

# প্রচারমাধ্যম, পণ্য-প্রচার এবং পৌরুষ

gubm tPšaj x

tcšl "l AvcvZtM0tn" tKvrbvgfZB cPvi gva'g-ubvgZ cčĀ bq | AšZ ubgP cĥuqvi mPj Zv Ges eüglxbZv ubtq evowZ mRvM bv \_vKtj, Guv wec34bK cĥvebv ntZ cvti th wgvWqv tcšl "l Zwi KitQ | GB wekl wRÁvmvq wgvWqv "i"Zi eis GK`g `Zšj `k`MZ mvgM0i kw3gEvtK gv\_vq ivLtj, mgKvj xb cPvi gva'tgi itqtQ cwi mi evbvevi myekvj mvg\_0 | hvfK wKbv gj Y-cjRev` ejv nt"Q tmLvb t\_#K GB btewil Z gvT v D"mZ Ges DrmJK ntqtQ | wgvWqv, hMcr thwMvb l thwMvthvMi Dcvq wntmte, c0j wj tzi c0Z GKUv w0glx mnvqZv w tq \_v#K | c0gZ, btev"mZ cwi mi we`gvb welg m=ú#K BtZvgta`B mjevafvMx c0j tMv0#K evowZ aib i fviMi aib thwMvb w tZ mg\_0 w0ZxqZ, wgvWqv cwi tekbiwZ ubgP Kti, hv, c0Ztiva Kiv bv ntj, we`gvb AmgZvi gta`wqv Kti Ges cwi tktl GtK Avtív gReZ Kti | GB wekl cĥuqvB cj "l mEv ev cwi PqtK cPm0b Kti Ges tcšl "l tK DE½ ivtL |

GKB m#z, Guv mavi Y Ávti ch0QB cto, th cPvi gva'tgi DE½ weKvk eüRwZK ms`vi fvgKv tk`xq, Gi mnM fvgKvq itqtQ `vbxq ewYR` ms`v\_tjv | t`kx l euf`kx ms`v\_tjv wgt\_vRex fvgKv Gt#t wekl Zirch0Y0 weMZ KtqK eQi i ejsj vt`tk, wKsev 0Dbqbkxj wekji0 Ab`Tl, `0tUv `Zšj cĥuqv t`Lv tM0, th\_tjv Avevi ci`ui-m=úwKZ | GKUv nt"Q m`vtUj vBU tUw wfk#bi `\*Z c0w Ges Ab`Uv nt"Q ewYR` ms`v\_tjv Drcv mg#ni weÁvcbx Kvh0tgi we`# | Gmtei ga`w tq wKQy AbjZx`0dj t`Lv w tq0 | c0gZ, mi Kvi-wbqvšZ RvZxq tUw wfkB P`vtbtj i iv0e`vcb GKgvT `k`-k0vZ gva'g wntmte "i"Zjnm tctqtQ | w0ZxqZ, ewYR` ms`v\_tjv cwi mti i GB ewx D`hvcB KitQ Zvt` i Drcb0tjvK Zj brq Avtív Awak msL`K `k#Ki KvQ weÁvcb KitZ cvi0 etj | ZZxqZ, t`kR 0ms`wZ l Hwzn`0 welqK GKUv weZK0D"mZ ntqtQ | GB cwi w`wZtZ, ewYR` ms`v\_tjv c0qkB Ggb AvBKbc0vuj c0qM KitZ m#P0, hvfZ 0`#`k0 Ges 0RvZxqZv0 BZ`vKvi welq cwi tekKZ nq ; tmUv eüRwZK ms`v\_tjv Zi0d eis AwakZi mRvM ZrciZv | AwakS; GKUv mgjfcxKiY cĥuqv j #l Kievi AvtQ— iv0hxgv t`#` Kti GKUv `enkK tfv3vKtj i D"m— hMcr e`i wR l `k`MZ mvgM0 tFvM Kievi tejvq Zvt` i c0wZi wePvti | Avgvi Dcj w0 nt"Q, `enkK tfv3vKtj i D"m mEv (AvBtWwUw) msMVtbi GKUv cĥuqv Ges Gi GKUv wj ½wqZ `enk0 itqtQ | ciš, 0`#`k0 ev 0RvZxqZv0i cwi tekbl GKUv wj ½wqZ cĥuqv | GB c#iv welqwi w`#K AbjwUvxb gtbw0tek mgKvj xb ejsj vt`tki ms`wZK cĥuqv Abjw0bi Rb` Ri`wi | GB mvgv` i PbwU tm j #t#l GKUv webg`c0P0vgvT |

