



MDIA2011

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7ci fgY`Cj Yfj]Yk

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7ci fgY'8YHJ]`g

7fYX]hDc]bHg '*`

Gi a a UfmicZ\hY'7ci fgY

h\]g`Wci fgYžmci `k]`XYj Y`cd`gdYWU]gh_bck`YX[Y`cb`hY`i gY`cZ\hY`a YX]U`Zcf`]bhYfbU]cbU`
XYj Y`cda Ybhk cf_`H\fc i [\`hY`XYg][b`cZU`a YX]U`dfc`YWhUf[Yh]b[]ggi Yg`hUhUZZYWhhY`]] Yg`cZdYcd`Y
]b`gca Y`cZ\hY`a cghX]gUXj UbhU[YX`UFYUg`cZ\hY`k cfXžmci `k]`YUfb`\ck`hc`WYUHY`a YX]U`ghfUHY[]Yg`hUh
dfca cH`dcg]h] Y`VY\Uj]ci f`UbX`gcWU`WXUb[Yž`UbX`k \]W`WUb`i`h]a UH`mhfUbgZcfa`dYcd`Yg]`j Yg`K` \]Y
hYfY`]g`Ub`Ya d\Ug]g`hcXUmicb`hY`i gY`cZgcWU`a YX]U`UbX`]bbcj Uh] Y`hY`Wbc`c[]Yg`hc`UXj cWUHY`WXUb[Yž
]b`h\]g`Wci fgY`k Y`UFY`fYa]bXYX`hUhWc`a a i b]WU]hcb`WXUbbY`g]j Ufmcb`hY`VUg]g`cZU`Wci bhfm]Y`Wc`bca]W
UbX`gcWU`Wc`bhY`h`a cfYcj Yfž`X]ZYfYbWg]b`Yh`b]WUWU`[fci bXž`Ub[i U[Yž[YbXYfž`Yj Y`cZ`]hYfUWhU`bX
i fVUb`hc`fi fU`gYH]b[g`UFY`Wf] WU`j Uf]UV`Yg`k \Yb`k Y`cc_`UhXYj Y`cda YbhWc`bhY`hg`H\fc i [\`h\]g`Wci fgYž
mci `k]`k cf_`hc UfXg`U`WYUHy Y`i gY`cZVch`bYk`UbX`fUX]hcbU`a YX]U`d`UhZcfa`g`hc`UW`Yj Y`WXUb[Y`

7ci fgY`@YUfb]b[`Ci hWc`a Yg

- %` 8]gW gg`UddfcUWX`Yg`hc`a YX]U`]b`]bhYfbU]cbU`XYj Y`cda Ybhk cf_`UbX`Yi d`U]b`fY`Yj Ubh`hY`cfYh]WU`
UbX`Wc`bW`dhi U`ZUa Yk cf_g`Zcf`XYj Y`cda YbhUbX`gcWU`WXUb[Y`
- &` 9j U`i UH`hY`fc`Y`cZ\hY`a YX]U`UbX`a YX]U`dfUW]W`]b`XYj Y`cd]b[`Wc`bhY`hg`
- '` 8 Yg][b`U`fYgYUfW`d`Ub`Zcf`hY`dfcXi`W]cb`cZW`h`fU`mfY`Yj Ubha YX]U`Wc`bhY`bh]b`XYj Y`cd]b[
Wc`bhY`hg`
- (" 7cbXi`Wh]bXYdYbXYbhUbX`Wc`UVcfU]h] Y`fYgYUfW`UbX`Wc`a a i b]WU]h`Wc`a d`Yi`]XYUg`hc`U`fUb[Y`cZ
Ui X]YbW`g`i g]b[`k f]hYb`UbX`Ui X]c]j]gi U`Wc`a a i b]WU]hcb`

HYUWX`]b[`GhfUHY[]Yg`

H\]g`Wci fgY`k]`dfYgYbh`hY`cfYh]WU`UbX`Wc`bW`dhi U`UddfcUWX`Yg`hc`hY`Z]X`cZa YX]U`Zcf`XYj Y`cda YbhUbX
a YX]U`XYj Y`cda Ybh`Uh`hY`gUa Y`h]a Yž]hk]`cZYf`hY`cd`cf`i b]m]hc`di h]b]hc`hY`dfUW]W`hY`_bck`YX[Y
UWci]fYX`h\fc i [\`hY`ghfUHY[]WXYg][b`cZU`a YX]U`dfc`YWh`K` \]Y`YWh`fYg`k]`ZcW`g`cb`Wc`bbYW]b[`hY`cf]Yg
UbX`UddfcUWX`Yg`hc`U`bi`a VYf`cZ`X]ZYfYbhdFUW]WU`Yi Ua d`Yg`hUh]bW] XY`hY`k cf_`cZgca Y`cZ\hY`a U]b
bcb![c] Yfba YbhU`cf[Ub]gU]hcbg`UbX`]bhYfbU]cbU`U[YbW]Yg`cdYfU]b[]b`XYj Y`cd]b[`UFYUg`cZ\hY`k cfXž
hY`gYa]bUfg`k]`gYY`gri XYbhg`k cf_]b[`hc UfXg`hY`f`ck`b`a YX]U`dfc`YWhXYg][b`

5XX]h]cbU`XYHJ]g.

D`YUgY`i gY`< Ufj UfX`F YZfYbW]b[`GmY`ZcfU`UggYgga Ybfg"5`ei]W_`[i]XY`hc`h\Y`i gY`cZ\h]g`ghmY`WUb`VY`
Zci bX`\YfY.

