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<b>414</b>	.....	-1-4-5	
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<b>477</b>	.....		-6-5
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<b>162</b>	.....			<b>05</b>
<b>169</b>	.....			<b>06</b>
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<b>174</b>	.....			<b>08</b>
<b>253</b>	.....			<b>09</b>
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<b>299</b>	.....	<b>26</b>
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<b>377</b>	.....	<b>32</b>
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(18ص)[8].

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(18ص)[8] .

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"[8](ص19)"

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"[8](ص19)"

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"[8](ص20)".

"[8](ص19-20) .

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"[8](ص19-20)".

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(14)[14].(ص39)"

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(15)[15].(ص137)"

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(16)[16].(ص362)"

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[16](ص363).

(Mounoud)

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[17](ص256)."

(Piaget)

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[17](ص254)"

**(Jodelet)**

**(Wallon)**

**(Moscovici)**

**(Piaget)**

**(Mounoud)**

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[18](ص79).

[19] (ص 230) .

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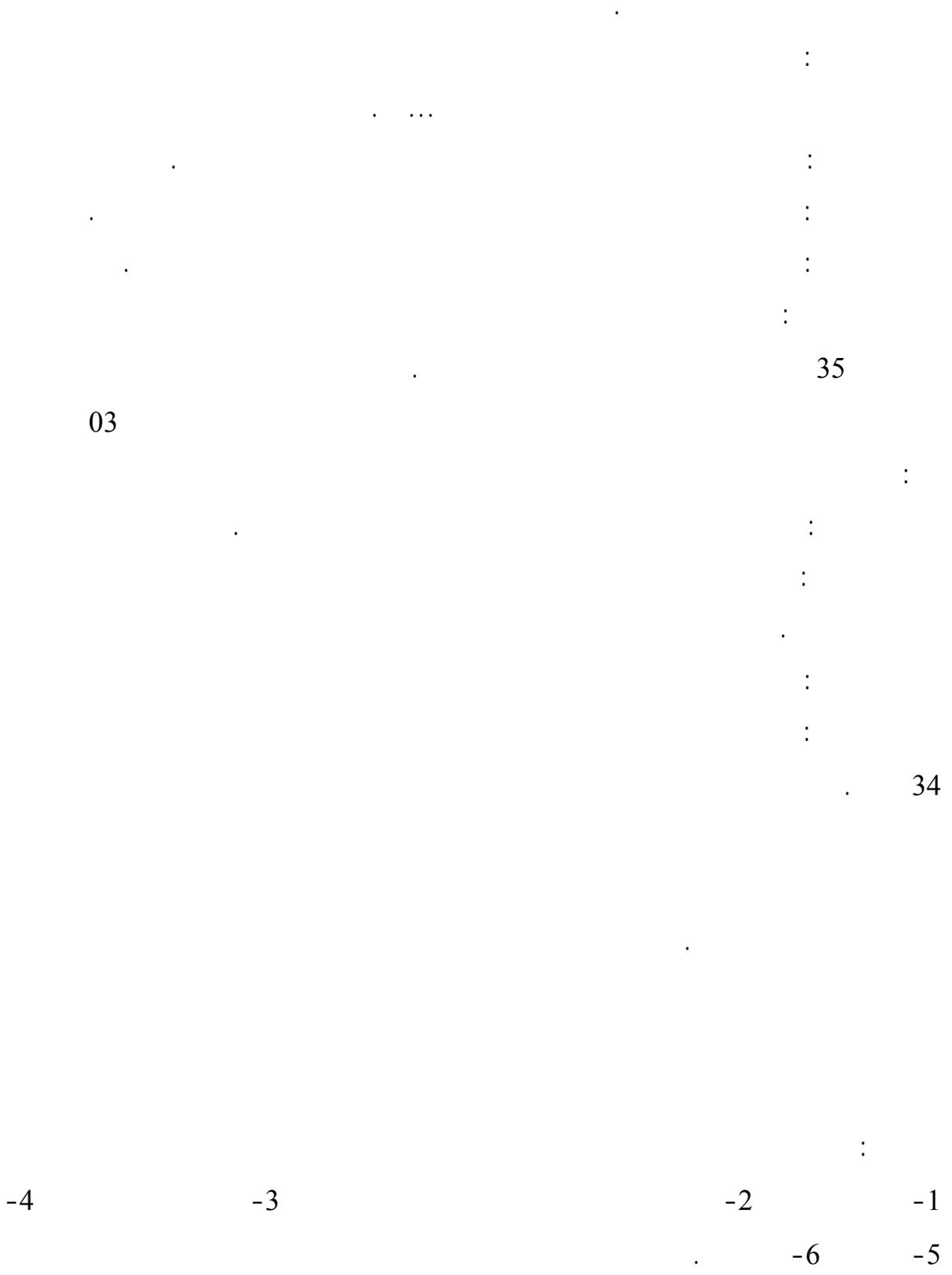
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$$k^2 = \frac{3.84}{810} = 0.068$$

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$$[5 \quad 1]$$

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**03**

$$8= 5+3 :$$

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30	16	14	157	23 /	<b>02</b>
30	13	17	179	/	<b>03</b>
30	15	15	268	/	<b>04</b>
30	17	13	408	/	<b>05</b>
30	14	16	455	/	<b>06</b>
30	21	09	479	/	<b>07</b>
30	12	18	560	19 /	<b>08</b>
30	11	19	824	/	<b>09</b>
30	16	14	409	/	<b>10</b>
30	13	17	166	104 /	<b>11</b>
30	20	10	585	/	<b>12</b>
30	09	21	583	102 /	<b>13</b>
30	17	13	259	/	<b>14</b>
30	18	12	384	13 /	<b>15</b>
30	14	16	526	1 /	<b>16</b>
30	11	19	215	/	<b>17</b>
30	16	14	484	/	<b>18</b>
30	22	08	441	/	<b>19</b>
30	10	20	196	/	<b>20</b>
30	16	14	237	/	<b>21</b>
30	23	07	299	/	<b>22</b>
30	14	16	330	/	<b>23</b>
30	13	17	805	/	<b>24</b>
30	12	18	526	/	<b>25</b>
30	17	13	219	/	<b>26</b>
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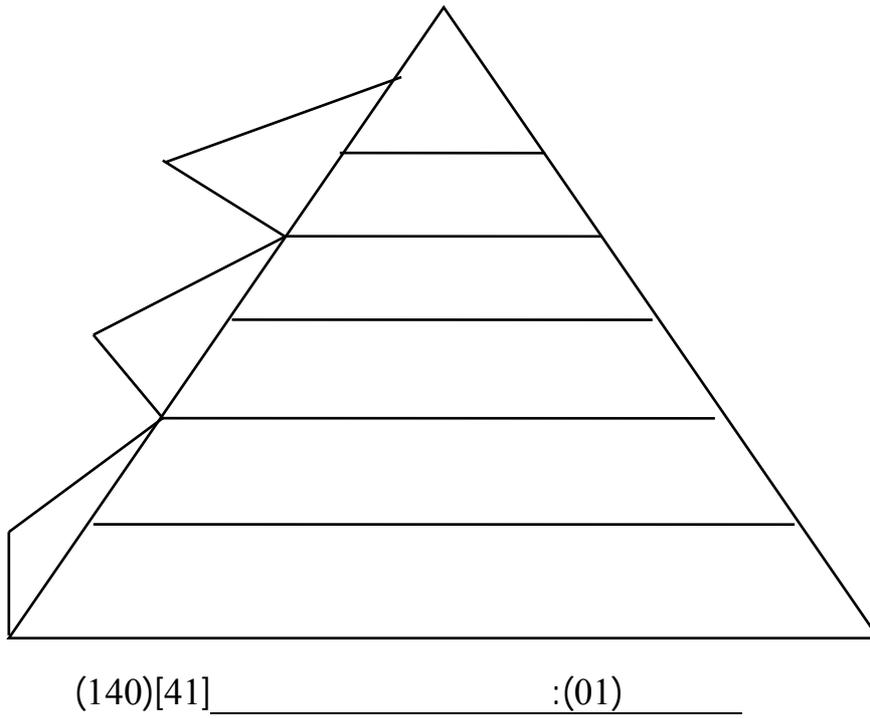
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(14 ) [38]."

