MDIA2005

7ci fgY Cj Yfj]Yk

GHUZZ 7cbHUWh 8YHU]`g

7cbj Ybcfg

BUa Y	9a U]`	5j U]`UV]`]hm	@cWUh]cb	D\cbY
B]W F]WUfXgcb	b]W/c Ug f]WUfXgcb4 i bgk "YXi " Ui	6m Uddc]bha Ybh	K YVghYf F a &' %9	-',)*'))

GW/cc` 7cbHUWh]bZcfa Uh]cb

Fcca ¨ %&ž YjY ¨ FcVYfh K YVghYf 6i]`X]b[

D\cbY. f$&Ł-',) (,)*

9a U]`. gUa 4 i bgk "YXi "Ui

K YVg]hY. \hdg.##gUa "Ufhg i bgk "YXi "Ui

H\Y GW/cc` cZ h\Y 5fhg UbX A YX]U k ci `X `]_Y hc FYgdYWh `m 5W_bck `YX[ Y h\Y HfUX]h]cbU` `i ghcX]Ubgž h\Y 6YXY[ U` fP Ybg]b[hcb W/a di gŁ; UX][U` f7 ]m UbX 5fh/ 8Yg][ b 7Ua di gYgŁ UbX h\Y B[ i bbUk U` dYcd`Y f6i ghfU]Ub 8YZYbW/ : cfVY 5W/UXYa m]b 7UbVYffUŁ cZh\Y `UbXg k \YfY YUW/ WUa di g cZI BGK]g `cWUhYX"

7ci fgY 8YhU]`g

7fYX]h Dc]bhg *

Gi a a Ufm cZ h\Y 7ci fgY

Gi V YW h 5fYU. ? W[S

5Xj Yfh]g]b[ ]g U WfYUh]j Yž UbX Uh h]a Ygž Wcbhfcj Yfg]U`Wca a i b]WUh]j Y [ YbfY h\Uh d Umg U W` bhfU` fc`Y]b Wcbgi a Yf W h i fY" H\]g Wci fgY k]``WXU`Yb[ Y mci h` Wcbg]XYf`bch cb`mh\Y WfYUh]j Y X a Ybg]cbg cZ UXj Yfh]g]b[ Vi h U`gc h` Wcbg]XYf U`gi ghU]bUV`Y`gcWJU`fc`Y žcf UXj Yfh]g]b[" Mci k ]``VY`WU`Yb[YX`hc XYj Y`cd Ub] i bXYfghUbX]b[cZ h\Y`fY`Uh]cbg\]d VYhk YYb UXj Yfh]g]b[UbX WfYUh]j]hm UbX`žcW g cb`ck `hc XYj Y`cd]bbcj Uh]j Y gc`i h]cbg hc Wcbh Ya dcfUfmUXj Yfh]g]b[ WUWca a i b]WUh]cb dfcV`Ya g" H\Y Wci fgY k]``\Uj Y U g]b]Z WUbh Udd`]YX Wca dcbYbh mci k ]`` žcW g cb XYj Y`cd]b[ h\Y WfYUh]j Y X a Ybg]cbg žcf Ub UXj Yfh]g]b[ WUa dU][ b fY`UhYX hc U Wcbh Ya dcfUfmgcWJU`]ggi Y UbX Yb[ U[ Y a U[ ]bUh]j Ymk h\ U[ YbWmVf]YXgž žY Ua ]bY \ck `]XYUg UfY WfYUh]j Y`mYl dfYggYX i g]b[ k cfXg UbX`a U[Yg UbX XYj Y`cd UXj Yfh]g]b[ Wcb WdhgΩ dfYdUfY U WfYUh]j Y d]h Wž UbX Yl d`cfY h\Y ghcfmk h`]b[UbX Wcdmk f]h]b[X a Ybg]cbg cZUXj Yfh]g]b["

7ci fgY @YUfb]b[Ci hW ca Yg

%" 9ZZYWh]j Y`mWf]h]e i Y WfYUh]j Y UXj Yfh]g]b[ ]b U fUb[ Y cZ Wca a YfWJU`ž Wcbgi a Yf UbX gcWJU`WcbhYl hg

&" I bXYfghUbX h\Y fc`Y cZ UXj Yfh]g]b[ ]b fY`Uh]cb hc gcWJYhmhcXUm

5ggYgga Ybh

GYY A ccX Y Zcf XYHU]""

