



MDIA5021

5Xj Yfhjg]b['UbX'7 fYUhj]hm

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7 ci fgY`Cj Yfj]Yk

GHJZ 7 cbHJW`8YHJ]`g

7 cbj Ybcfg

B Ua Y	9a U]`	5j U]UV]`]m	@cW]h]cb	D\cbY
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7ci fgY'8YHJ`g

7fYX]hDc]bhr`*`

Gi a a UfmicZh\Y'7ci fgY

H\Y`Wci fgY`ZcW`gYg`cb`h\Y`WfYUhj`Y`UgdYWfg`cZUXj`Yfhg]b[`UbX`W`ffYbhfhYbXg`]b`UXj`Yfhg]b["

Mci`k`j`"YUfb`\ck`h\Y`UXj`Yfhg]b[`dfcW`gg`k`cf`g`ZcW`g]b[`z]b`dUfh]W`Ufz`cb`h\Y`Zc`ck`]b[`UgdYWfg.

!`X`Ybh]Z]W]h]cb`cZVca`a`i`b]W]h]cb`W`U`Yb[`Yg`UbX`cddcfh`b]h]Yg.`fYgdc]bX]b[`hc`U`W]YbhVf]YZ/
!`7`fYUhj`Y`ghfUHY[`]Yg`UbX`dfUW]W]g`Zc`f[`]YbYfU]b[`]XYUg`Z`W`bW`dhXYg][`b`Z`ghc`fm`h`"]b[`Z`Ya`ch]cbU`UddYU`g`
UbX`d]h]W]b[`Zc`f`W]a`dU][`bg/
!`7`Ua`dU][`b`Yj`U`i`U]h]cb`a`Y`h`c`Xg"

H\Y`fYei`]fYa`Ybhr`Zc`f`UbX`]a`dUW]h]cZUXj`Yfhg]b[`UW`c`gg`a`i`h]d`Y`d`U`h`Z`fa`g`UbX`UggcW]U]YX`fYei`]fYa`Ybhr`
Zc`f`X][`]fU`]b]h]fUW]j`]m`Z`W`"UVcfU]h]cb`UbX`W`!`dfcXi`W]h]cb`k`j`"VY`Ya`d\Ug]nYX"

7ci fgY`@YUfb]b[`Ci`hWca`Yg

%`5`dd`m`WfYUhj`Y`ghfUHY[`]Yg`UW`c`gg`U`V`f`c`UX`f`Ub[`]Y`c`Z`UX`j`Y`fh`g]`b[`]a`YX]U
&`8`Yj`Y`cd`U`W]h]W]i`bXYfg]UbX]b[`cZUXj`Yfhg]b[`cV`YW]j`Yg
'`" `7`f]h]ei`Y`UbX`fYj`]gY`mci`f`k`cf`_
(`" `K`cf`_`Y`ZYW]j`Y`mk`]h`Z`Y`X`V`U`W`_`UbX`dfYgYbhmc`i`f`]X`Y`U`g`k`]h`W`c`b`Z`X`Y`b`W`

HYUWX]b[`GhfUHY[`]Yg`

Gh`XYbhr`k`j`"VY`fYei`]fYX`hc`U]h]Y`bX`U`h`c`\`ci`f`g`Ya`]bUf`YUWX`k`YY`_"`GYa`]bUfg`UfY`XYg][`bYX`hc`]b]h]cXi`W`
U`"gh`XYbhr`]b`U`W`c`bg]gh]bhk`Um]h`h\Y`fY`Yj`Ub]h]Y`c`f]Yg`Z`d`f`U`W]W]g`UbX`hc`c`g`"H\Y`m]fY`m\`Y`Uj`]m]cb`
Yi`Ua`d`Yg`c`Z`W`c`b]h]a`dcfUfmUXj`Yfhg]b[`hc`dfUW]W]W]m`XYa`cbghfU]h`h\Y`h\Y`c`f]Yg`]b`dfUW]W]W]b`fYU`
UXj`Yfhg]b[`g]h`U]h]cbg"