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(17 ) [38]:

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.4.1.2

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(116 ) [42]"

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(73-71 ) [43]"

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[45] [44]."

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(61 ) [46]"

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(90 ) [49]

(242-241 ) [50] :

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(158-157 ) [42] :

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(23 ) [55].

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(115-113 ) [12] .

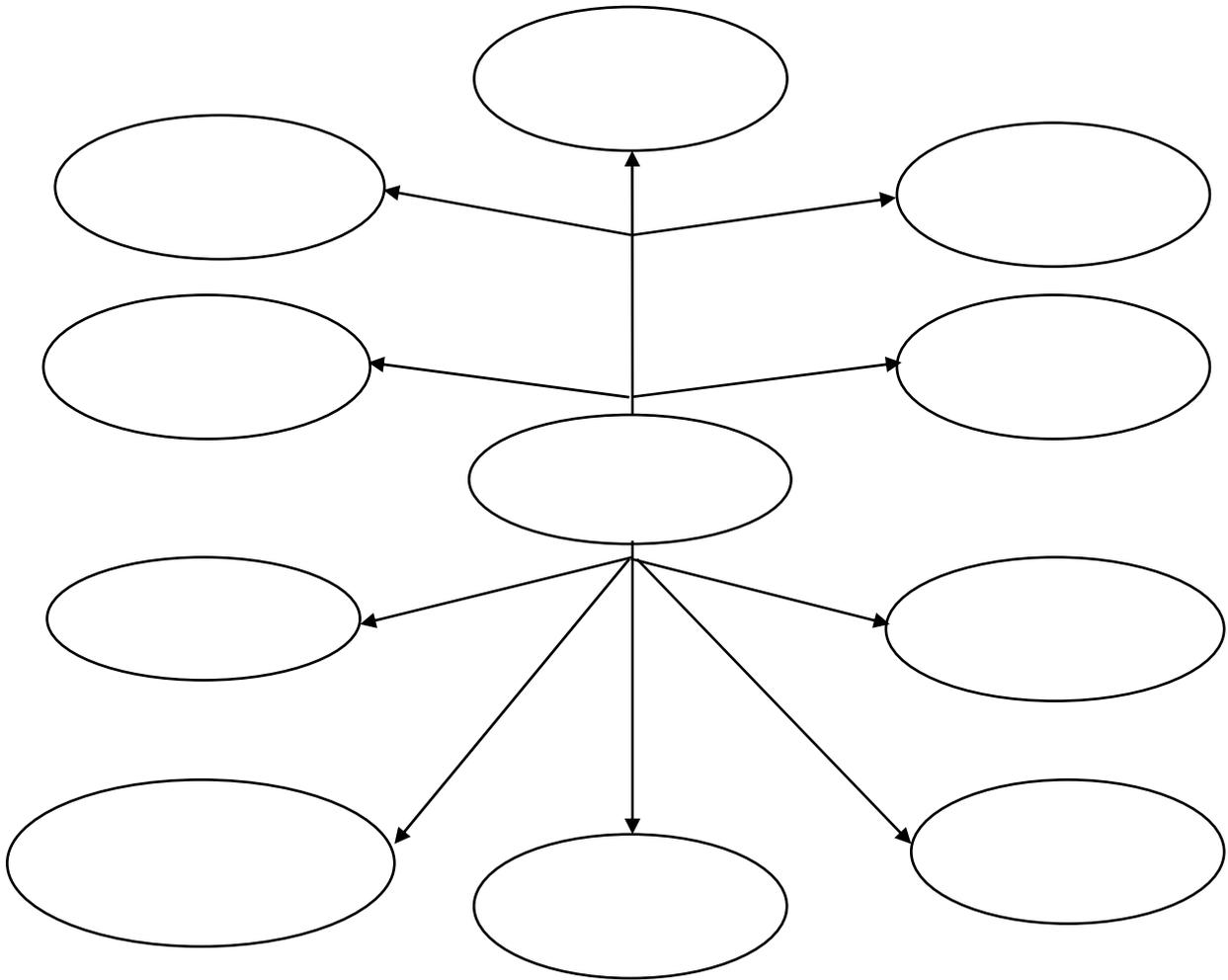
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(21 ) [12] \_\_\_\_\_ : (02)

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(41 ) [9]."

.3.2.2

(90 ) [46].

(31-30 ) [57] .

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(167 ) [56]"

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(168 ) [56].

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(32-31 ) [57] "

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(33 ) [58] .

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(34 ) [58] .

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(28-26)[12].

(16 ) [58].

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(16-14 ) [48]."

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(183-182 ) [62].

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(103-102 ) [56].

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(81 ) [46]"

(90-89 ) [12].

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(80 ) [60]

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(96 ) [56]."

(102-101 ) [63].

(83-82 ) [12].

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(140-139 ) [9]

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(50 ) [64]

(86-85 ) [12]."

(349 ) [65].

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(97 ) [65] .

(19 ) [46] .

(20 ) [46] .

(21 ) [46] .

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(84 ) [56].

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(85 ) [56]

(70 ) [9] .

(86 ) [56] .

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(22 ) [59] "

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[72].

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.1.6.3.2

(6-5 ) [73].

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(3 ) [73].

(82-81 ) [46]

(197-196 ) [70]

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[76] [75] (119-116 ) [74] (144 ) [3]:

"Ubi Sofft" "Fernard Nathan" :

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"Jumbo" "Lego" "Spears" "Merit" "Craft"

"Chad Valley" "Wendy Boston" "Big Softies" .

"Pedigree"

"Mattel" "Child Guidance" "Fisher Price" :

"Parker" "Electronics Arts"

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"Sony" "Konami" "Capcom" "Kawada" :  
 "O.K" "Namco" "Sega" "Square Enix"  
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10,65	-11,33	7,48	-7,88	16,50	10,46	24,83	33,16	-19,29		*
9,21	-8,84	13,22	-10,60	22,19	46,63	23,45	30,96	-12,57		*