5ggYgga Ybh HUg_g

5ggYgga Ybh HUg_	K Y][\h	8i Y 8UhY	Gh XYbh @YUfb]b[Ci HWca Yg 5ggYggYX
Cb]bY fYZYWh]jY k f]h]b[HUg_	)ı	$%#$' #&$% $, .$$ DA	%ž ž)
7f]h]WU 5bU mg]g	()ı	$) #$(#&$% $, .$$ DA	%ž&ž ž(ž)
Dcfhc]c	()ı	%, #$(#&$% $, .$$ DA	%ž ž(ž)
D]hW	)ı	K YY_ %$ Gh X]c	%ž ž(ž)

5ggYgga Ybh 8YHU]`g

5ggYgga Ybh % Cb]bY fYZYWh]jY k f]h]b[HUg_

GHUfh XUhY. Bch 5dd]WUV Y

8YHU]`g. &$$ k cfXgž]bX]j]Xi U HUg_ ž A ccX Y Zcfi a UbX dUgg#žU]

5XX]h]cbU XYHU]`g.

FYZYf hc A ccX Y

Hi fb]h]b gYHh]b[. H\]g]g bch U Hi fb]h]b Ugg][ba Ybh

5ggYgga Ybh & 7f]h]WU 5bU mg]g

GHUfh XUhY. Bch 5dd]WUV Y

8YHU]`g.) X]fmYbhf]Yg cZ)$$ k cfXgž]bX]j]Xi U HUg_ žZYYXVUW_ dfcj]XYX j]U Hi fb]h]b"

5XX]h]cbU XYHU]`g.

FYZYf hc a ccX Y Zcf Z fh\Yf XYHU]`g"

Hi fb]h]b gYHh]b[. H\]g Ugg][ba Ybh]g gi Va]hhYX h\fci [\ Hi fb]h]b UbX ghi XYbhg Xc bch gYY Hi fb]h]b g]a]Uf]mf]Ydcfhg"

5ggYgga Ybh' . Dcfhc]c

GHUfh XUhY. Bch 5dd]WUV Y

8YHU]`g. " WfYUh]jY d]YWYg Zcf gi Va]gg]cbž]bX]j]Xi U HUg_ žZYYXVUW_ dfcj]XYX j]U A ccX Y"

5XX]h]cbU XYHU]`g.

FYZYf'hc'a ccX`Y'Zcf'Z fh\Yf'XYHU]`g"