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5`gi a a UfmcZ\hY`UggYgga YbhUbX`i gYZ`fYgci fWg`Zcf`h]g`Wci fgY`WUb`U`gc`VY`Zci bX`]b`h\Y`5ggYgga Ybh`
XcW a Ybhcb`A ccX`Y"

Hi fb]h]b`gYH]b[.`H\]g`Ugg][ba Ybh]g`gi Va]hYX`h`fci [\`Hi fb]h]b`UbX`gh XYbfg`Xc`bchgYY`Hi fb]h]b`
g]a]Uf]mfYdcfng"

5ggYgga Ybh` .`A YX]U`Dfc`YWh`D`Ub`DfYgYbhU]h]cb

GhUfhXUH. `Bch5dd`]WV`Y

@Yb[h. `5ddfc]a UH`m, !%\$`a]bi hY`[fci d`dfYgYbhU]h]cb!`UVci h&a`]bi hYg`dYf`[fci d`a Ya VYf"

8YHJ]g.

K cf_]b[`]b`[fci dg`cZ(!) žgh XYbfg`[]j`Y`Ub`, `hc`%\$`a]bi hY`dYfYgYbhU]h]cb`cb`h\Y]f`A YX]U`Dfc`YWh`d`Ub`"H\Y`
a Uf_`k]`VY`U`[fci d`a Uf_`": YYXVUW_`k]`VY`dfcj]YX`]b`k f]hYb`Zcfa`UbX`bi a Yf]WJ`[fUXY`"H\]g`]g`h\Y`
Z]bU`UggYgga YbhUg_`Zcf`UthYbXUbW`di fdcgYg"

Hi fb]h]b`gYH]b[.`H\]g`]g`bchU`Hi fb]h]b`Ugg][ba Ybh

5 hYbXUbW`F Yei]fYa Ybhg

h`h hcf]U'gž]bW` X]b[`gY`Za UbU[YX`k YY`_m[fci d`k cf`_UbX`[fci d`W]b]Mgžmci `k]`UW]j Y`mYb[U[Y`k]h`
W`fY`W`i fgY`W`bhYbh`h`Uhk]`Y`d`mci `h`U`hU]b`7 @C`&`UbX`" "

7 ci fgY`GV`YXi `Y

[J\]Yk`WUgg`h`a YhUV`Y](#)

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F YWca a YbXYX`F Ygci fWg

7ci fgY`9j U`i Uhcb`UbX`8Yj Y`cda Ybh

ƆZcfa U`ZYXVUW`cb`h`Y`W`i fgY`k]`VY`gci [\`h`h`fci [\`Ub`cb`]bY`ei Ygh]cbbU]fY`Xi f]b[`h`Y`W`i fgY`cZ`h`Y`
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: cfZ]bU`W`i fgY`Yj U`i Uhcbz`gh XYbhg`k]`fYW`j Y`U`]b`h`h`Y`A n9I dYf]YbW`gi fj Ymhck UfXg`h`Y`YbX`cZ`
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Gi Va]gg]cb 'cZ5ggYgga YbhiHUg_g

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≠mci 'YbWci bHYf'U'dfcV'Ya 'k \Yb'UH'Ya dh]b['hc'gi Va]hirci f'Ugg][ba Ybhi'fci [\ 'Hi fb]h]bž'd'YUgY
HY'Yd\cbY'9I HYfbU'Gi ddcfhcb'-' ,) " ' ' %cf'Ya U] 'h'Ya 'cb'YI HYfbU'HY'hgi ddcfh i bgk "YXi "Ui "'Gi ddcfh

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

D`U[]Uf]ga `]g`i g]b[`hY`k cfXg`cf`]XYUg`cZc`hYfg`UbX`dfYgYbh]b[`hYa `Ug`mci f`ck b" `#WUb`hU`Y`a Ubm
Zcfa gZ`Zca `XY`]VYfUHY`WXYUH]b[`hc`UWY]XYbhU`mWc`dm]b[`Zca `U`gci fW`k]h`ci hUW`bck `YX[Ya Ybh`

I BGK `[fci dg`d`U[]Uf]ga `]bhc`hY`Zc`ck]b[`WUHY[cf]Yg.

7 cdm]b[.`i g]b[`hY`gUa Y`cf`j Yfmg]a]Uf`k cfXg`hc`hY`cf][]bU`hYI hcf`]XYU`k]h`ci hUW`bck `YX[]b[`hY

- i bXYfghUbx'mci f'f][\hg'UbX'fYgdcbg]V]h]Yg'Ug'U'gh XYbhUhl BGK
- VY'Uk UfY'cZd'U[]Uf]ga ž'Wcdmf][\hžI BGK 'Gh XYbh7cXY'cZ7cbXi W'Ubx'5Ww'dhUV'Y'I gY'cZ I BGK '⇒H'F Ygci fW'g'Dc`]Wm
- VY'Uk UfY'cZh'Y'ghUbxUfXg'cZVY\Uj]ci f'YI dYW'X'cZYj Yfmcby`]b'h'Y'I BGK 'Wca a i b]m
- `cWJh'gYfj]W'g'UbX'j]bZcfa Uh]cb'UVci hl BGK 'UbX'I BGK '@]VfUfm

Gca Y'cZh'YgY'UfYUg'k]`VY'ZJa]]Uf'hc'mci ž'ch'Yfg'k]`VY'byk "; U]b]b['U'gc`X'i bXYfghUbx]b['cZU`h'Y fY'UH'X'UgdYW'g'cZ9@G9'k]`Y'd'mci 'a U_Y'h'Y'a cghcZmci f'gh X]Yg'Uhl BGK ""

[\hfd.##ji V'YW'i \]XYg" \]VfUfm'i bgk "YXi "Ui #' \]gY#JVci h' \]gY](#)

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