cj "l Av`j mgn

weÁvcbx `#k` cwi tekKZ cj "l BtgR\_tjv#K tKej tk0yi tc0#tZB cvW Kiv m#e | BtgR\_tjv GKUv w0w`0 cY` Ges Gi Uv#M tfv3vKtj i m#z m=úwKZ | Gi t\_#K Abqv0m Gi Kg Xjv l wKQy fvev m#e bq th cY`ubgPZviv— eüRwZK wKsev ejsj vt`kx— tKej ga`weE cj`tl i BtgR emb0q Pjt0b | Kx BtgR Mto tZjv nte Zv Drcv`b ms`vi bq eis Uv#M tfv3v tk0yi m#tct#l wba0i Z |

GB tc0#tZ, Pj wZ c0YZvq cj "l Av`j\_tjv#K tgvUv`vM `0tUv fvtM fVw Kiv hvq— M0gxY l kúti | M0gxY BtgR `Zwi Kivi t#t#l GKUv mnR dgPv j #l Kiv hvq | GLvtb, tLqvj Kievi AvtQ th, 0M0gxY0 c`w hvfK wKbv 0`#`k0 ejv ntq \_v#K, Zvi m#z A`je`j thwM` wntmte c0qMKZ nq | M0gxY cj`tl iv mPivPi ubvgZ nb Ggb tcvkv#K, th\_tjv bvMwi K`k#Ki KvQ 0M0gxY0 tcvkvK etj Abjw0Z ntq \_v#K— j ½ l MvgQv | Gt` i GKUv L# AvRe ejsj v D`Pvi Y itqtQ, hvfK M0gxY ati tbqv nq Ges ejsj vt`tki tKvrbv AÁjtB tm aib i ejsj v L#R cvlqv `P#i | GUv Djt #i `we`vi th M0g`cb#K Zjt aivi Rb` tgKAvcl wekl Zirch0Y0— w0l qjv v g#gEj, Gjtvtgtjv Pj wKsev Pvgovi Nb i0 | Gme Av`tj Awfb0qi Rb` wbtqMc0vb GB cĥuqv Avti KUv "i"ZcY0`enk0 | L# wej e`wZµg Qvov, M0gxY cj "l Pwi t#l thme g#Wj Awfbq Ktib, Zuiw c0qkB bvMwi K ga`weE tk0yi |

1. b0bv Kvi #Y GB i PbwU eü eQi tj Lv ntq l #v w, Ges GLb hv ntjv tmUv Avgvi j #t#i Zj brq GKUv L# mavi Y LmovB ntjv | wKš`GZw`b br-ntq l Veri w00b Ges GLt0v Kw#lZ fve br-nevi w00b wKQyGKvš-Kvi Y AvtQ | Awg Avkv Kwi migtb KivU0K Avtív `w0 KivtZ cwi, thLvtb c0tzi R0Wj ZvtK GKw0K cvUvZtb t`Levi tP0v Kiv m#e nte | wefb0mgtq Avgvi mnKgr0K0yeÜi KvQ KivUvi mPviKj t\_#K Awg FYx |

