MDIA1007

A YX]U[.]9blfYdfYbYi fg\]d

177



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7ci fgY[·]Cj Yfj]Yk

GHJZZ7cbHJWh78YHJ]`g

7 cbj Ybcfg

| B Ua Y | 9a U]` | 5j U]`UV]`]m | @ctøl/bt]adtion | D\cbY |
|-------------|--------|--------------|-----------------|-------|
| 9a a U`>UbY | | | | |

5W_bck `YX[Ya YbhcZ7ci bhfm

I BGK '5ffgž8Yg][b'UbX'5fW]]YWi fY'?Ybg]b[hcb'UbX'DUXX]b[hcb'WJa di gYg'UfY'Vi]`hcb'5Vcf][]bU` @UbXg''K Y'dUmci f`fYgdYWg'hc'h\Y'6]X'][U``UbX'; UX][U``dYcd`Yg'k \c'UfY'h\Y'7 i ghcX]Ubg'cZh\YgY``UbXg'' K Y'UW_bck `YX[Y'h\Y'5Vcf][]bU``UbX'HcffYg'GHfU]h=g`UbXYf'dYcd`Ygž'h\Y':]fgh5i gHfU`]Ubgž'k \cgY``UbXgž k]bXg'UbX'k UHYfg'k Y'U```bck 'g\UfYž'UbX'dUmfYgdYWihc'h\Y]f'i b]ei Y'j U`i Ygž'UbX'h\Y]f'Wcbh]bi]b[`UbX YbXi f]b[`W`h fYg'k \]W\XYYdYb'UbX'Ybf]W\'h\Y``]ZY'cZci f`bUh]cb'UbX'Wca a i b]h]Yg''``

∵a U[Y'WcifhYgmicZh\Y'CZ]WY'cZh\Y'Dfc'J]WY!7\UbWY``cf`=bX][Ybcig'<u>IBGK_foj'=bX][Ybcig'ghfUhY[m</u>

7cifgY^{*}8YHJ]^{*}g

I b]hg cZ7 fYX]h**

Gi a a UfmcZh\Y'7ci fgY

=b`fk]g'Wci fgYžmci `k]```Ui bWk mci f`ck b`gHUffHi d"Gci bX`Ua V]h]ci g3`H\Ub_g'hc fkY`i gY`cZUddfcUV&Yg Zfca ``YUb`gHUffHi d`UbX`XYg][b`fk]b_]b[ž]hg`g]a d`Yf`fkUb`mci `a][\hfk]b_"`<YfY`g`\ck `]hk cf_g. =b`fkY`YUf`m k YY_g`cZhYfa žmci ```XYj]gY`UbX``Ui bWk U`VUfY!VcbYg'j Yfg]cb`cZUb`cf][]bU``gHUffHi d`]XYU`k \]Wk `gc`j Yg`U gdYVJZWdfcV`Ya `Zcf`U`b]WkY`[fci d`cZW ghca Yfgži gYfg`cf`VYbYZ]WJuf]Yg"`8i f]b[`fkY`fYghcZhYfa žmci ``` Yb[U[Y`]b`U`gYf]Yg`cZYI dYf]a Ybhg`hc`hYghh\Y`f]g_]YghUggi a dh]cbg`i bXYfd]bb]b[[`mci f`d`Ubž'd]j ch]b[`mci f]XYU`XYdYbX]b[`cb`k \Uhmci `X]gWcj Yf"`<UbXg!cb`gi ddcfhUbX`[i]XUbWFk]``VY`dfcj]XYX`Vmmci f hYUWXYfg—U`cb[` k]h`YI dYfhg`Zfca `I BGK `g`: ci bXYf`Dfc[fUa a Y_Yj YfmighYd`cZhY`k Um'`+b`UXX]h]cb`hc VY]b[`U``chcZZ bž'h]g`Wci fgY`k]```hYUWX`mci `Wf]h]WU``hfUbgZYfUV`Y`g_]``g`gi WX`Ug`k YVg]hY`Vi]`X]b[ž`YI d`U]bYf j]XYc`dfcXi Wh]cbž`]bhYfj]Yk]b[ž'd]hWx]b[ž'UbX`\ck `hc`a U_Y`Yd]WZJ]`i fY`mci f`Zf]YbX``Mci `k]```U`gc``YUfb`k \m YbhYdfYbYi f]U``g_]``g`\Uj Y`VYWca Y`YggYbh]U``Zcf`Zcf[]b[`U`WcbhYa dcfUfmWUfYYf`]b`hY`a YX]U`UbX Wca a i b]WUh]cbg`gYWfcf`fUbX`]b`a cghch\Yf`]bXi ghf]YgE'fY[UfX`Ygg`cZk \YfkYfmci `k Ubhhc`k cf_`k]fk]b`Ub YI]gh]b[`Wca dUbmcf`Vi]X`mci f`ck b`Ya d]fY`Zfca `fkYf'[fci bX`i d"