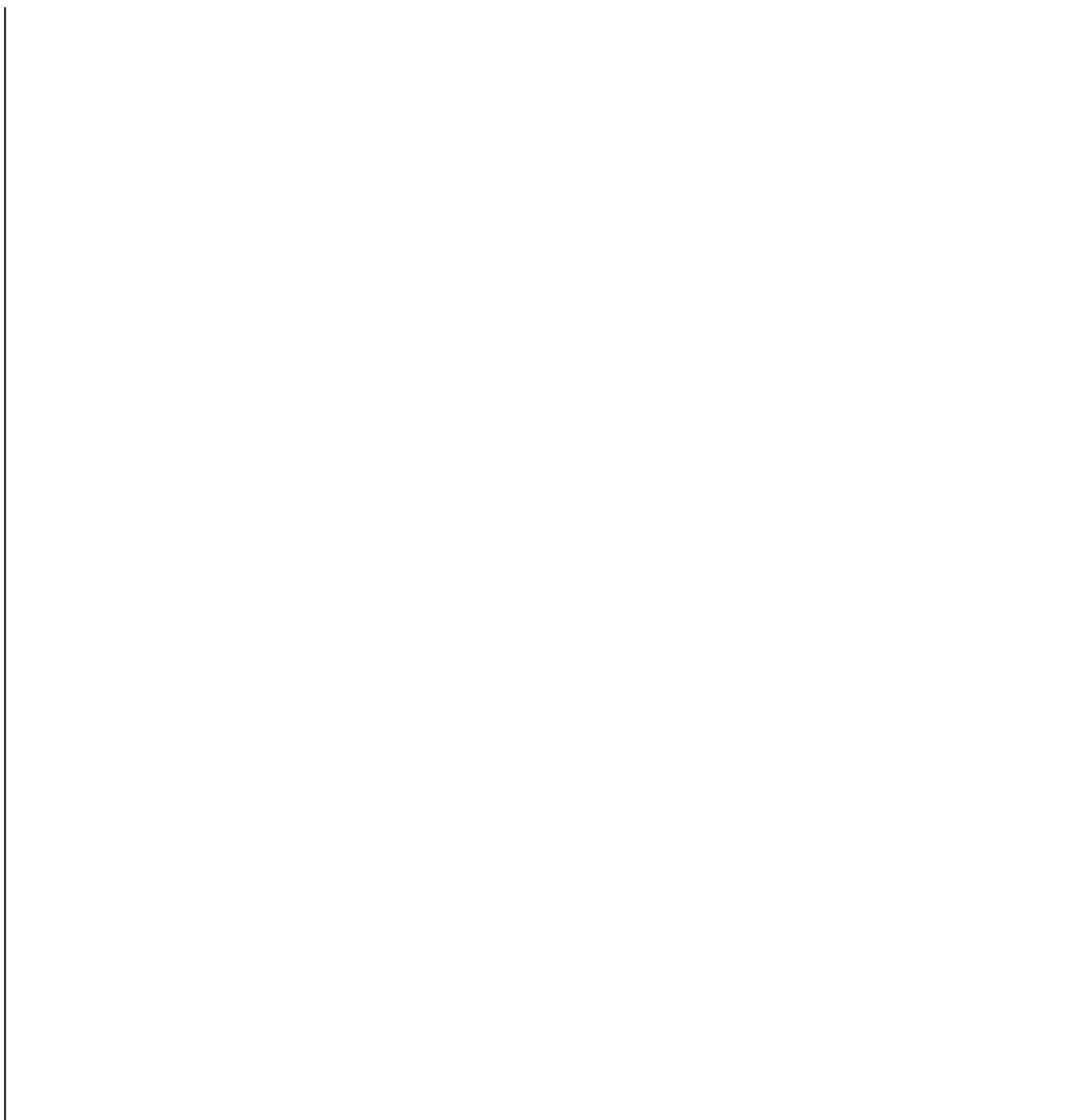Hi fb]h]b'gYHh]b[.'H\]g']g'bch'U'Hi fb]h]b'Ugg][ba Ybh

5 ggYgga Ybh'(.'D]HWX

GHUfh'XUHY.'B ch'5 dd`]WUV`Y

8 YHU]`g.'DfYdUfY'UbX'i bXYfHU_Y'U''a ]bi HY''d]HWX''cZ'cbY'dcfhZc`]c'd]YW'ž']bX]j]Xi U`'HUg_ž']b!W`Ugg dfYgYbhUh]cb'dUgg#ZU]`"

5 XX]h]cbU`'XYHU]`g.

FYZYf'hc'a ccX`Y'Zcf'Z fh\Yf'XYHU]`g"

F Ygci fWYg

DfYgWf]VYX F Ygci fWYg

H\Y UXjYfh]g]b[WcbWdh Vcc_ Ž6Uffmž D"f&\$%*Ł

5XjYfh]g]b[džf]bWd Yg UbX dfUWh]WY ! K Y`gž K "ž GdYbgY! GhcbYž F "7fUk žcfXž F "f&\$%Ł

H\YgY UfY \][\`mfYWca a YbXYX" K \]Y mci Xc bch\Uj Y hc Vi mh\Ya ž]hk]``VY]a a YbgY`m\Y`dz1 `hc mci]Zmci Xc"

F YWca a YbXYX F Ygci fWYg

D`YUgY fYZYf hc A ccX`Y Zcf gci fWYg"

7ci fgY 9jU`i Uh]cb UbX 8YjY`cda Ybh

H\Y Wci fgY Wcbj Ybcf UbX h hcfg k Y`Wca Y ]bZcfa U`ZYYXVUW_ UVci h h\Y Wci fgY hci [\ci h h\Y gYa YghYf" : i fh\Yfa cfYž ghi XYbhg UfY YbWci fU[YX hc dUfh]Wd UhY]b cb`bY ZYYXVUW_ gi fjYmg `UhYf]b h\Y gYa YghYf" 5b Ya U]`k]``VY gYbh hc U``ghi XYbhg UXj]g]b[k \Ybž k \fYž UbX \ck hc dfcj]XY ZYYXVUW_"