Ab`w`tk bvMwi K cj`l`i BtgR<sup>2</sup> n`O gWj`i Rb` miZ`Kvi K`w`qZ fvgKv, hv Zuv Awfbq Ki`Z Pvb| hv`nvK, GUV D`j` Kiv Ac`qRbxq n`Z cv`i th g`Wj`s m`c`ZKkvtj` μgk MhY`thM`Zv-tc`Z`\_vKv GKUV tckv Ges GUV w`tkl f`vte GKUV bvMwi K ga`wE` tckv| w`Avcbx`k`vewj`Z bMi-cj`l`i v, `ev`e` R`xetbi g`ZvB, Kvgv`v`-`wo Ges cwi cwi Pj`m`gZ, c`qk`B dj`nvZv R`vgn c`i n`vZ GKUV t`v`v`-`aiv, c`h`b`v`m`v`g`v`L`v` g`l`— h`\_`G`w` w`K`D`u`f` g`l`v`e`q`| h`v` Av`iv`Z`\_`S`-`K`wi, GB w`tkl g`l`v`c`w`w`Z` m`v`g`u`M`K` m`g`v`R` c`j`l`i m`v`e` w`b`e`f`n`x` f`v`g`K`v`i` m`t`z` k`Z`h`p`| dj`Z, GB c`j`l` Av`j`\_`t`j`v` `e`l`g`c`Y`w`j` 1/2`q` m`v`u`k`P` c`v`U`v`Z`t`b`B` t`K`e`j` A`\_`E`Y`n`q` Ges c`w`Z` n`Z` cv`i| Ab`f`v`te` e`j`t`j`, c`w`i`e`w`i`K` m`v`u`k`h`g`n` w`b`e`f`n` K`i`e`v`i` f`v`g`K`v, t`g`v`U`v`v`M, *t`i`v`R`M`i` K`i`e`v`i` m`v`g`\_`G`e`s` w`e`A`v`c`b`\_`t`j`v`t`Z` t`m`U`v`B` c`p`i`r`c`w`Z` n`t`q`\_`v`t`K`| GUV Awg` t`e`v`S`v`t`Z` P`v`B` w`b, t`m`i`K`g`U`v` B`t`Q`i` b`q` t`h, M`g`x`Y` c`j`l`e`x` GKUV Awg` w`j` 1/2`q` m`v`u`k`P` l`c`i` m`S`M`W`Z` b`q`| Av`g`v`i` j`q`l` n`t`O` w`e`A`v`c`b` bvMwi K ga`wE` t`k`i`Y`i` Awac`Z`t`K`\_`u`o` i`v`L`v, Ges Awg` Av`iv` e`j`t`Z` P`v`B`i`Q, M`g`x`Y` c`j`l`i` B`t`g`R` c`w`i`t`e`k`b` k`u`ti` c`j`l`i` B`t`g`R` c`w`i`t`e`k`t`b`i` m`g`v`\_`R`\_`i`Z`i` e`n`b` K`t`i` b`v`| m`v`i`v`t`k, w`e`A`v`c`b`\_`k`v`ewj`Z` M`g`x`Y` l` k`u`ti` c`j`l`-B`t`g`R`i` t`h`K`v`t`b`v` Z`j` b`v`i` R`b` c`q`j`v`t`Z` t`k`i`Y`m`v`u`k`P` w`e`t`k`H`\_`v`K`v` R`i`w`i`|*

