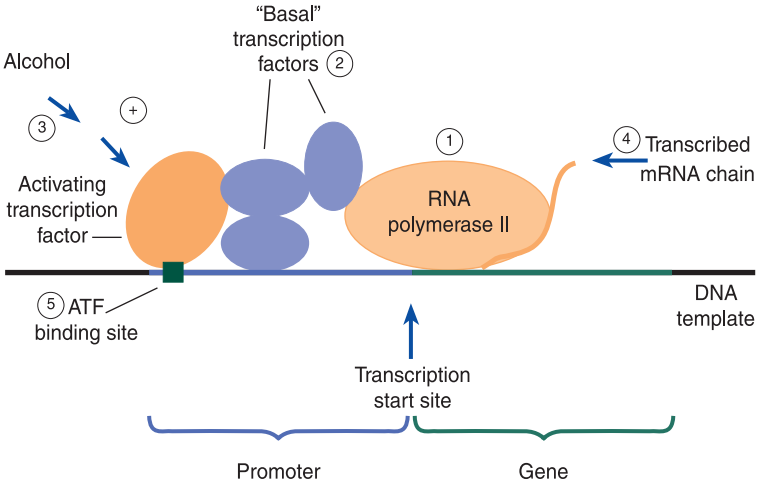
"Basal"
transcription
factors 2
Alcohol
3
+
1
4 Transcribed
mRNA chain
Activating
transcription
factor
RNA
polymerase II
5 ATF
binding site
DNA
template
Transcription
start site
Promoter
Gene