7cifgY`@YUfb]b[`CiHWcaYg

- % 9II dd)]b, YWY 6WWbfdfW`dfomYXd/idmiYAX'd/mmiYbfdfYjd ffYbY'r ffog&]du]\$XHUbX`cb[c]b[`]bXi grfm W.Ub[Y`UbX`X][]HU`X]gfi dh]cb
- &" 7 f]h]WU``mYI Ua]bY`UbX`Udd`mUddfcUVXYg`Zfca ``YUb`gfUfHi d`UbX`XYg][b`f\]b_]b[

5gggyggga Ybh

>i ghU'ei]W_`\YUXg!i d`h\Uh5ggYgga YbhHUg_`Hk c`Zcf`h\]g`Wci fgY`]bWi XYg`U`@YUXYfg\]d'/ `DUfh]W]dUh]cb Wca dcbYbhh\UhfUEfYei]fYg`k YY_`mYbhf]Yg`UbX`fVEk]``VY`YI hfYa Y`mX]Z]W``hhc`Wca d`YhY`]Zmci `Xcbfh Wca Y`hc`h\Y`cb`]bY``YWi fYg`UbX`h hcf]U`g`Zcf`h\]g`Wci fgY`Uhh\Y]f`gW\YXi `YX`h]a Yg`fgYY`h\Y`5hhYbXUbWY gYW]cb`Zcf`a cfY`]bZcE"

| 5ggYgga YbhHJg_ | K Y][∖h | 8iY`8UHY | 7cifgY`@YUfb]b[CihWcaYgʻ5ggYggYX |
|-----------------|---------|---|--------------------------------------|
| %"`7 UgY`Gh Xm | (\$1 | \$,\$# %#X###\$#\$\$\$\$\$\$\$)\$\$\$\$\$\$ AA | |
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5HYbXUbW/FYei]fYaYbhg

<YfY`UhA YX]U`9blfYdfYbYi fg\]d`WYblfU`ž`U```h hYg`UbX``YWi fYg`k]```VY`cb`]bY`]b`H' "

K \]`Y`]Hg`UWY`kY`WUb`U```_YYd`YXiWUH]cb!]b[`]b`cif`D>g`UbX`VYX`\U]fžh\]g`WcifgY`]g`HYIHfYaY`mi`\UbXg! cbžk\]W\`aYUbg`mcifi``bYYX`hc`Wcaa]hhc`Wca]b[`hc`h\Y`cb`]bY``YWHifYg`UbX`hihYg`Uhh\Y`h]aYg h\YmfY`gW\YXi`YX"

Dfca]gY'kYfi`aU_Y']hkcfh\mcifk\]Y**f7\YW_'cihh<u>]g'W]d</u>'!'h\Y'IF@]g <u>hhdg.#kkk"XfcdVcI"Wca#g#fai\$m[_\$d*`V]&#aX]U%\$\$+i &\$kY`WcaYi &\$&&&'ad(3X`1\$`</u>!'Zcf'U'gbYU_ dfYj]Yk'cZk\Uhfgi']b'ghcfY""'L

6YghYgh

9a a U

7 ci fgY Wcbj Ybcf UbX gHJfhi d bYfX

FYgci fWg

•

DfYgWf]VYX F Ygci fWYg

D`YUgY`gYY`WcifgY`AccX`Y`g]hY"`

FYWca a YbXYX⁻FYgci fWYg

D`YUgY`gYY`WcifgY`AccX`Y`g]hY"