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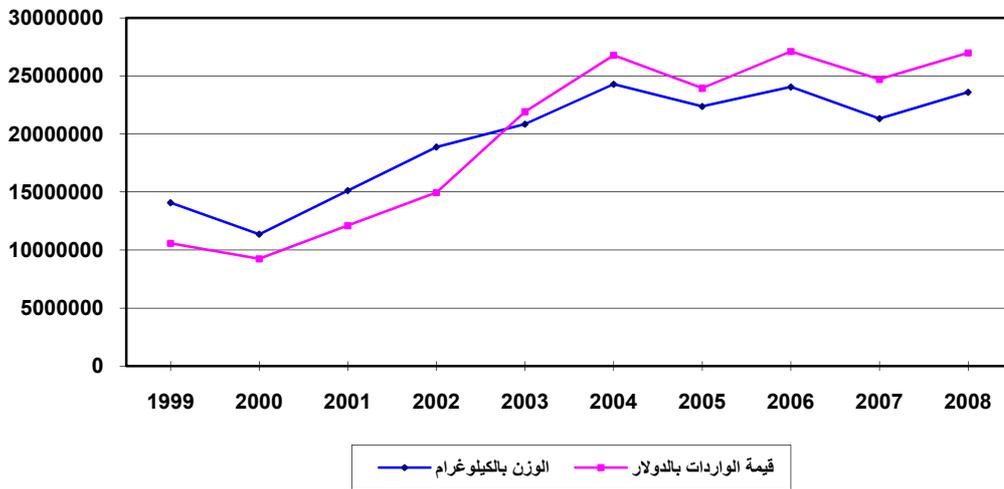
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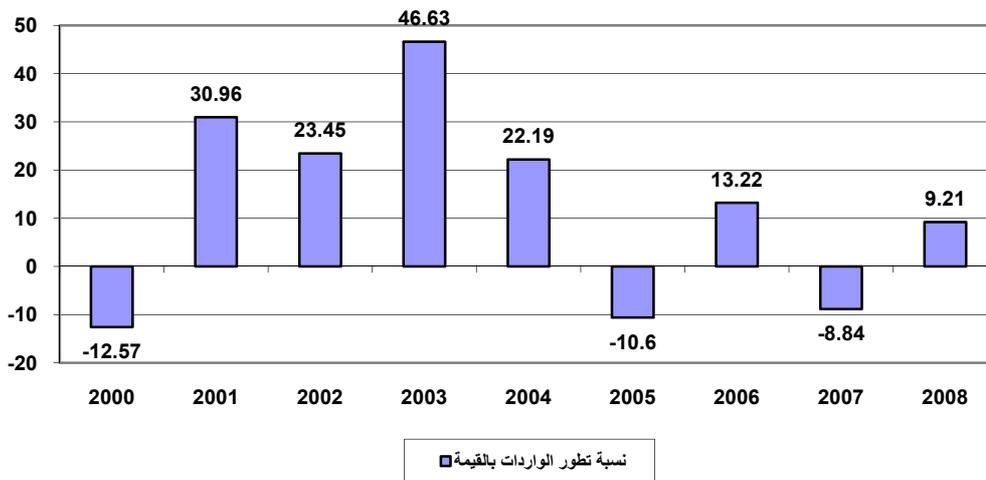
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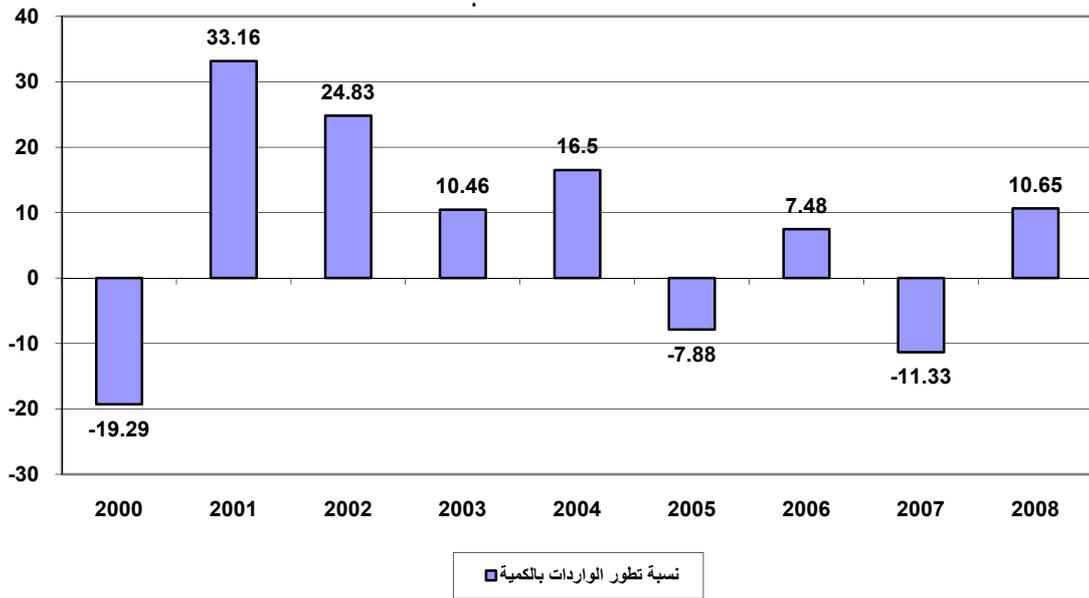
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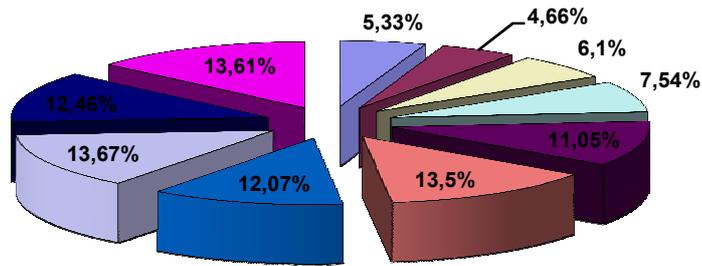
11 351 448 2001 04  
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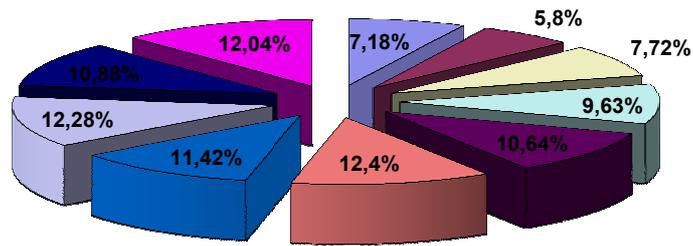


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.2008	2005	%13.61	%12.07



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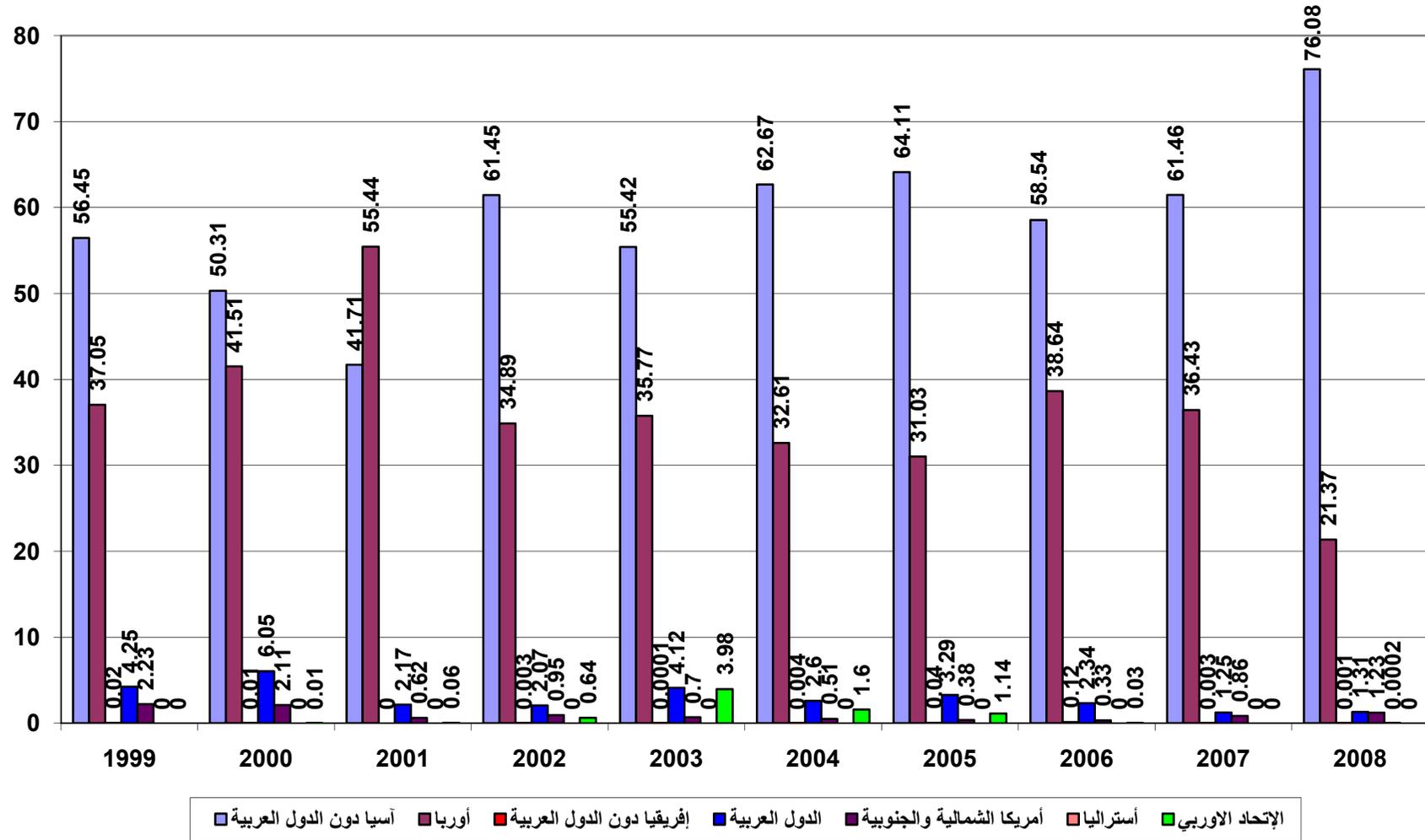
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(149 ) [3] .

