



MDIA2007

Dc`j]WU`7 ca a i b]WU]cb

HYfa `C bY` `##`&\$%-

7 ci fgY`Cj Yfj JYk

`GHUZZ7 cbhUWhi8YHUJ`g`

`7cbj Ybcfg`

B Ua Y	9a Uj`	5j Uj`UVj`]m	@cWWhcb	D\cbY
A jWUY`F jWUfXgcb	a jWUY`fjWUfXgcb4 i bgk "YXi "U i	6mUddc]bha Ybh	K YVghYf`&' %7	-',) ; ,)' %

GWcc`7 cbhUWhi bZcfa Uh]cb

Fcca " %&Z`Yj Y`" `F cVYfhK YVghYf`6i]X]b[

D\cbY. f\$&L`-' ,) `(,) *

9a Uj]: [gUa 4 i bgk "YXi "Ui](#)

K YVg]hY: [\hfdg.#gUa "Ufng"i bgk "YXi "Ui](#)

H\Y`GWcc`cZhY`5fng`UbX`A YX]U`k ci `X`_]Y`hc`F YgdYWz`m5W_bck`YX[Y`hY`HfUX]hcbU`7 i ghcX]Ubgz`
hY`6YXY[U`fP`Ybg]b[hcb`WJa di gLz; UX][U`f7]mUbX`5fhi`8Yg][b`7 Ua di gYgk`UbX`hY`B [i bbUk U`
dYcd`Y`f5i ghfU]Ub`8YZ`bWV: cfW`5WUXYa m]b`7 UbVYffUk`cZhY`UbXg`k \YfY`YUW`WJa di g`cZI`BGK`]g`
`cWWhYX"

7 ci fgY'8YHJ]`g

7 fYX]h'Dc]bHg '*`

Gi a a UfmcZh\Y'7 ci fgY

Gi VYWh5fYU.'? W[S

5ggYgga Ybh' . '7Ua dU][b'GfUHy[m

GhUfhXUHy . 'Bch5dd']WV'Y

@Yb[h. ' ' \$\$\$'k cfXg

8YhU]`g. ' \$\$\$!k cfX`dfUW]W'`k f]hb['hUg_k]h`ZYXVUW`dfcj]YX`j]U`Hi fb]hb"

Hi fb]hb`gYh]b[. '

F Ygci fWg

DfYgWf]VYX`F Ygci fWg`

D`YUgY`gYY`A ccX`Y`Zcf`U`fYei]fYX`fYUX]b[g`UbX`fYgci fWg"

F YWca a YbXYX`F Ygci fWg

D`YUgY`gYY`A ccX`Y`Zcf`U`fYWca a YbXYX`fYUX]b[g`UbX`fYgci fWg"

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

Mci f`ZYXVUW`_]g`YggYbh]U`hc`ja dfcj]b[`h`g`Wci fgY" `b`UXX]hcb`hc`h`Y`YbX!cZgYa YghYf`A n9I dYf]YbW
gi fj Yngžnci `k`j`Uj Y`h`Y`cddcfh`b]mhc`dfcj]XY`ZYXVUW`_a]X!k Umi`h`fci [`gYa YghYf`UbX`h`fci [`\
]bZcfa U`X]gW`gg]cb`]b`h`Y`Z]bU`h`hc]U`" Mci `UfY`U`gc`k`Y`Wca Y`hc`j]g]hcf`Ya U]`a Y`Uh]a Y`k`]h
gi [[Ygh]cbg`cf`WcbWfbg"

: YYXVUW`_]g`U`k`Umg`Wcbg]XYfYX`]b`][`h`cZ`h`Y`7ci fgY`@Ufb]b[`C`i`h`Wca Yg`UbX`cj YfU`Wci fgY`YI dYf]YbW`"
: cf`YI Ua d`YžVUgYX`cb`ZYXVUW`_]b`dfYj]ci g`m`Ufgž`h`Y`7 Ua dU][b`GfUH`[mhUg`_k`Ug`a`cj YX`Zca`h`Y`
YbX`cZgYa YghYf`hc`ja a YX]UH`mZ`ck`h`Y`7 Ua dU][b`<E`hUg`_g"