7 ci fgY'9j U`i Uh]cb'UbX'8Yj Y`cda Ybh

A cghcZh\Y`ZYYXVUW_`Zfca `ghi XYbhg`UVci hh\Y`&\$&\$`]hYfUh]cb`cZA 8=5%\$\$+`k Ug`gi dYf`dcg]h]j Y*`K Y`X]Xž \ck Yj`YfžfYWY]j Y`gca Y`Wca a Ybhg`UVci h``

• ghufhli d'hYUa 'a Ya VYfg'bchdi ``]b['h\Y]f'k Y][\h/

Gi Va]gg]cb cZ5ggYgga YbhHUg_g

Hi fb]h]b Gi Va]gg]cb

=Zmci YbWci bhYf'U'dfcV'Ya 'k \Yb'UhYa dhjb['hc'gi Va]hmci f'Ugg][ba YbhN fci [\ 'Hi fb]hjbžd'YUgY HYYd\cbY'9I HYfbU``Gi ddcfhcb'-',) '' ' '%cf'Ya U]`'h\Ya 'cb'YI HYfbU'hY'hgi ddcfh4 i bgk "YXi "Ui '"'Gi ddcfh \ci fg'UfY', .\$\$Ua '-'%\$.\$\$da 'cb'k YY_XUmg'UbX'-.\$\$Ua '-') .\$\$da 'cb'k YY_YbXg'fl *) 'XUmg'U'mYUfŁ''=Zmci UfY'i bUV'Y'hc'gi Va]hmci f'Ugg][ba YbhXi Y'hc'U'ZJi 'hk]h\'Hi fb]hjb'mci 'a UmUdd`mZcf'Ub'YI HYbg]cbžVi hmci a i ghfYhU]b'mci f'hjW_Yhbi a VYf'Zfca '9I HYfbU``Gi ddcfhfU'cb['k]h\ 'Ubmch\Yf'fY`Yj UbhXcW a YbhgŁhc]bWi XY'Ug'Yj]XYbWY'hc'gi ddcfhmci f'YI HYbg]cb'Udd`]WUh]cb'''=Zmci 'Ya U]``9I HYfbU``Gi ddcfhimci 'k]`` Ui hca UhjWU``mfYWY]j Y'U'hjW_Yhbi a VYfžVi h]Zmci 'HY`Yd\cbY'mci 'k]``bYYX'hc'gdYWJZWU``mUg_'Zcf'cbY'' Hi fb]hjb'U`gc'dfcj]XYg'i dXUHYg'cb'h\Y]f'gmgHa 'gfUh g'cb'Hk]hYf"

; YbYfU``mž'UggYgga YbhHUg_g`a i ghVY`gi Va]HYX`Y`YWfcb]WU``mj]U`Y]H\Yf`Hi fb]h]b`cf`U`A ccX`Y Ugg][ba YbH'`=b`]bgHUbWfg`k \YfY`H\]g`]g`bchdcgg]V`Yž`]hk]```VY`gHUHYX`cb`mci f`Wci fgY**'**g`A ccX`Y`g]HY`k]H\ U`HYfbUh]j Y`gi Va]gg]cb`XYHU]`g"

: cf`]bZcfa Uh]cb`cb`\ck `hc`gi Va]hUgg][ba Ybhg`cb`]bY`j]U`A ccX`Y.`\hhdg.##gh XYbh'i bgk "YXi "Ui #\ck! gi Va]hUgg][ba Ybha ccX`Y

5WUXYa]W<cbYghmUbX`D`U[]Uf]ga

D`U[]Uf]ga `]g`i g]b[`h\Y`k cfXg`cf`]XYUg`cZch\Yfg`UbX`dfYgYbh]b[`h\Ya `Ug`mci f`ck b"`=h\WUb`hU_Y`a Ubm Zcfa gžZca `XY`]VYfUhY`W\YUh]b[`hc`UWW]XYbhU``mWcdm]b[`Zfca `U`gci fW'k]h\ci hUW_bck `YX[Ya Ybh'

I BGK '[fci dg'd`U[]Uf]ga ']bhc 'h\Y'Zc``ck]b['WUhY[cf]Yg.