D`YUgY hU_Y h\Y h]a Y hc dfcj ]XY ZYYXVUW_" 5bfYWUbhmž Ufg h\Y Wci fgY \Ug VYYb WY\Ub[YX Ug U fYgi `hcZ ghi XYbh]bdi h": cfYl Ua d`Yžh\Y Wci fgY UggYgga Ybh\Ug VYYb WY\Ub[YX Zfca U`[fci d`Ugg][ba Ybh hc Ub ]bX]j ]Xi U`WfYUh]j Y dcfhZc`]c Ugg][ba Ybh"

Gi Va]gg]cb cZ 5ggYgga Ybh HUg_g

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

Zmci YbW Yjbh YfbU dfc 'kY ai ddcZbU Ufha dh]b[hc gi Va]hmci f Ugg][ba_Ybh a fVbh Hi fb]h]bž d YUgY Z Gi ddchU hY Yd\cbY 9I hYfbU Gi ddcfh]cb -',) '' '' %cf Ya U] h Ya cb YI hYfbU hY gi ddcfh4 i bgk YXi Ui Gi ddcfh \ci fg UfY , .\$\$Ua '−'%\$.\$\$da cb k YY_XUmg UbX '-.\$\$Ua '−') .\$\$da cb k YY_YbXg f1 *) XUmg U m YUfŁ Zmci UfY i bUV Y hc gi Va]hmci f Ugg][ba YbhXi Y hc U Ui hk]h Hi fb]h]b mci a UmUdd mZcf Ub YI hYbg]cbž Vi hmci a i ghfYHU]b mci f W Yhbi a VYf Zca 9I hYfbU Gi ddcfhfU cb[k]h Ubmch Yf fY Yj Ubh XcW a Ybhg Łhc]bWi XY Ug Yj]XYbW hc gi ddcfhmci f YI hYbg]cb Udd]W h]cb" Zmci Ya U] 9I hYfbU Gi ddcfhmci k]

D`U[ ]Uf]ga ]g i g]b[ `h\Y `k cfXg `cf]XYUg `cZ ch\Yfg `UbX `dfYgYbh]b[ `h\Ya `Ug `mci f `ck b" ‡h\WUb `hU_Y `a Ubm `Zcfa g‡Zfca `XY`VYfUhY `WXYUh]b[ `hc `UWW]XYbhU`` m `Wcdm]b[ `Zca `U`gci fWY `k ]h\ci h`UW_bck `IYX[Ya Ybh"

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

7cdm]b[`. `i g]b[`h\Y `gUa Y `cf `jYfm `g]a ]Uf `k cfXg `hc `h\Y `cf][ ]bU` `hYl h `cf `]XYU `k]h\ci h`UW_bck `IYX[]b[`h\Y `gci fWY `cf `i g]b[`ei chUh]cb `a Uf_g" H\ ]g `U`gc `Udd`]Yg `hc `a U`Ygž UfhUbX `XYg][b `dfc`YWh`gž`Ug `k Y``Ug `dfYgYbhUh]cbg `k `YfY `cma YbY `dfYgYbhg `Ubch\Yf'g `]XYUg `cf `k cfXg `k]h\ci h`WfYX]h"

‡bUddfcdf]UhY `dUfUd\fUg]b[ `. `7\Ub[ ]b[ `U`ZYk `k cfXg `UbX `d\fUgYg `k ]`Ya `cgh\mfYhU]b]b[ `h\Y `cf][ ]bU` `ghfi Wi fY `UbX#cf `dfc[ fYgg]cb `cZ `]XYUg `cZ `h\Y `cf][ ]bU` žUbX `]bZfca Uh]cb `k ]h\ci h`UW_bck `IYX[Ya Ybh" H\ ]g `U`gc `Udd`]Yg `hc `dfYgYbhUh]cbg `k `YfY `cma Y `dUfUd\fUgYg `Ubch\Yf'g]XYUg `cf `k cfXg `k ]h\ci h`WfYX]h `UbX `hc `d]WW]b[ `hc[Yh\Yf `ei chYg `UbX `dUfUd\fUgYg ]bhc `U`bYk `k \c`Yž k ]h\ci h`Uddfcdf]UhY `fYZYfYbW]b[ `b["