H\Y`gYa`]bUf`Zc`fa`Uh]g`UX`cd`fYX`hc`VY`h]f`g]a`i`U]h`h\Y`U[`]YbW]m]Yi`dYf]YbW]Z`k`]h`h]a`Y`gdYbhVf]Y]Z]b[
gh`XYbhr`]cb`k`YY`_`m]Ugg][`ba`Ybhr`]UbX`UggYgg]b[`h\Y`Y`ZYW]j`YbYgg`c`Z`h`Y]f`WfYUhj`Y`fYgdc]bgYg`"H\Y`
ga`U`Y`f[`]fci`dg[`]j`Y`h]a`Y`Zc`f`Z`Y`X`V`U`W`_`UbX`fY`Z`Y`W]h]cb`cb`fY`Yj`Ub]h]d]f]b]W]d`Yg`UbX`h\Y`c`fm`G]h`XYbh`
dU]h]W]d]U]h]cb`k`j`"VY`fYei`]fYX`h`fci`[`\`ci`hgYa`]bUfg"

7`fYU]h]Y`g_]`g`UfY`VYghXYj`Y`cdYX`h`fci`[`\`h\Y]f`W`c`bg]h]bh]Udd`]W]h]cb`"H\Y`fY`Zc`fY`Z`k`YY`_`m]Vf]Y]Z]g`UfY`
XYg][`bYX`hc`dfcj`XY`gh`XYbhr`k`]h`Ub`cddcfh`b]m]h]c`X]g]W]c]Yf`UbX`XYj`Y`cd`h\Y]f`ck`b`WfYUhj`Y`dfcV`Ya`!
gc`]b[`g]m]Yg`UbX`g_]`g"

Gh`XYbhr`]UfY`U`gc`YbWci`fU[`]YX`hc`UW]h]j`Y`m]W`"Y`W]h]Ug`a`U]b]m]d]Y`W]W]g`cZUXj`Yfhg]b[`Wca`a`i`b]W]h]cb`Ug`h`Y`m`
W]b`Zc`a`U`X]j`YfgY`fUb[`]Y`c`Z`gci`f`W]g`Z`hc`_`Y`Yd`U`V`f`Y`U`gh]c`Z`V`c`b]h]a`dcfUfmW]a`dU][`bg`UbX`UXj`Yfhg]b[`]gg]Yg`
UbX`Yb\`UbW`h\Y]f`dfUW]W]W]i`gY`c`Z`h`Y`h\Y`c`f]Yg`Z`dfc`W]W]ggYg`UbX`hc`c`g`W]c]YfYX`]b`h\Y`Wci`fgY"

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C b`]bY`fYZYW]j Y`k f]h]b[`HUg_`) i	&* #&#&\$&%%%\$\$`DA	%ž&
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GHUfhXUH. Bch5dd`]WUV`Y

8YhU]`g.

&\$\$`k cfXg" `X]]Xi U`HUg_"`A ccX`Y`Zcfi a "`DUgg# U]`f) i `dUgg/&i `Z]`/\$i `bcblgi Va]gg]cbE": YYXVUW_ j]U`@A G"

Hi fb]h]b`gYh]b[. H\]g`Ugg][ba Ybh]g`gi Va]hX`h`fci [\ `Hi fb]h]b`UbX`ghi XYbhg`Xc`bchgYY`Hi fb]h]b`g]a]Uf]hmfYdcfrg"

5ggYgga Ybh&.`7 f]h]WU`UbU`mg]g

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: ci f`f(E`k f]h]b`X]UfmYbh]Yg`cZUddfc(") \$\$`k cfXg`YUW/&\$\$`k cfXg`]b`hcU"

9ei]j U`Ybh`hc`U`a U`cf`YggUmž`h`YcfYh]WU`fYZYW]cbg`cb`h`Y`Zci`f`a U]b`h`cd]Wg`Zcf`h`Y`W`ei`fgY`

`X]]Xi U`HUg_

: YYXVUW_ j]U`@A G

Hi fb]h]b`gYh]b[. H\]g`Ugg][ba Ybh]g`gi Va]hX`h`fci [\ `Hi fb]h]b`UbX`ghi XYbhg`Xc`bchgYY`Hi fb]h]b`g]a]Uf]hmfYdcfrg"

5ggYgga Ybh' . `Dcfhž`]c`

GHUfhXUH. Bch5dd`]WUV`Y

8YHJ]g.