Gi Va]gg]cb`cZ5ggYgga YbhHUg_g

Gi Va]gg]cb`cZ5ggYgga YbhHUg_g

Hi fb]hb`Gi Va]gg]cb

≠mci`YbWci`bhYf`U`dfcV`Ya`k`Yb`U`H`Ya`dh]b[`hc`gi`Va`]hmc`i`f`Ugg][`ba`Ybh`h`fci`[`\`Hi`fb]hb`z`d`YUgY`
H`Y`d`l`cb`Y`9I`H`fb`U`Gi`ddcfh`cb`-`,`)`'`'`'`%`cf`Ya`U`H`Ya`cb`YI`H`fb`U`H`h`gi`ddcfh`i`bgk`"YXi`"Ui`"Gi`ddcfh`
`l`ci`fg`UfY`,`.\$\$Ua`-`%\$.\$\$da`cb`k`YY`XUmg`UbX`-`.\$\$Ua`-`).\$\$da`cb`k`YY`YbXg`f`l`*)`XUmg`U`m`Y`Uf`l`"≠mci`
UfY`i`bUV`Y`hc`gi`Va`]hmc`i`f`Ugg][`ba`Ybh`Xi`Y`hc`U`Z`U`h`k`]h`Hi`fb]hb`mci`a`Um`Udd`m`Z`f`Ub`YI`H`bg]cb`z`Vi`hmc`i`
a`i`gh`f`Y`h]b`mci`f`h]W`Y`h`bi`a`VY`f`Z`ca`9I`H`fb`U`Gi`ddcfh`f`U`cb[`k`]h`Ub`m`c`h`Y`f`f`Y`j`Ub`h`X`c`W`a`Y`b`h`g`l`hc`
]b`W`i`X`Y`U`g`Y`j`]X`Y`b`W`hc`gi`ddcfh`mci`f`YI`H`bg]cb`Udd`]W`h]cb"≠mci`Ya`U`9I`H`fb`U`Gi`ddcfh`mci`k`]`
Ui`hc`a`U`h]W`m`f`Y`W`j`Y`U`h]W`Y`h`bi`a`VY`f`z`Vi`h]Z`mci`H`Y`d`l`cb`Y`mci`k`]`b`Y`Y`X`hc`gd`Y`W`Z`W`m`U`g`_`Z`f`cb`Y`
Hi`fb]hb`U`gc`d`fc`j`]X`Y`g`i`d`X`U`H`g`i`cb`h`Y`j`f`g`m`g`h`Ya`g`h`U`h`g`i`cb`H`k`]h`Y`f`"

;`Yb`Y`f`U`m`z`Ugg`Y`gga`Y`bh`h`U`g`_`g`a`i`gh`V`Y`gi`Va`]h`Y`X`Y`Y`W`f`cb]W`m`j`]U`Y`]h`Y`f`Hi`fb]hb`cf`U`A`cc`X`Y`
Ugg][`ba`Y`bh`h`b`]b`g`h`U`b`W`g`k`Y`f`Y`h`l`g`]g`b`c`h`i`d`c`g`g]V`Y`z`]h`k`]`V`Y`g`h`U`H`X`i`cb`mci`f`W`ci`fg`Y`g`A`cc`X`Y`g`]h`k`]h`
U`h`f`b`U`h]`Y`gi`Va`]gg]cb`X`Y`h]`g`"

:`cf`]b`Z`c`fa`U`h]cb`cb`\`ck`hc`gi`Va`]h`Ugg][`ba`Y`bh`g`cb`]b`Y`j`]U`A`cc`X`Y`.\`h`td`g`#`g`h`X`Y`b`h`i`bgk`"YXi`"Ui`#`ack`!
gi`Va`]h`Ugg][`ba`Y`bh`a`cc`X`Y`"

5 WUXYa]W<c bYghmUbX 'D`U[]Uf]ga

D`U[]Uf]ga]g'i g]b['hY`k cfXg'cf]XYUg'cZchYfg'UbX'dfYgYbh]b['hYa`Ug'mci f'ck b" #WU b'U`Y`a Ubm Zcfa gž Zca`XY]VYfUHY`WXYU]b['hc`UW]XYbU`mWcdm]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[`WU]Y[cf]Yg.