M`g`x`Y`-bvMwi K w`t`k`v`U`ng` : K`w`q`Z` t`c`S`i`l`

h`v` l` w`e`A`v`c`b` Awak`Z`i` c`w`i`t`e`k`Z` b`q, Z`\_`w`c` M`g`x`Y` c`j`l`-Av`t`j`i` w`e`t`k`l` Z`v`r`c`h`g`q` f`v`g`K`v` i`t`q`t`Q` bvMwi K B`t`g`R` e`v`b`v`t`b`v`i` t`q`i`t`i, hv` w`k`b`v` L`t`i` g`a`w`e`t`E`i` R`b` K`w`q`Z` c`j`l` m`E`v`| G`q`l`Y` M`g`x`Y` B`t`g`R`m`g`n, c`w`i`m`t`i` m`S`K`p`Z` e`e`n`v`i` K`t`i, `k`M`Z` g`v`a`g`t`g` bvMwi K c`j`l`i` w`P`w`l`Z` n`e`v`i` R`b` w`e`k`v`j` c`w`i`t`q`i`t`i` L`w`j` t`i`t`L` t`q` Ges t`m`B` m`e`v`t` m`v`e` Z`j` b`v`U`v`t`K`l` A`j`t`q`l` P`v`z`v` i`v`t`L`| w`e`c`Z`x`c`Z`v` e`v` c`O`Z`Z`j` b`w`l` w`e`A`v`c`b`x` m`S`v`\_`t`j`v` g`v`Y`q`v`b`v`i` m`t`z` e`e`n`v`i` K`t`i| GKUV `i`Z`i` d`j`v`d`j` n`q` G`t`Z`| e`w`n`Z, M`g`x`Y`-bvMwi K w`e`c`Z`x`c`w`l` t`K`v`t`b`v`i` K`g` c`k`v`z`x`z`f`v`t`e` w`e`A`v`c`b` R`v`q`U`v` K`t`i` t`b`q`| Ab`f`v`l`v`q` e`j`t`j`, c`Y`i` i`K`g`t`d`i`i` l`c`i` Av`j`w`b`g`Y` c`l`u`q`w`l` m`v`d`v`B`t`h`v`M` l` m`v`d`v`B`K`Z` n`t`q` c`t`o`| t`h`t`n`Z`i`Awak`v`S`k` D`r`c`v`B` ga`wE` t`k`i`Y`i` t`f`v`t`M`i` R`b`, b`M`i`-B`t`g`R` Z`t`j` a`i`v`i` GUVB` m`e`t`p`t`q` e`t`o`v` h`y`<sup>3</sup> n`Z` cv`i`| e`j`v`B` e`v`u`j` , Awg` G`L`v`t`b` M`g`x`Y` Ges/e`v` `w`i` `g`v`b`l` R`t`b`i` w`e`A`v`c`b` e`A`b`v`i` c`h`n`z` Z`j` w`Q` b`v, w`k`S`e`v` Av`g`v`i` Awf`c`l`q` b`q` m`i`j` G`g`b`w`k`Q`y` e`j`v` t`h, w`e`A`v`c`b` B`t`g`R`i` Awak`Z`i` Ask`M`h`Y` e`v` c`p`i`r`c`v`b` K`v`h`t`q`i`t`i` Awak`Z`i` t`f`v`M`L`t`j`i` w`b`d`q`Z`v` w`t`Z` cv`i`| e`i`s, Av`g`v`i` w`z`b`U`v`\_`u`o` h`y`<sup>3</sup> Ges/e`v` c`h`f`e`q`l`Y` G`L`v`t`b` n`w`R`i` K`i`v`i` Av`t`Q`| c`l`g`Z, t`h` c`l`u`q`v`q` w`e`A`v`c`b` ga`wE` c`j`l` Av`j` c`p`i`r`c`v`b` K`t`i` Ges Awak`S` GKUV w`b`v`t`i` a`i`t`b`i` t`c`S`i`l`t`K` b`g`e`v` Av`k`g`v`b` w`n`t`m`t`e` m`g`b`z` K`t`i` Z`v`t`K` w`e`t`k`H` c`l`q`v`R`b`| w`O`Z`x`q`Z, w`K`Q`y`M`g`x`Y` B`t`g`R` hv` a`b`x` w`n`t`m`t`e` c`O`Z`f`v`Z` n`q, t`m`\_`t`j`v` t`K`e`j` bvMwi K Av`t`j`i` m`v`u`k` w`n`t`m`t`e` t`h`S`M` f`v`g`K`v` e`n`b` K`t`i`\_`v`t`K` Ges Aw`Z` A`e`k`B` GKUV w`b`v`t`i` D`r`c`v`/c`w`i`t`l`e`v`i` t`f`v`<sup>3</sup>v`K`t`j`i` M`g`x`Y` m`S`i`Y` w`n`t`m`t`e` c`w`i`t`e`k`Z` n`t`q`\_`v`t`K`|<sup>3</sup> Ges Z`Z`x`q`Z, Av`t`M`i`\_`t`j`v`i` m`t`z` m`v`u`k`P`<sup>2</sup>, c`w`i`t`e`k`b`c`l`v`w`j` m`v`a`v`i`Y`f`v`t`e` `O`Av`a`y`b`K`Z`v`e`v` `x`l` GKUV R`v`g`t`b` t`c`w`\_`Z`|<sup>4</sup>