7 cdm]b[. 1 g]b['h\Y'gUa Y'cf'j Yfmig]a]`Uf'k cfXg'hc'h\Y'cf][]bU``hYI hcf']XYU'k]h\ci hUW_bck `YX[]b['h\Y gci fW'cf'i g]b['ei chUh]cb'a Uf_g"'H\]g']bWi XYg'Wcdm]b['a UhYf]U`gž']XYUg'cf'WcbW'dhg'Zfca 'U'Vcc_ž'Ufh]WYž fYdcfhcf'ch\Yf'k f]hhYb `XcW a Ybhž'dfYgYbhUh]cbz'Wca dcg]h]cbz'Uffk cf_ž'XYg][bz'XfUk]b[ž'W]fW]hfmz'Wca di hYf dfc[fUa 'cf'gcZrk UfYž'k YVg]hYž']bhYfbYhz'ch\Yf'Y'YWfcb]WfYgci fWVzcf'Ubch\Yf'dYfgcbfg'Ugg][ba Ybhk]h\ci h Uddfcdf]UhY'UW_bck `YX[Ya Ybh'

=DUddfcdf]UhY'dUfUd\fUg]b[..7\Ub[]b['U'ZYk 'k cfXg'UbX'd\fUgYg'k \]Y'a cghmfYhU]b]b['h\Y'cf][]bU']bZcfa Uh]cbžghfi WhifY'UbX#cf'dfc[fYgg]cb'cZ]XYUg'cZh\Y'cf][]bU'`k]h\ci hUW_bck 'YX[Ya Ybh'H\]g'U'gc Udd`]Yg']b'dfYgYbhUh]cbg'k \YfY'gca YcbY'dUfUd\fUgYg'Ubch\Yf'g']XYUg'cf'k cfXg'k]h\ci hWfYX]hUbX'hc d]YW]b['hc[Yh\Yf'ei chYg'UbX'dUfUd\fUgYg']bhc'U'bYk 'k \c`Yžk]h\ci hUddfcdf]UhY'fYZYfYbW]b['"

7 c``i g]cb. K cf_]b['k]h 'ch Yfg Vi hdUgg]b['cZLh Y'k cf_'Ug U'dYfgcb'g]bX]j]Xi U``k cf_" '7 c``i g]cb U'gc]bWi XYg dfcj]X]b['mci f'k cf_'hc 'Ubch Yf gh XYbhZcf'h Y'di fdcgY cZh Ya 'd`U[]Uf]g]b[ždUm]b['Ubch Yf dYfgcb 'hc 'dYfZcfa 'Ub 'UWUXYa]WhUg_žgh/U`]b['cf'UWei]f]b['Ubch Yf'dYfgcb'g 'UWUXYa]Wk cf_'Ub X Wcdm]b[]hž cZYf]b['hc 'Wca d`Yh/'Ubch Yf'dYfgcb'g 'k cf_'cf'gYY_]b['dUma YbhZcf'Wca d`Yh]b['UWUXYa]Wk cf_"

=bUddfcdf]UhY 'WjhUhjcb. '7 jhjb['gci fWYg'k \]WX \Uj Y 'bchVYYb 'fYUXž'k jh\ci hUW_bck `YX[]b['h\Y "gYWcbXUfm" gci fWY 'Zfca 'k \]WX '_bck `YX[Y cZh\Ya '\Ug VYYb cVHJ]bYX"

8id`]WUh]cb'fľgY`Zd`U[]Uf]ga "Ł

5WUXYa]W=bZcfaUh]cb

8i Y'hc'Yj c'j]b['UXj]WY'VmBGK '<YU'h\žighi XYbhg'a i gh'W\YW_'Zcf'i dXUhYX']bZcfa Uh]cb'fY[UfX]b['cb`]bY 'YUfb]b['Zcf'U``5fhgž'8Yg][b'UbX'5fW\]hYWhi fY'Wci fgYg'h\]g'hYfa 'fj]U'A ccX`Y'cf'Wci fgY']bZcfa Uh]cb dfcj]XYX"Ł

: cf^{*}YggYbhJU^{**}gh XYbh^{*}]bZcfa UhJcb^{*}fY^{*}UhJb[^{**}hc.