7cdm]b[.`i g]b['hY`gUa`Y`cf`j`Yfmg]a`]Uf`k`cfXg`hc`hY`cf][]bU`hY`hcf`]XYU`k`]h'ci hUW_bck`YX[]b['hY`gci fW`cf`i`g]b['ei`chU]cb`a`Uf`g`"H\]g`U`gc`Udd`Yg`hc`]a`U[Ygž`Uf`h`UbX`XYg][`b`dfc`YWgž`Ug`k`Y`U`g`dfYgYbU]cbg`k`YfY`gca`YcbY`dfYgYbhg`UbchYf`g`]XYUg`cf`k`cfXg`k`]h'ci hWYX]h'

#Uddfcdf]UHY`dUfUd`fUg]b[.`7`U`b[]b[`U`Z`k`k`cfXg`UbX`d`fUgYg`k`Y`a`cghm`fYU]b]b['hY`cf][]bU`gfi`W`fY`UbX`#`f`dfc[`fYgg]cb`cZ]XYUg`cZ`hY`cf][]bU`Z`UbX`]bZcfa`U]cb`k`]h'ci hUW_bck`YX[Ya`Ybh`H\]g`U`gc`Udd`Yg`]b[`dfYgYbU]cbg`k`YfY`gca`YcbY`dUfUd`fUgYg`UbchYf`g`]XYUg`cf`k`cfXg`k`]h'ci hWYX]h`UbX`hc`d]Y]W]b['hc[Y`hY`f`ei`chYg`UbX`dUfUd`fUgYg`]bhc`U`bYk`k`Y`c`Z`k`]h'ci hUddfcdf]UHY`fYZYfYbW]b["

7c`i`g]cb.`k`cf_]b[`k`]h`chYfg`Vi`hdUgg]b[`cZ`hY`k`cf_]`Ug`U`d`Yfgcb`g`]bX]j`]Xi`U`k`cf_]`7c`i`g]cb`U`gc`]bW`i`XYg`dfc]j`X]b[`mci`f`k`cf_]`hc`UbchYf`g`h`XYbhVY`Zc`fY`hY`Xi`Y`XU]Y`Zc`f`Zc`f`hY`di`fdcgY`cZ`hY`a`d`U[]Uf]g]b[`Uh`Ubm]h]a`Y`ž`dUm]b[`UbchYf`dYfgcb`hc`dYfZcfa`Ub`UWUXYa`]W]Ug`ž`gh`U`]b[`cf`UW`ei`]f]b[`UbchYf`dYfgcb`g`UWUXYa`]Wk`cf_]`UbX`Wcdm]b[`]ž`cZ]f]b[`hc`Wca`d`Y`h`UbchYf`dYfgcb`g`k`cf_]`cf`gYY_]b[`dUma`YbhZc`f`Wca`d`Y]h]b[`UWUXYa`]Wk`cf_]`

#Uddfcdf]UHY`W]U]cb.`7`]h]b[`gci`fW`g`k`]W`U`j`Y`bchVYYb`fYUXž`k`]h'ci hUW_bck`YX[]b['hY`"gYWcbXUfm`gci`fW`Zca`k`]W`_bck`YX[Y`cZ`hY`a`U`g`VYYb`cV]U]bYX"

8i`d`]W]h]cb`f`fY`Z`d`U[]Uf]ga`"L`gi`Va`]h]b[`mci`f`ck`b`k`cf_]ž`]b`k`Y`cf`]b`dUf]ž`k`YfY`]h`Ug`d`fY`]ci`g`m`VYYb`dfY`dUfYX`cf`gi`Va`]hYX`Zc`f`UbchYf`UggYgga`Ybhcf`Wci`fgY`U`h`I`BGK`cf`UbchYf`i`b]j`Yfg]m'

7c`fY`W`fYZYfYbW]b[`d`fUW]W]g.