G`L`v`t`b` `k`M`Z` w`g`w`v`q`v`q` k`u`ti` c`j`l` B`t`g`R`i` w`K`Q`y`M`r`e`u`a`v` a`i`t`b`i` w`t`k` b`R`i` t`q`v` t`h`t`Z` cv`i`| L`m`o`v` GKUV D`t` `v`M` w`n`t`m`t`e` g`l` `a`i`b`\_`t`j`v`t`K` Q`K` Av`K`v`t`i` `w`o` K`i`v`t`b`v` h`v`q` :

eqm`f`M`v`o`x` Ges m`v`e` t`ckv	c`w`i` "Q` l` m`v`R`m` <sup>3</sup> v`	B`w`z`K`Z` c`w`i` e`w`i` K`-m`v`g`v`i`R`K` f`v`g`K`v`
m`te` 30` e`v` g`a` 30, e`e`m`v`q`x	c`f`i`v`v`Z`v` R`v`g`v` c`l`q`k`B` n`u`j`K`v` i`O, N`b`i`t`O`i` c`v`t`U`i` m`t`z` g`v`b`v`b`M`B, Aw`c`m`-R`f`Z`v, K`v`g`v`t`b`v`g`t`L`i` m`t`z` e`v`K`e`t`k` e`v` n`v`t`j`i` t`K`v`t`b`v` P`j`k`t	c`w`i`c`w`l` GKUV d`v`U`e`w`i`o` l` M`w`o`i` g`w`j`K, hv` `O`Z`v`i`O` `x` l` e`r`P`v`t`i` R`b`, K`v`t`j` f`t` `g`v`-e`v`e`v`i` R`b`l` e`t`U
g`a` 40` e`v` t`k`l`v`a` <sup>3</sup> 30, c`w`i` P`v`j`K	Av`t`M`i` g`t`Z`v`B, e`v`o`w`Z` GKUV a`v`Z`e` w`i`t`g`i	Av`t`M`i` g`t`Z`v`B, e`v`o`w`Z` t`h`M`Z`v` w`n`t`m`t`e` `O`f`v`t`j`v`o`