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(148 ) [3]

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(150 ) [3]

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[88].

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(179 ) [46] (142-141 ) [66] .

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(180 ) [46]

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(143 ) [66]

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(143 ) [66]" .

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(182 ) [46] :

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(81 ) [99] .

(213 ) [92] (59 ) [91]

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(156 ) [93]" .

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(28 ) [94] " .

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(57 ) [95] "

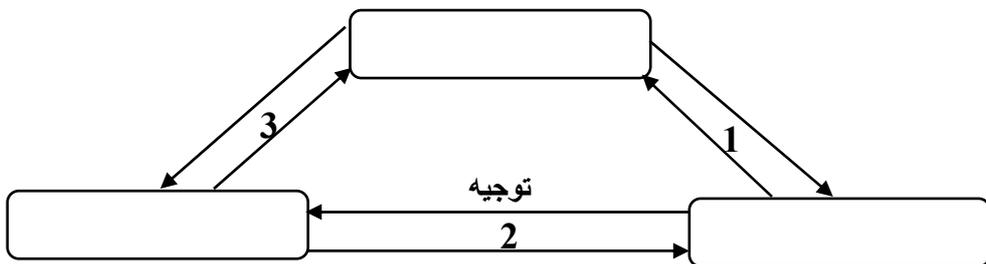
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(103-100 ) [96].

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**"De Landesheere"**

(58 ) [94] "

.2.1.3

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(117 ) [97]"

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**"Tolman"**

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(175-173 ) [98]."

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(101-98 ) [22].

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(41-40 ) [22]

.2.2.1.3

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(42 ) [22]."

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(43 ) [22]:"

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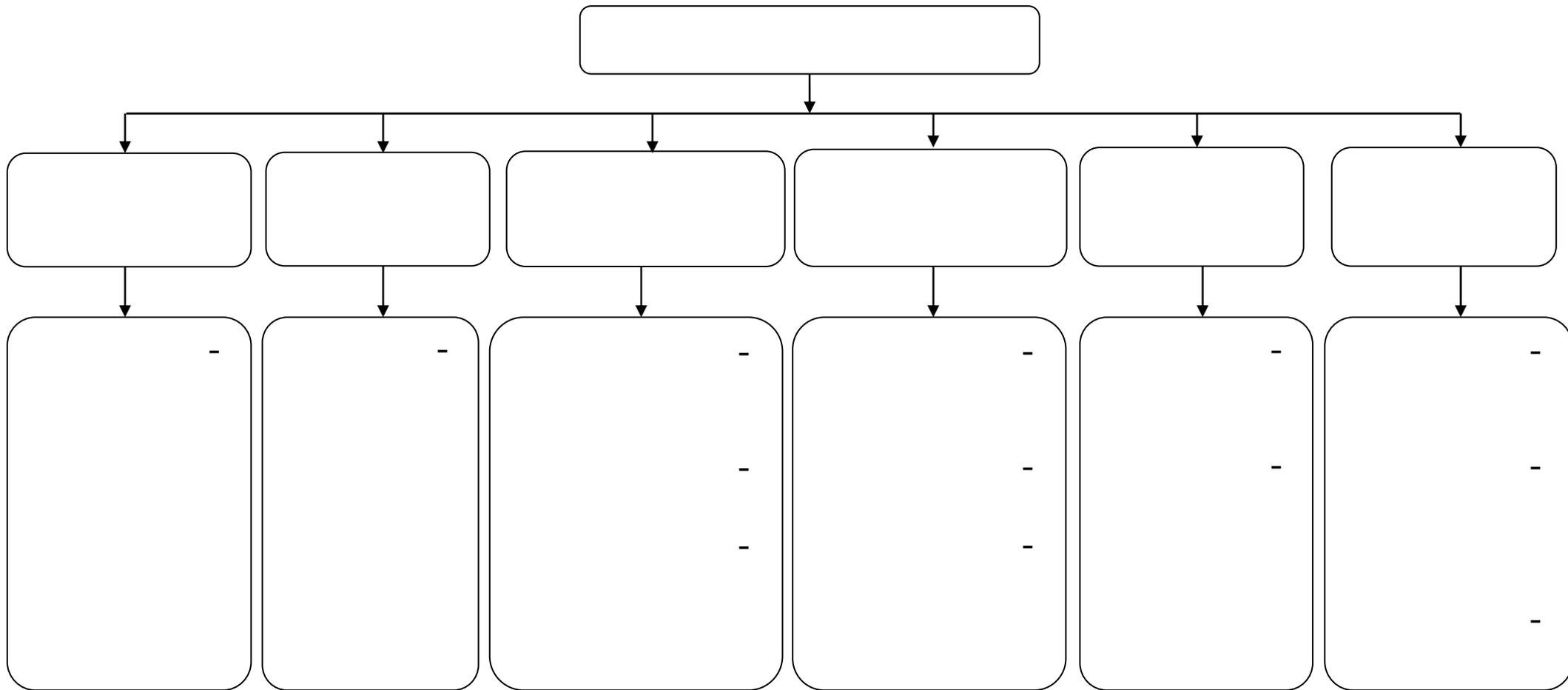
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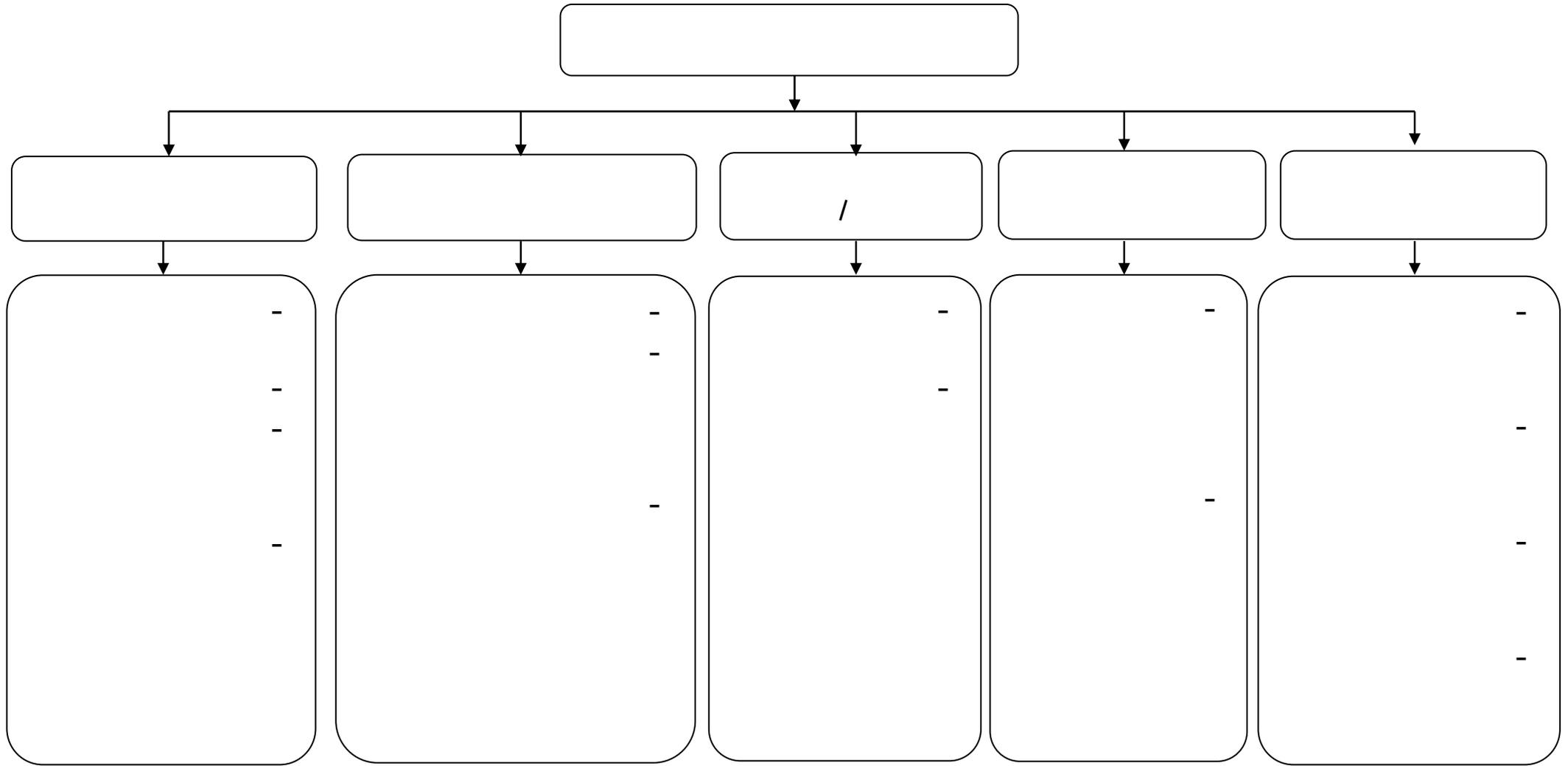
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(90-89 ) [20].