- DUfUd`fUg]b[`žgi`a`a`Uf]g]b[`žYggUm`k`f]h]b[`UbX`h]a`Y`a`UbU[`Ya`Ybh`
- 5ddfcdf]UHY`i`gY`cZ`UbX`U]h]f]Vi`h]cb`Zc`f`U`fU]b[`Y`cZ`a`U]h]f]U`g`]bW`i`X]b[`hY`i`ž`]a`U[`Ygž`Zcfa`i`UY`UbX`WcbW]drg"

#X]j`]Xi`U`Ugg]gh`UbW`]g`U]j`U]UV`Y`cb`fYei`YghZca`h`Y`@`YUf]b]b[`7`YbhY`f`h`hd`##`k`k`"Wi`bgk`"YXi`"Ui`#`G`h`XYbhg`UfY`U`gc`fYa`]bXYX`h`Uh`W]fYZ`h]a`Y`a`UbU[`Ya`Ybh]g`Ub`]a`dcf]U]bh]dUf]h]cZ`gh`Xm`UbX`cbY`cZ`hY`]XYbh]Z]YX`W]i`gYg`cZ`d`U[]Uf]ga`]g`d`cc`f`h]a`Y`a`UbU[`Ya`Ybh`G`h`XYbhg`g`l`ci`X`U`ck`gi`Z]W]Ybh]h]a`Y`Zc`fYgYUfW]ž`XfU]h]b[`UbX`dfcdYf`fYZYfYbW]b[`cZ`gci`fW`g`]b`dfY`dUf]b[`U`UggYgga`Ybh]h]a`g"

I`BGK`@]VfUfm]U`gc`U`g`hY`9@G9`hc`U`j`U]UV`Y`hc`Ugg]ghmci`k`]h`mci`f`gh`XmU]h`BGK`"9@G9`]g`XYg][`bYX`hc`]b]h]cXi`W`bYk`gh`XYbhg`hc`gh`Xn]b[`U`h`I`BGK`Vi`h]h]W]b`U`gc`VY`U`[`fYU]h]fYZYg`Yf`Xi`f]b[`mci`f`gh`Xn'

7ca`d`Y]h]b[`hY`9@G9`h`hc]f]U`UbX`ei`]n`k`]YbUVY`mci`hc.

- UbU`mgY`hc]d]Wgž`d`Ub`fYgdc]bgYg`UbX`cf[`Ub]gY`fYgYUfW]Zc`f`UWUXYa`]Wk`f]h]b[`UbX`chYf`UggYgga`Ybh]Ug_g`

- i bXYfgHUbX'mci f'f][\hg'UbX'fYgdcbg]V]]hYg'Ug'U'gh XYbhUhl BGK
-

5 WUXYa]W]bZcfa Uh]cb`

: cf`YggYbh]U`ghi XYbh]bZcfa Uh]cb`fY`Uh]b[`hc.

- fYei Yghg`ZcfYI hYbg]cb/
- `UhY`gi Va]gg]cbg`[i]XY`]bYg/
- fYj]Yk`cZa Uf_g/
- I B GK `<YU`h`UbX`GUZY`midc`]WYg/
- YI Ua]bUh]cb`dfcVWXi fYg/
- gdYW]U`Wc]bg]XYfUh]cb`]b`hY`Yj Ybhcz]`bYgg`cf`a]gUXj Ybh fY/
- ghi XYbhYei]hmUbX`X]gUV`]`]m/
- UbX`chYf`YggYbh]U`UWUXYa]W]bZcfa Uh]cbz`gYY

[\hfdg.#k k k "Ufmg"i bkg "YXi "Ui #W ffYbh\]ghi XYbh\]bZcfa Uh\]cb`dfc\]Wc`g! \[i \]XY`\]bYg#](#)

⇒ U[Y`7 fYX]h

; ci [\`K \`hUa `g]hg`k]h`g]b[Yf`@]hY`DUh]Yz`cbY`cZ`hY`W`YVf]h]Yg`k \c`gUb[`]g`Y`YW]cb`W]a dU][b`]b[`Yz`#f]g`H]a Yz`]b`U`bck`Z]a ci g`HJ`UX" A 5; 9`7 F 98 #.]; fUYa Y: `YhWYf#? Ymg]cbY# Yhm]⇒ U[Yg

7F ⇒ CG

7F ⇒ CG`Dfcj]XYf`7cXY.`\$\$\$-; ;