- GB i`P`v`q` `O`k`u`ti` e`v` bvMwi K c`j`l`i` e`j`t`Z` Awg` `O`ga`wE` c`j`l`i` t`e`v`S`w`O`| G`L`v`t`b` GUV `u`o` K`i`e`v`i` `i`K`v`i` Av`t`Q` t`h` ga`wE` t`k`i`Y`i` M`v`B` J`c`a`b`t`e`k`K` K`v`j` t`\_`t`K`B` b`M`i`v`q`y` c`l`u`q`v`i` m`t`z` m`S`g`u`k`Z, hv`i` AZ`\_`S`-`K`K`R` m`e` A`b`p`Z`r`N`U`b`v`c`e`v`n` i`t`q`t`Q`| g`n`v`B`M`i`i` k`i`g`K`i`k`i`Y`i` e`v`c`v`t`i` Awg` m`g`K` m`t`P`Z`b` Aw`O, Ges t`m`R`t`b` l` Awg` e`j`t`Z` P`v`B`i`Q` t`h, `O`A`b`o` t`h` m`K`j` t`k`i`Y` w`e`A`v`c`b`\_`k`v`ewj`Z` c`l`u`k`Z` n`q, Z`v`t`i`K` t`L`v`t`b`v` n`q` M`g` t`\_`t`K` b`M`t`i` `O`A`v`M`Z`O` w`n`t`m`t`e`| c`l`u`q`v` w`n`t`m`t`e` GB c`w`i`t`e`k`b`i`m`Z`t`K` A`e`k`B` e`v`S`v`t`i` t`k`i` b`M`t`i` w`k`i`r`f`v`E`i` A`f`v`t`e`i` c`w`i`t`c`q`i`t`Z` e`S`t`Z` n`t`e`l` B`D`i`v`c` e`v` Av`t`g`v`i`K`v` g`t`Z`v`e`Q`i`i` c`i` e`Q`i` a`t`i` t`c`w`i`-A`v`e`f`t`b` k`i`g`K` e`m`i`Z` G`L`v`t`b` c`v`K`v`c`m`K`f`v`t`e` M`i`o` Z`j`t`Z` n`q` w`b`|
- GKUV w`e`A`v`c`t`b`i` K`\_`v` G`L`v`t`b` w`e`t`k`l` f`v`t`e` g`t`b` c`o`t`Q`| c`v`\_`j`w`R`K`v`j` c`i`x`q`l`v`i` K`i`e`v`i` GKUV c`l`B`t`f`U` M`t`e`l`Y`w`M`t`i`i` w`e`A`v`c`b` GUV| e`w`Y`w`R`K` `v` `c`w`i`t`l`e`v`i` `\*`Z` c`e`p`x`t`K` h`v` Av`g`v`i`\_`i`t`Z`j`i` m`t`z` w`b`t`q`\_`w`k, Z`v`t`j` GUV A`e`k`B` c`w`i`w`i` t`h` b`t`e`v`m`Z` m`K`j` a`i`t`b`i` c`l`h`y`<sup>3</sup>K` K`v`q`v` M`g`t`i`k`l` G`i` L`t`i`i` L`t`R` w`b`t`q`i`t`Q`| `v` `c`w`i`t`l`e`v`i` e`v`R`v`i` m`v`u`k`P` R`u`l`j` m`v`t`U`i` e`v`B`t`i`B` Awg` w`e`A`v`c`b`i`l`i` g`j`m`v`i` w`b`t`q` D`r`m`v`x` G`L`v`t`b`| M`t`g`i` G`K`R`b` w`k`i`t`i`w`k`i` g`v`-e`v`e`v, `v`O`w`S`Z` Ges `w`i` `A`e`q`t`e`i, c`i`v`g`k`c`v`t`O`b` e`v` `j`o` `O`A`v`b`l` G`K`R`b` `v`b`v`q` c`j`l`i`— g`t`b` n`q` G`K`R`b` `g`i`w`k`q`l`K`— h`v`t`Z` Z`u`i`v` l`B` w`e`t`k`l` j`v`t`e` w`l`t`q` m`i`V`K` c`i`x`q`l`v`\_`t`j`v`i`v` K`i`v`b`| w`e`A`v`c`b`i`l`i` t`k`l` n`q` G`i`K`g` GKUV e`v`Y`t`Z` : `O`b`q`v` R`x`e`t`b`i` m`U`v`b`— `O`m`P`e`d`i` Av`w`D`j`v`B`d`l`|
- f`j` t`e`v`S`v`e`t`Z` GUV t`e`k` w`e`c`<sup>3</sup>ab`K` e<sup>3</sup>e` n`Z` c`v`i`| c`w`i`t`k`l` `k`R`t`k`i`Z`g`E`t`j` t`h`m`e` g`j`e<sup>3</sup>e` m`A`w`j`Z` n`q` Z`v`i` t`h`t`K`v`t`b`v` GKUV w`b`t`q` f`v`e`v` h`v`q`| *Av`R`K`v`j` K`i`v`i` t`b`i` R`b` R`i`w`i` D`c`v`q` (ngbm)` w`n`t`m`t`e` c`l`u`k`Z` t`K`v`t`b`v` c`Y`i` h`v` L`w`i`-m`v`g`\_`K`v`t`i`v`\_`v`t`K, Z`u`i` w`k` Av`m`t`j` t`K`v`t`b`v` `O`p`t`q`m`l` Av`i` A`e`k`o`\_`v`t`K` t`m`U`v` L`w`i`-b`v`-K`i`e`v`i` ? U`v`K`v`-c`q`m`v` Av`t`Q` G`g`b` K`v`t`i`v` c`t`q`l` w`k, a`i`v` h`v`K, `i`Z`i` c`v`\_`j`w`R`K`v`j` c`i`x`q`l`w`M`t`i` b`v`-w`l`t`q`\_`v`K`v` m`v`e` m`S`i`k`e`-m`g`q`K`v`t`j` ?*

tMvOxq c`	Pkgv, KLtbr g`wPs mju _vKtZ cvti	evey wntmte ev`Pvt` i Rb` 0`faxbZv0 w`tZ mtp0
50-EaY <sup>6</sup> (ev`te GKUv Kvj nxb mJx 0ex0), tKvrbv GKUv 0ghP vki0 Pvkvi t`tK Aemi c0B gtb nq	mv`v ci Pj vq fvtj v, A`ev nVv- PgKvrbv UvK, teLvav wRsk-A` vBW t`qT metk tI ; hv` cwi ewi K Gj vKv nq Zvntj cvRvgv-cvAwie teuk	m`vme <sup>6</sup> v tntm-hvevi GKUv` jfn KvR Ki t0b, cJ/Kb`vK 0k`qW0 vb Ki t0b, hv`Z Zviv mdj nq
20 ev KvOvKw0, 0AvaybK0 wK0fZ nt`Q (wK`qv_x`mtgZ)	c0qkB wRbm I wU-kvU <sup>6</sup> KLtbr i w0b Pkgv tPvtL, KvgvrbvgfLi mvt`n vj d`vktbi Pj , tgvUieBK _vKtZ cvti	0Mj fclU0, eUzGes cwi Rbt` i c0k`vJZ ; Gi m1/2` pvg (c0vskm) Kievi gfv 0`yU0 <sup>6</sup>