(160 ) [99].

(231-230 ) [100]

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.1.3.1.3

(9 ) [101].

(43-41 ) [102].

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(43 ) [103]."

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(63-62 ) [104]:



(44 ) [103].

(49-48 ) [102].

.4.3.1.3

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(141-140 ) [3].

(50 ) [102].

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.5.3.1.3

(124-123 ) [106] .

(139-138 ) [20].

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(338 ) [107].

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.6.3.1.3

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(89 ) [108]

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(131-130 ) [20]

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(16-15 ) [59] .

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(132 ) [20]: \_\_\_\_\_ -

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.7.3.1.3

(345-343 ) [109].

(342 ) [107] .

(72 ) [110].

(338 ) [107] .

(29 ) [106] :

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(30 ) [106]."

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(60 ) [111] \_\_\_\_\_ : (05)

(10-9 ) [114] (424-420 ) [113] (54-53 ) [112] (38-32 ) [106]

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(62 ) [116] (224 ) [115].

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(198 ) [69]."

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(65 ) [106] :

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(71-70 ) [106] :

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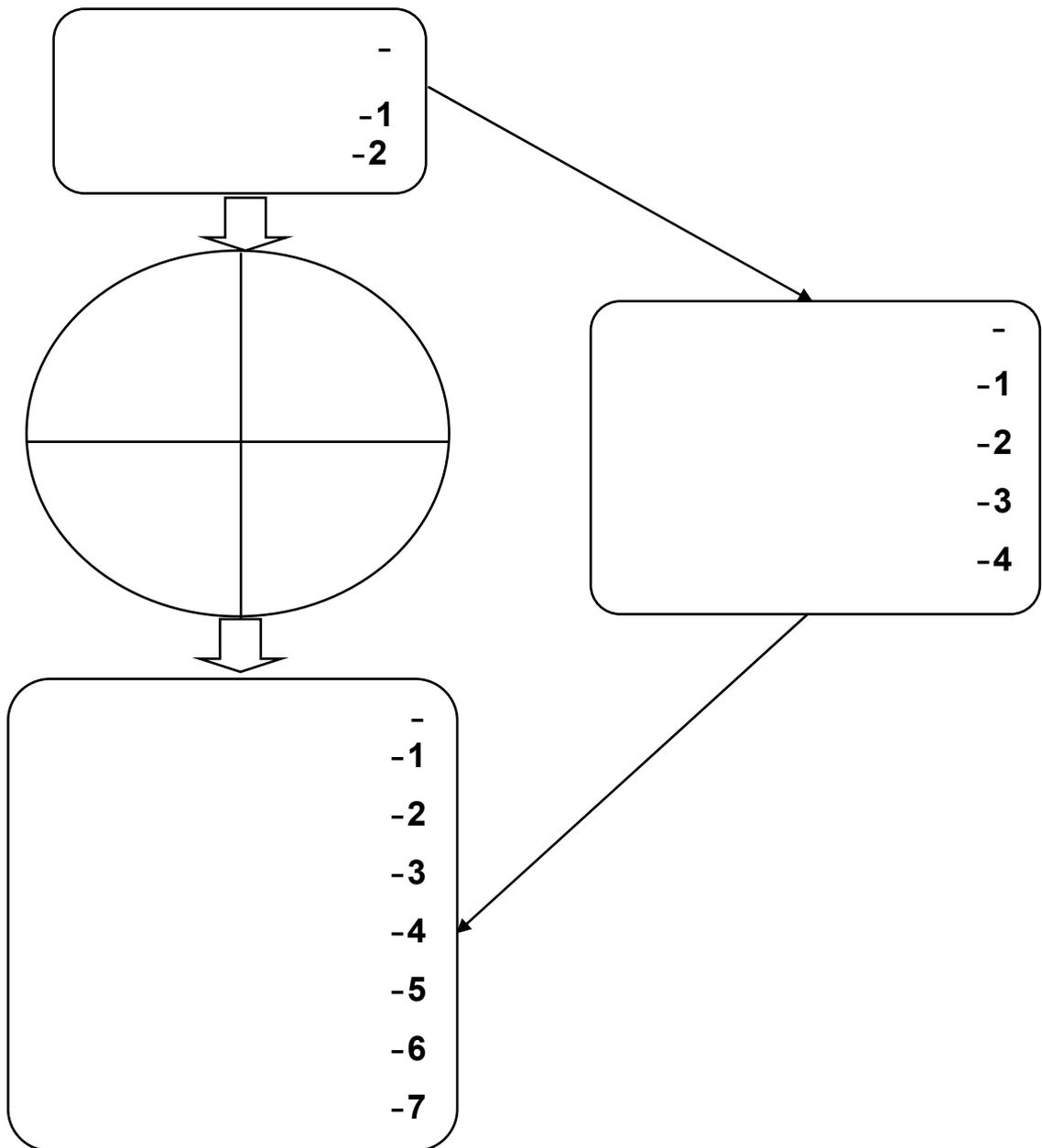

.4.2.3

(80 ) [122]

(285 ) [119]

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(438 ) [123] \_\_\_\_\_ : (12)

(439 ) [123]

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(439 ) [123]

**William Ogburn**

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**Parsons**

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(225 ) [127] (137 ) [22] \_\_\_\_\_ : (08)

(111 ) [129] (132-131 ) [56] (148-65 ) [128] (16-15 ) [48]

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(47-45 ) [130].