7c``i g]cb. `k cf_]b[ `k ]h\ `ch\Yfg `Vi h`dUgg]b[ `cZZ `h\Y `k cf_`Ug `U`dYfgcb'g `]bX]j]Xi U` `k cf_" 7c``i g]cb `U`gc]bWi XYg `dfcj]X]b[ `mci f `k cf_`hc `Ubch\Yf `ghi XYbh`VYZcfY `h\Y `Xi Y `XUhYž`cf`Zcf`h\Y `di fdcgY `cZ `h\Ya d`U[ ]Uf]ga ]b[ `UhUbmh]a Yž d`Um]b[ `Ubch\Yf `dYfgcb `hc `dYfZcfa `Ub `UWUXYa ]W hUg_ž`gh]HYU]]b[`cf `UWei]f]b[`Ubch\Yf `dYfgcb'g `UWUXYa ]W `k cf_`UbX `Wcdm]b[`]hž`cZ `fYf `hc `Wca d `YhY `Ubch\Yf `dYfgcb'g `k cf_`cf `cf`gYY_]b[`dUma Ybhž`cf `Wca d `Yh`b[ `UWUXYa]W `k cf_"

‡bUddfcdf]UhY `W]hUh]cb. `7]h]b[`gci fWYg `k]`\ `W `Uj Y `bch`VYYb `fYUXž`k ]h\ci h`UW_bck `IYX[]b[ `h\Y ``gdYW]UWbXUfm gci fWY `Zca `k]`W `_bck `IYX[ `cZh\Ya `Ug `VYYb `cVhU]bYX"

8i d`]WUh]cb `f]gY `Zd`U[ ]Uf]ga ‴Ł`gi Ym ]hh]b[ `mci f `ck b `k cf_ž]b `k \c`Y `cf `]b `dUfhž k \YfY ]h\Ug `dfYj]cig m VYYb `dfYdUfYX `cf `gi Va ]hYXž`cf `Ubch\Yf `UggYgga Ybh`cf `Wci fgY `Uh`I BGK `cf `Ubch\Yf]bž]jYfg]hm"

7cffYWhfYZYfYbW]b[`dfUWW]WYg.

- DUfUd\fUg]b[`žgi a a Uf]g]b[ `žYggUm `k f]h]b[ `UbX `]a Y `a UbU[Ya Ybh
- 5ddfcdf]UhY `i gY `cZ `UbX `UHf]Vi h]cb `Zcf `U`fUb[ Y `cZ `a UhYf]U` `g]bVi X]b[ `hYl hž]a U `Uğžfca `i `UY `UbX `VcbWYdhg"

‡X]j]Xi U``Ugg]ghUbWY `g `Uj U]`UV`Y `cb `fYei YghžZca `H\Y `@Ufb]b[ `7YbhfY `f`\h d.##k k k "`Wi bgk "YXi "Ui #"`Ghi XYbhg `UfY `U`gc `fYa ]bXYX `h\UhWfYZ ``h\a Y `a UbU[Ya Ybh`g `Ub `]a dcfhUbhdUfhcZghi XmUbX `cbY `cZh\Y `]XYbbŽYX `WWUi gYg `cZ `d`U[ ]Uf]ga `]g `dccf`h]a Y `a UbU[Ya Ybh"Ghi XYbhg `g`ci `X `U``ck `gi ZZ W]Ybhh]a Y `cf fYgYUfW\ž`XfUY[b[ `UbX `dfcdYf `fYZYfYbW]b[ `cZ gci fWY `a UhYf]U `b `dfYdUf]b[ `U``UggYgga Ybh`hYa g"

I BGK `@VfUfmU`gc \Ug `h\Y `9@G9 `hcc``Uj U]`UV`Y `hc `Ugg]gh`mci `k]h\ `mci f `ghi XmUhI BGK "`9@G9 `]g XYg][bYX `hc `]bhfcXi WY `bYk `ghi XYbhg `hc `ghi Xm]b[`Uhi BGK `Vi h`h\YWUb `U`gc `VY `U`[fYUhfYZfYg\Yf `Xi f]b[ `mci f ghi Xm"

7ca d `Yh]b[ `h\Y `9@G9 `hi hcf]U` `UbX `ei ]n `k]``YbUV`Y `mci `hc.

- UbU`mgY `hcd]Wž`d`Ub `fYgdcbgYg `UbX `cf[ Ub]gY `fYgYUfW\Ž`cf `UWUXYa]W `k cf_ž]b `UbX `ch\Yf UggYgga Ybh`Ug_g

- i bXYfghUbX mci f`f][`\hg`UbX`fYgdcbg]V]`]h]Yg`Ug`U`ghiXYbh`Uh`I B G K
-