Aek`B, GLvrb thme chf`eY Rtov Kiv ntjv tm`tjv Lp maviY chf`eY Ges j`qY`tjv cpiveiEi KviY`ZS; „i`Zep| tcSi`I GLvrb D`hwicZ nq cY` Lwi t` ga` w`tq, Ges 0mLx0 cwi evi wU i m`m` t` tK wRwbmcwZ mieivn Ki tZ civi fvgKvi ga` w`tq| wKs` GB mij wvqUv w`g`v wj 1/2m`u`K` tZgb w`tKl A`\_enb Kti bv, hv` bv GtK mvtc`vKfvte cvb Kiv nq| M0gxY cj`I Btgr thfvteB ev thmKj t`qT tB cwi teukZ tnvK bv tKb, k0ti cj`I`Pwi I` (cY` Lwi` I wRwbmcwZ mieivn) tbnZKi tYi GKUv c0p`qv i ci` wovtbv : gvbJ Rbtbi mgvRK Aw`Zi tbnZKiY, w`tKlZ 0Acio cj`tI i, hviv mgjfc fvgKw` wbtZ A`qg| Avi mgvRK Aw`Zi GKUv` be<sup>6</sup>K e`MZ`kv, Ggb GKUv m`u`K`wRtZ tclw`Z hvi gta` gvbJ Rb emevn Ktib, Ges Zt` i Awfclq hvB tnvK bv tKb Zvi t`tK m`u`Y`wRf`v`mU| AwakS` Guv tbnZKiY Kti GKB tk0Yi bvi x` i msM0g`K, hviv w`tKl fvte cj`I wactZ`i GKUv tckvRMtZ AvZ`c0Z0vq c0P0| GKB aitbi w`Avcbgvj vq bvi xi Btgr Aek`B cj`I ex`qY`i mvtc`vK` my`i I AvKI`Pq, Zte GLvrb tmUv Avtj vP` bq|<sup>5</sup> GB tbnZKiY c0p`qv tcSi`I i Pbv c0p`qv Aveik`K w`K, dj Z wMkwm`f, Ges GtK cY`i mgvRK Rietbi<sup>6</sup> eqvbi Ask wntmte t`L tZ nte| cY`eqv i tcSi`I GLvrb w`thvR` bq|

c0h`zm`f, cj`I Btgr cwi tek`b M0gxY-k0ti w`cZ`xvZv Ziv wK0YDn` Nubvej. 0viv w`vugZ Ges c0j` wK0YAvgrvbi I ci c0Zw0Z| Dc`i i 0tKi GK`g Wvbw`tKi Kj vguU G`qT t` `si Y`thvM`| hv` I AvcvZ` t0 mij , wKs` Gi t`tK` u0 Abv`v`v m`e th Kxfvte wK0Y mvg`<sup>6</sup> I Abj`x` b cwi tek`bc`v`v` i Rb` GtKv`i w`f`w`f`v`g`K| QKUV BwZ Ki tZ cvti Kxfvte Btgr i ga` w`tq tcSi`I i w`tKl w`v`v` nq Ges Kx w`tKl aitb bMwiK ga`w`tEi c0j` fivbvq Guv Kw`qZ| AvcvZM0t`n` gtb nq, `wi`\*I M0gxY gvbJ Rbtbi w`cixZ Btgr i GB aitb`tjv mgv`x`i w`0`qZv w`t`Q| wKs` w`Avcb`tjv i w`tK, GKB m1/2` tlv` ga`w`tEi w`tK, Mfvi Zi gtbv`thvM` w`tj Dc`j w`a Kiv hvq th Kw`qZ tcSi`I i A`\_0t` Rbv mgv`x`K 0wctq hv l`qv GKUv c0h`z| tKej Lwi` Kievi mvg`<sup>6</sup> bq, eis mivK wRwbm` m`u`U RvbtZ civ, wPbtZ civ i ev0B Ki tZ civi thvM`Zv tcSi`I tK m`v`0Z Kti, Aek`B Gi Kglv Kievi Awfclq mtgZ|