.6.2.3

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(48-47 ) [130] .



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(49 ) [130] "

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(53-52 ) [132]

(56-55 ) [132] :

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(58-57 ) [132] :

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(78-77 ) [134].

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.1.3.3

(18 ) [67] .

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(209 ) [56]."

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[44]"

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(76 ) [12].

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(18 ) [67].

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(151 ) [3].

.2.1.3.3

(52 ) [90].

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(129-128 ) [135] "

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(212 ) [56]."

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(193 ) [136] .

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(141 ) [104].

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(142 ) [104]"

.1.1.1.4

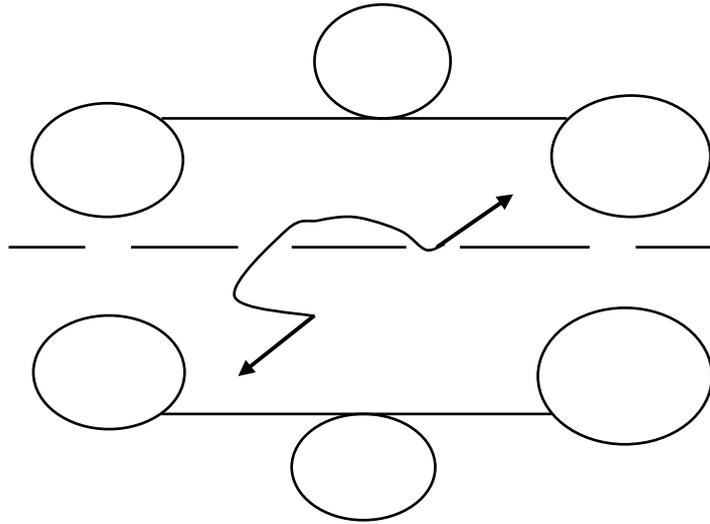
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(143 ) [66] :

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(135 ) [66] .



(134 ) [66]: \_\_\_\_\_ (13)

\_\_\_\_\_ .2.1.4



(167-166 ) [138]. ...

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(03 ) [139] .

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(121 ) [140] .

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(35 ) [8] .



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(93 ) [144].

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(102 ) [145].

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.5.1.4

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Special Audience

[148] :

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(281 ) [149].

[148].

.6.1.4

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(35 ) [150]

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**Claude Lévis Strauss "**

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(105-104 ) [151] Monoculture

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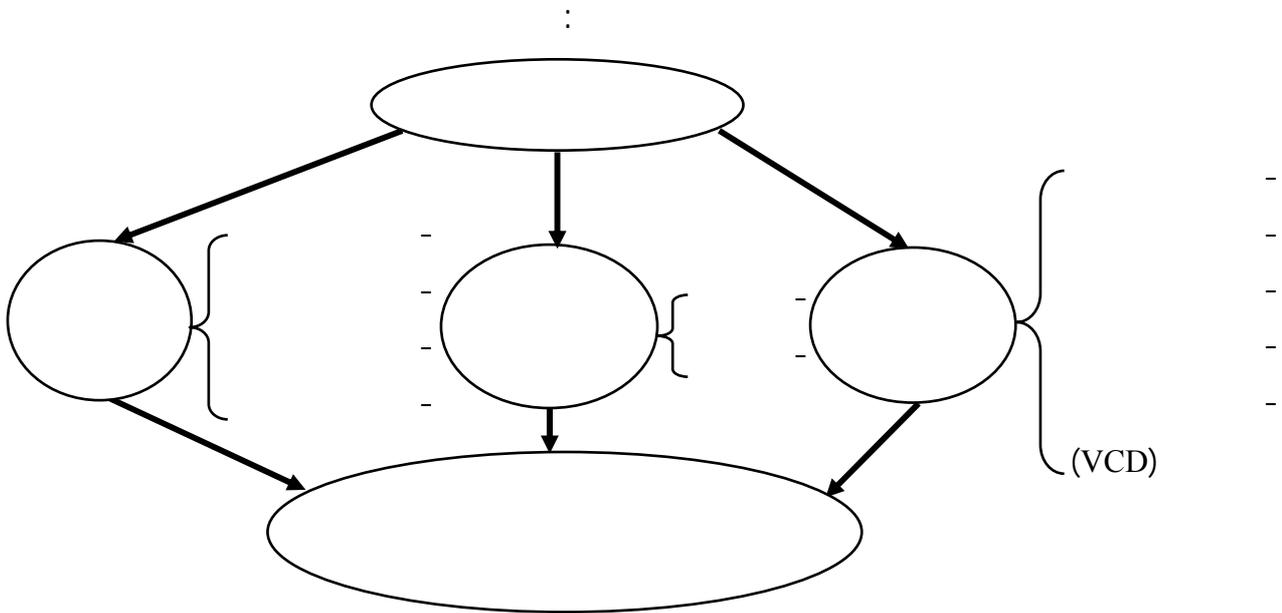
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(150 ) [152].

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(223 ) [153]

(24 ) [154] .



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(51 ) [102].

**"Space Toon"**

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(167 ) [138]" ( )

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(202 ) [155]

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(99 ) [157]

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(49 ) [159] .

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(178 ) [160]:

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(222 ) [161] .

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(141 ) [162]

(165 ) [163] .

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(230 ) [165].

(151 ) [160]

(250 ) [160] .

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(961 ) [166] .

.2.7.1.4

(169 ) [166]

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(172 ) [166]

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.(131 ) [167]"

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(171 ) [138]."

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 (www.gamedev.net) GameDev.net –  
 (www.gamasutra.com) Gamasutra –  
 GDC CM P  
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 GameDev (www.flipcode.com)FlipCode) –  
 polycount.com  
 :  
 http;www.Ferastoon.com /gam.Shtml –  
 http;www.arabiankidnet/play/ –  
 http://www.faisal mohammed.8m.com/games.htm –

.3.7.1.4

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(172-171 ) [138].

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" (131 ) [167]

(225 ) [168]."

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(98 ) [169]"

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**"Santa Claus"**

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[148].

.8.1.4

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(45 ) [170]

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(148-147 ) [3]."

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(145 ) [3] .

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(145 ) [3]"

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(146 ) [3] .

1978

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(147-146 ) [3] .

.2.4

.1.2.4

(1917-1858)

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Representation Collective

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(303 ) [24]."

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(53 ) [3]."

1976 1961

(357 ) [171]. "1926

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(667 ) [172]"

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(22 ) [173].

.2.2.4

.1.2.2.4

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(44 ) [24]"

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.2.2.2.4

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(23 ) [173] :

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 . -2  
 . -3

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.3.2.4

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(32 ) [174]."

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(25 ) [173] .

(590 ) [175] .

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(416 ) [176]."

(151 ) [177] .  
(72 ) [178] .

(421 ) [179] .

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.4.2.4

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.5.2.4

(20 ) [180]

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(21 ) [180]."

Image -

Souvenir

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(17 ) [181]."

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.6.2.4

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(669 ) [182]."

(361 ) [16]

(365 ) [16] :

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**H.Wallon**

(168 ) [15]

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**Piaget**

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(286 ) [183]."

(49 ) [184]."

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**Sillamy**

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(91 ) [185]."

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(92 ) [185] .

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.7.2.4

(29-27 ) [173]:

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-4

-5

-6

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(Objectivation - ) .1.7.2.4

(367 ) [24].

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(143 ) [186]."

(L'ancrage - ) .2.7.2.4

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(371 ) [24]

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.(372 ) [24]

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.(372 ) [24] .

.8.2.4

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(362 ) [24]."

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.1.8.2.4

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(362 ) [24]"

" " .2.8.2.4

(181 ) [187] .

