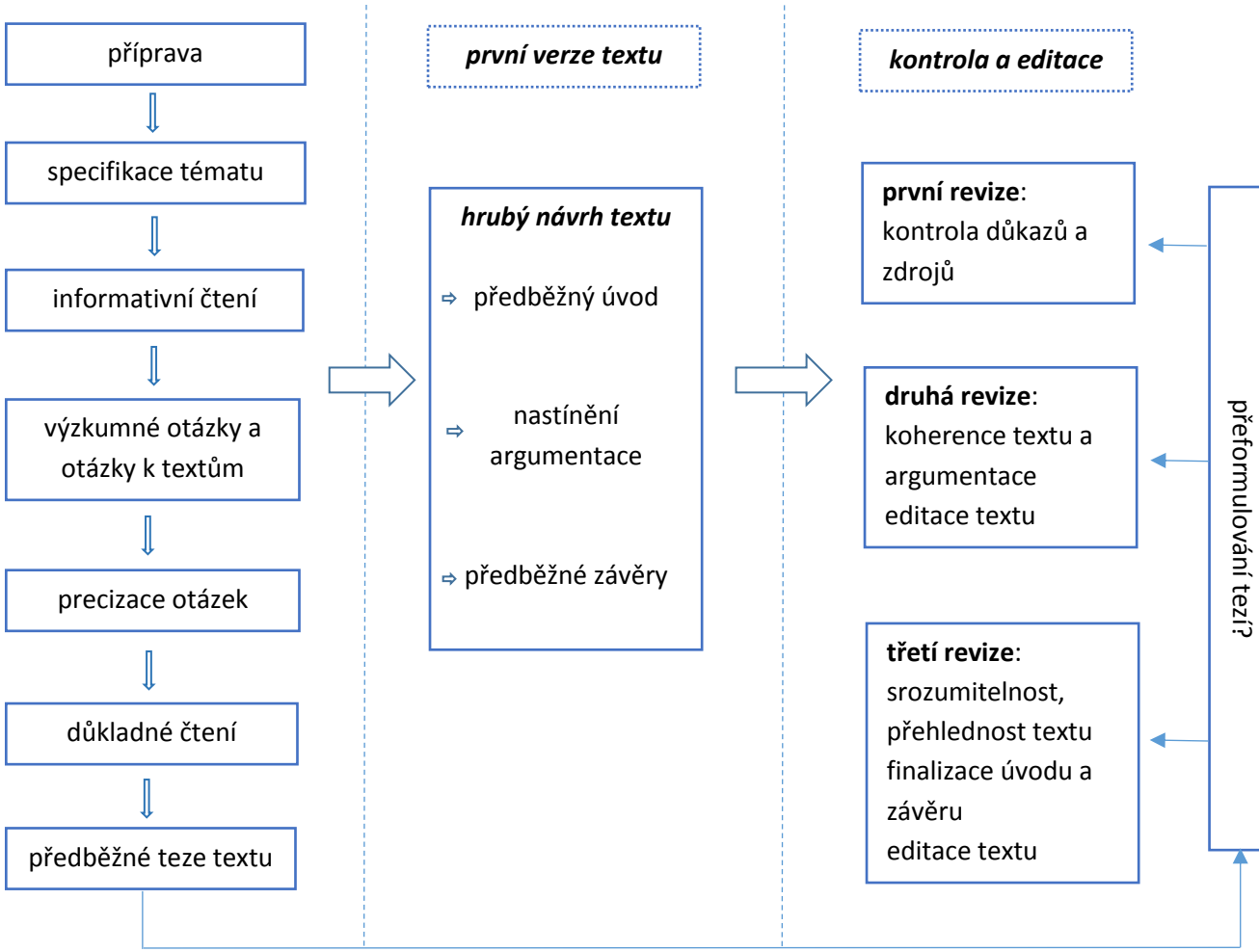Postup při psaní textu