w`v`k`K tfv<sup>3</sup>v wntmte cj`I mE`v

w`Avcbx` k`vevj tZ c0w`kZ w`p`qvKvEmgtK GKUv mnR Dcvq w`tK`Y Kiv hvq| GLvrb Awg tfvM avi YwU i c0q`wM Ki tZ Pvb0| Avgvi e<sup>3</sup>e` wKs` GB bq th Abv`v`v`i Rb` tfvM GKUv mij c0p`qv, wKsev Guv Avgvi e<sup>3</sup>e` bq th w`Avcbx` k`m`v`M0 c0wZ n l`qv m`e i ay`fv`v`Mi t`c`v`tZB| Avgvi j`q` nt`Q etov`Rvi Btgr i GKUv cwi tek`b i mZ wntmte tfv`v`Mi „i`Zi Ztj` aiv Ges GB i mZ th cj`I Av`tj i t`qT w`tKl fvgKv cvj b Kti Zv D`j L`Kiv| wKs` tfvM cZ`qvU i c0q`wM wK0Ymsk`q i Rb` w`tZ cvti, hv` w`tq tMvov`ZB w`v`0Z`\_vKv` i Kvi| GLvrb tfvMcv`v`v` tK kbv<sup>3</sup> Kiv m`e ASZ wZbvU chf`q : K. w`Avcb wntmte thme`k`MZ Btgr`Zwi nt`Q tm`tjv i tfvM, L. w`v`v`v`v`Z w`AvvcZ cY`vej i tfvM I M. cY`tK w`cY`v`i `v`\_w`Avcb` k`w`qZ tfvM| GLvrb Awg w`f`v`j`q`j w`tq Avj`v`c GB tk`l`v`3`wU i K`\_v`ej`w|

w`Avcb` tfvM`K GKUv cwi tek`b i mZ wntmte c0q`wM Aek`B tevaMg`| tKvrbv GKUv cY` w`tKv`Z w`tq Guv t`LvrbB w`tP`q mnR Dcvq th Kxfvte gvbJ Rb cY`v`v`K L`y`k`g`b I AvM0ni m1/2` tfvM Ki t0b| wKsev, thUv B`v`v`x` tek maviY GKUv c0Y`Zv, Kxfvte GKRB w`v`v`v`v`-Zvi Kv I B Drcv`wU e`en`v`i Kti cwi ZB`\_vK`t0b| GLvrb` u0 nevi` i Kvi AvtQ th

5. GKUv`ZS; Avtj vPbvq Guv w`EvKI`R w`tK`Y ntZ cv i Z th Kxfvte w`AvvcZ mg`\_c`j` tI i mvg`\_w`AvvcZ tgnvbxq bvi xi j`v`Y`i m1/2` Kv`v`g`M`Z`fvte m`u`k`Z|

6. Appadurai, A. 1986: *The Social Life of Things: Commodities in Cultural Perspective*. Cambridge: Cambridge University Press.

7. cj`I t` i AvC`v`q mivK cY`/wRwbm wPbtZ-cvivi/wKbtZ-cvivi AvZ`M`m`v` GKUv euj P`P`Z w`l`q| cY` hvB tnvK, cwi t`k`l` GB Miv`g`v`i g`v`ev`P` ntjv 0Zvi 0 mRvM`Zv I c0Z`q` G`q`T`I, tMi`v`v`j` Kv`Ri Rb` 0`fv`j` v0 wRwbm wKbtZ-cvivi A`\_v`v`v` 0` nq 0`\_`i c0Z` fv`j` vevv`v` hZ`Av`E` wntmte| GKUv w`tKl AvC`v`q, nqZ w`k`j` 1/2` AvC`v`q, Guv Ggb`k` Ab`v`v` cj`I i Rb` C`I` w`l`q| ntZ cvti|