: ci f f(L'WYUj) Y'UXj Yfh]g]b['d]YWg'hc'VY'gi Va]mX'Ug'Wca dcbYbhg'cZhY'dcfhZ`]c"'=bX]j]Xi U'hUg_"
: YYXVUW_j]U'@A G"

Hi fb]hb'gYhb[. 'H\]g'Ugg][ba Ybh]g'gi Va]mX'hfci [\ 'Hi fb]hb'UbX'ghi XYbhg'Xc'bcHgYY'Hi fb]hb
g]a]Uf]mfYdcfhg"

5ggYgga Ybh(. D]hW

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6UffmžD" f&\$%*Ł" H\Y`5Xj Yfhjg]b[`7cbWdh6cc_ž' fX`9X]hcbž@cbXcbžH\Ua Yg/`<i Xgcb"

F YWca a YbXYX`F Ygci fWg

5]hW]gcbž>"f&\$\$(\$Ł"7i h]b[`9X[Y`5Xj Yfhjg]b[ž&bX`9X]hcb"G]b[UdcfY. `DYUfgcb`<U`"

5`hg]Y`žHca / ; fck ž>YUžžf&\$%-Ł"5Xj Yfhjg]b[`7fYU]j Y. `GfUH[mž7cdmžUbX`8Yg][bž(h\`YX]hcbž@g

5b[Y`Yg. `GU[Y`Di V`]W]hcbg"

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F ca Ubž? "/ `A UUgž>"f&\$\$`Ł"<ck `fc`5Xj YfhjgY. `K \Uhk cf_gžk \UhXcYgb`h! `UbX`k \mž' fX`9X]hcb"

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≠Zmci 'YbWci bHYf'U'dfcV'Ya 'k \Yb'UH'Ya dh]b['hc'gi Va]hmc'i f'Ugg][ba YbhiH'fci [\ 'Hi fb]h]bž'd'YUgY
HY'Yd\cbY'9I HYfbU'Gi ddcfh'cb'- ' ,) " ' ' %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'f1 *) 'XUmg'U'm'UfL" ≠Zmci
UfY'i bUV'Y'hc'gi Va]hmc'i f'Ugg][ba YbhiXi Y'hc'U'Zi 'hk]H'Hi fb]h]b'mci 'a UmiUdd'm'Z'f'Ub'YI HYbg]cbž'Vi hmc'i
a i ghfYHU]b'mci f'h]W_Yhbi a VYf'Z'ca '9I HYfbU'Gi ddcfh'fU'cb['k]H'UbmicH'Yf'fY'Y] UbhXcW a Yb'gk'hc

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`]VYfU`h`V`X`Y`U`h]b[`h`U`W`Y`X`Y`b`U`m`W`c`d`m]b[`Z`ca `U`gci f`W`k]h`ci h`U`W`b`c`k `Y`X[`Y`a `Y`b`h`

I B G K ` [fci dg`d`U[]Uf]ga `]b`h`c`h`Y`Z`c`ck]b[`W`U`h`Y` [cf]Yg.

7 cdm]b[.`i`g]b[`h`Y`g`U`a `Y`cf`j`Y`fmg]a]U`f`k`cf`X`g`h`c`h`Y`cf][]b`U`h`Y`h`cf`]X`Y`U`k]h`ci h`U`W`b`c`k `Y`X[]b[`h`Y`

- i bXYfgHUbX'mci f'f][\hg'UbX'fYgdcbg]V]]hYg'Ug'U'gh XYbhUhl BGK
- VY'Uk UfY'cZd'U[]Uf]ga ž'Wcdmf][\hž' BGK 'Gh XYbh7cXY'cZ7cbXi WñUbX'5WwdfUV'Y'I gY'cZ
I BGK '⇒H'F Ygci fW'g'Dc`]Wñ