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(53 ) [171]"

.9.2.4

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(44 ) [188]"

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.1.9.2.4

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(46 ) [188]"

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.2.9.2.4

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(49 ) [188] .

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(50 ) [188] .

(51 ) [188]

.3.9.2.4

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(53 ) [188] .

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(54 ) [188]

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(54 ) [188]

(11 ) [189] :

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.10.2.4

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(14 ) [188].

(300 ) [92] .

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.1.10.2.4

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(185 ) [56] .

(56 ) [191] .

(65 ) [190]

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(174 ) [56].

( ) .3

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" " "

(126 ) [192]."

(28 ) [193] .

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.2.10.2.4

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Stereotypes

(40-31 ) [194]

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**P.Tap**

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(133 ) [12] .

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(151 ) [12]

(134 ) [12].

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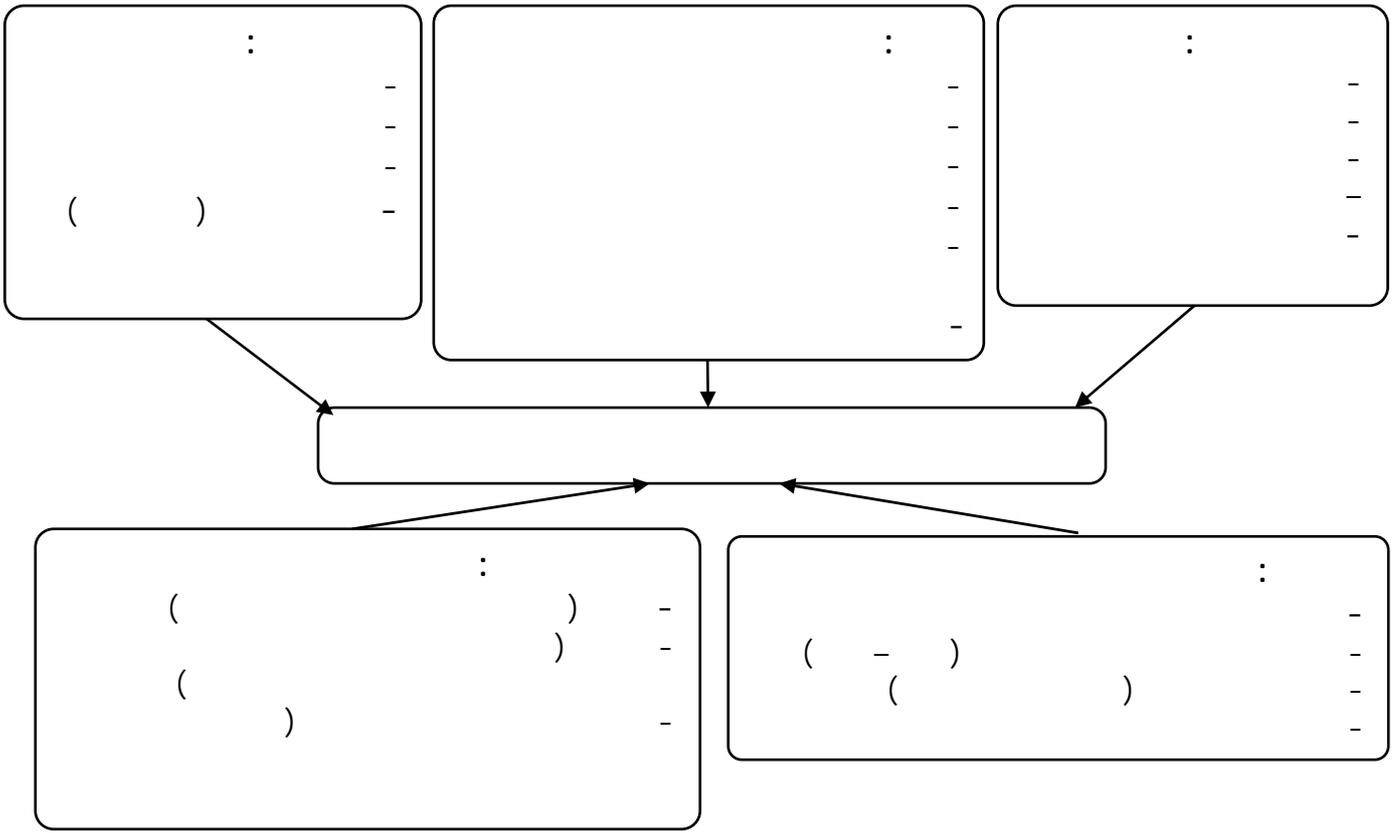
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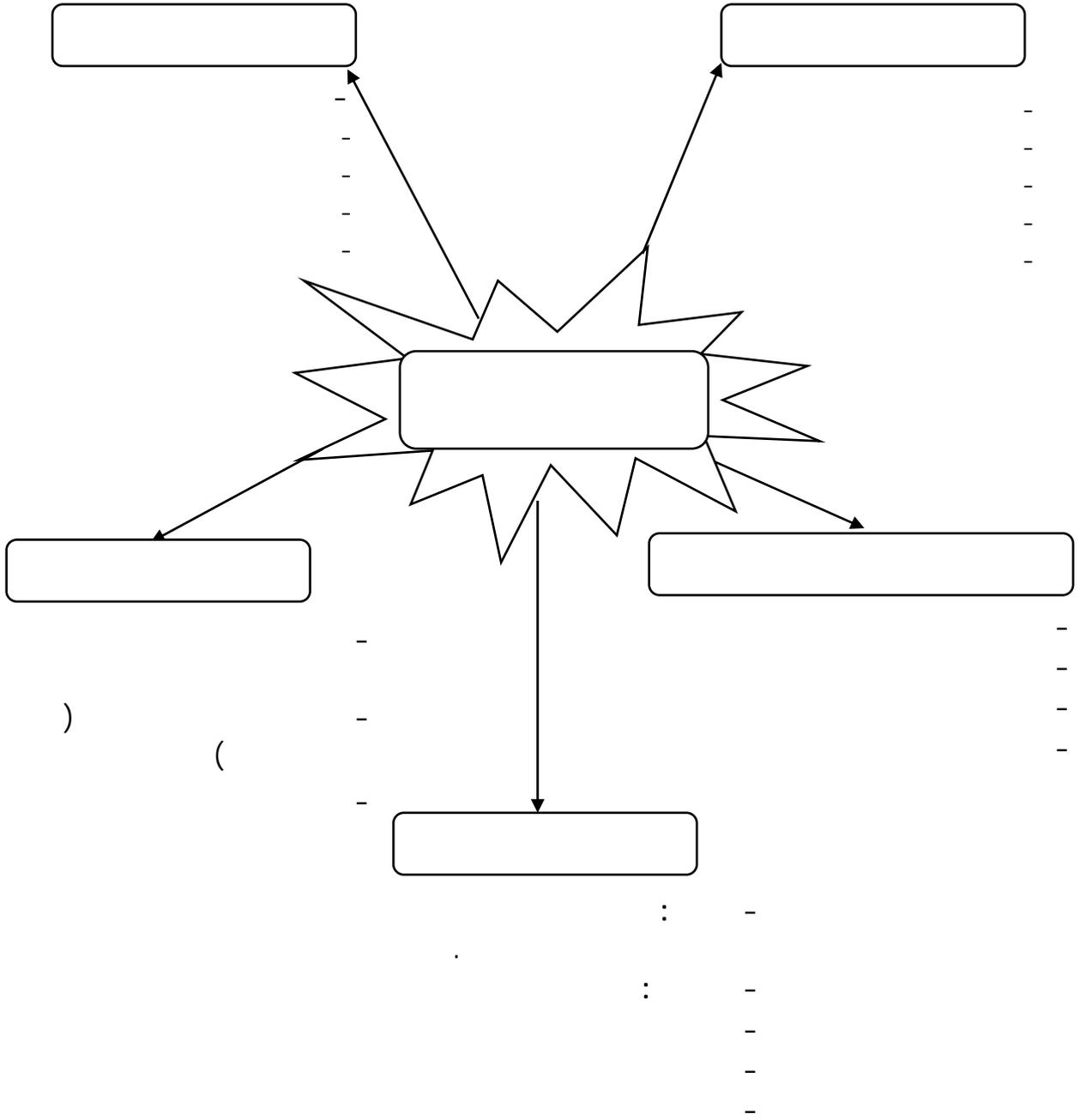
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[2007 ]. \_\_\_\_\_ :(15) :

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[ 1 \_\_\_\_\_ :(16)

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**Douriez Pinal**

(39 ) [195].

