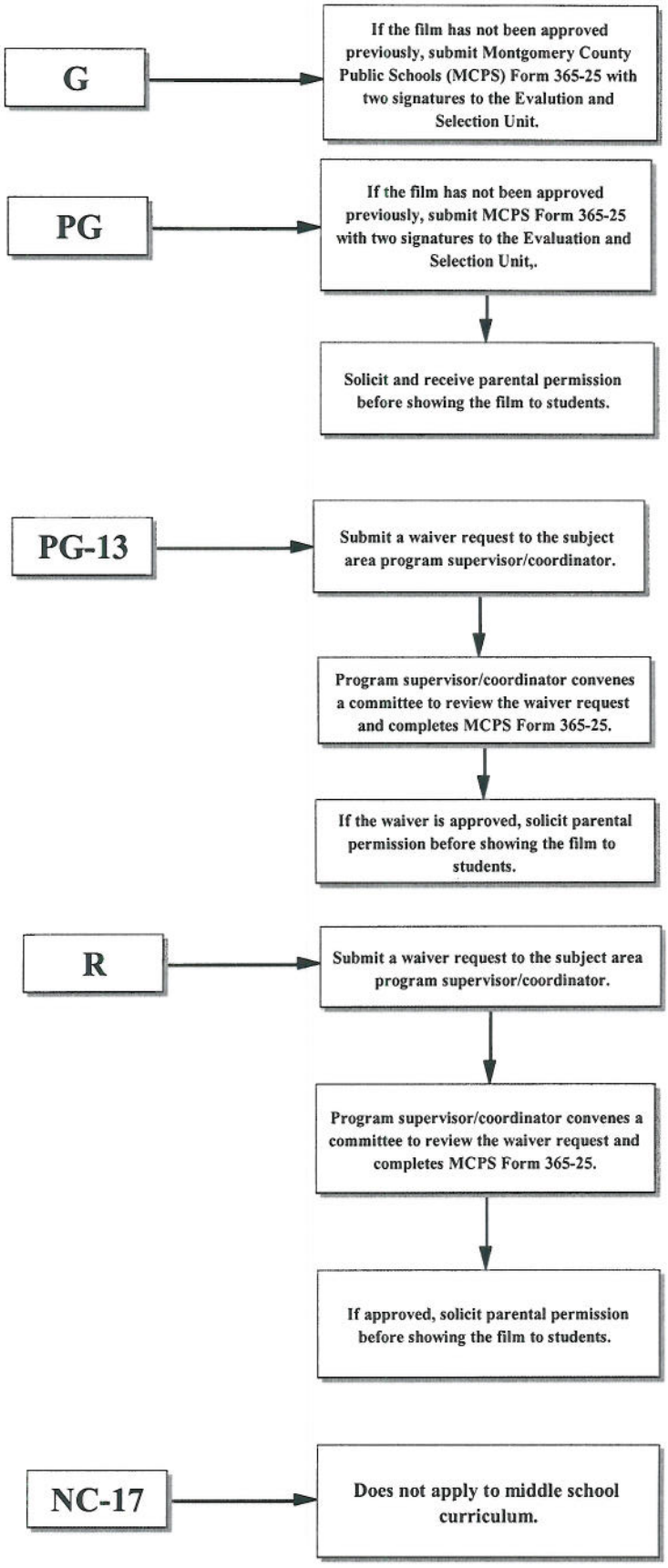Evaluation Process for the Instructional Use of Film: Middle School