Personnalisation "

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**«J- Rabain**

**«A- Zempleimle**

(331 ) [16] .

(90 ) [196] .

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(102 ) [197]

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(233-230 ) [198] ...

(233-230 ) [198]

1970 1960

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"Sterostyped"

(90 ) [196]."

1970

1980

(91 ) [196].

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(92 ) [196]

.13.2.4

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(59 ) [188]"

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(59 ) [188]."

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(60 ) [188].

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(60 ) [188]"

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(37 ) [188] .

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100	14,13	28,63	57,25	%
800	113	229	458	
100	14,00	-	86,00	%
400	56	-	344	
100	10,09	-	89,91	%
109	11	-	98	
100	12,64	-	87,36	%
174	22	-	152	
100	19,66	-	80,34	%
117	23	-	94	
100	14,25	57,25	28,50	%
400	57	229	114	
100	6,33	40,51	53,16	%
79	5	32	42	
100	5,78	66,22	28,00	%
225	13	149	63	
100	40,63	50,00	9,38	%
96	39	48	9	

:(09)

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%86.00

%57.25

%80.34)

%28.50

(%89.91 %87.36

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%9.38

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" " %40.63  
%19.66  
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		(12-9)		(8-6)				
%		%		%				
12.25	98	16.38	67	7.93	31	<b>VCD + +</b>		
24.63	197	15.89	65	33.76	132	+ +		
5.50	404	79.53	220	47.06	184	<b>+VCD+ + +</b>		
12.63	101	13.94	57	11.25	44	+ + + +	+ +	<b>+VCD</b>
100	800	100	409	100	391			

VCD

%50.5

%53.79 (12-9)

%24.63 (8-6) %47.06

%15.89 %33.76 (8-6)

(12-9)

VCD

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(8-6) %11.25 %13.94 (12-9)

VCD

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(8-6)

VCD

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« Space « Space toon English » « Space power » «MBC3»

« » Arabic »

VCD

%53.79

%47.06

(8-6)

(12-9)

%12.63

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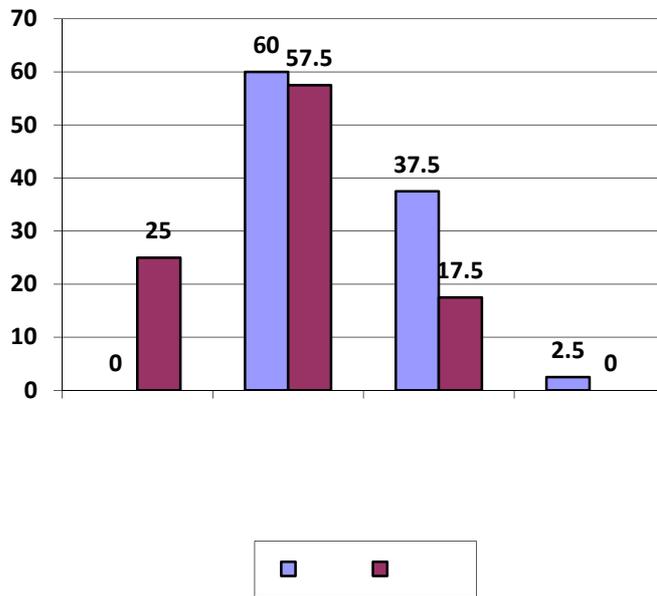
%12.63

VCD

(12-9) %7.93

(8-6)

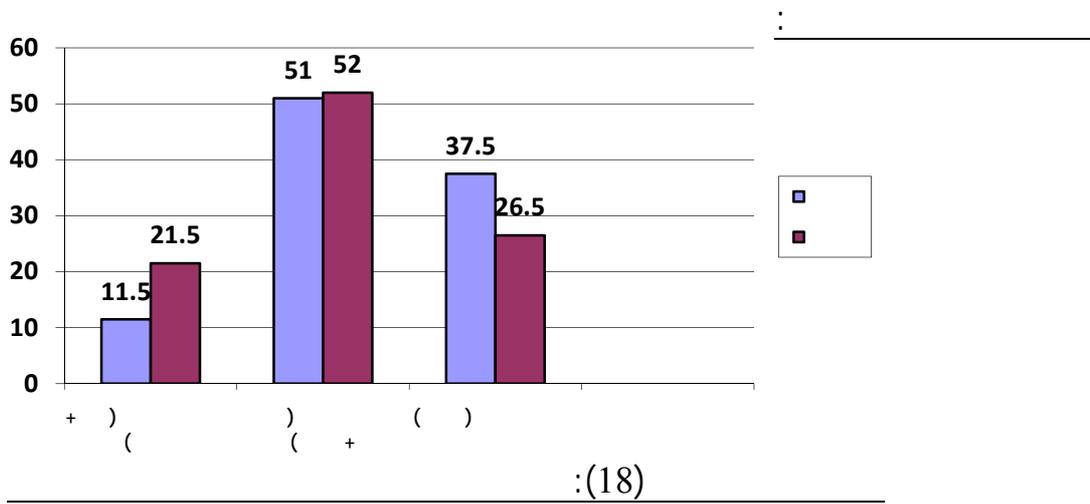
.%16.38



:(17)

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( ) 400 45-36  
 %57.50 %60  
 %25 35 26  
 55-46 1962  
 %17.50 %37.50  
 1962 1951



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%51

% 52

( )

%26.5

37.50

%21.50

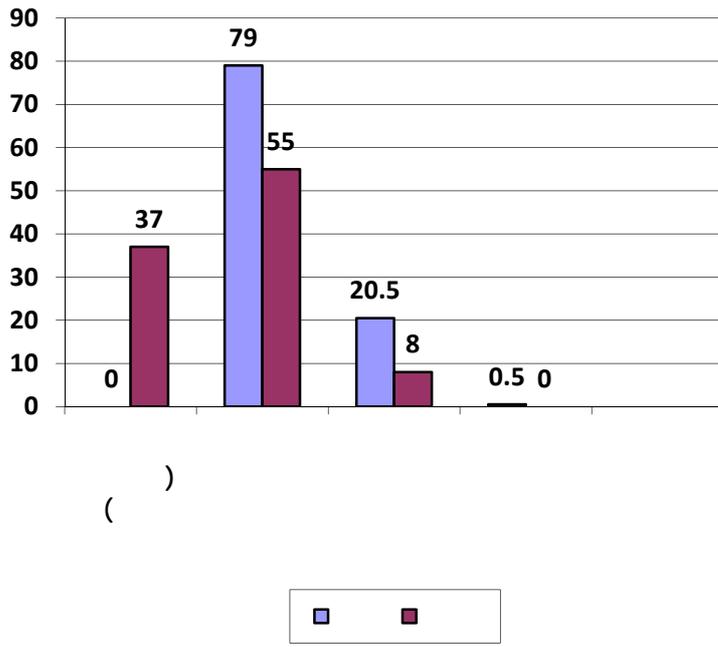
( )

%11.5

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:(19)

%79  
%55 .....  
%37  
%20.50 ...  
%0.5  
%08

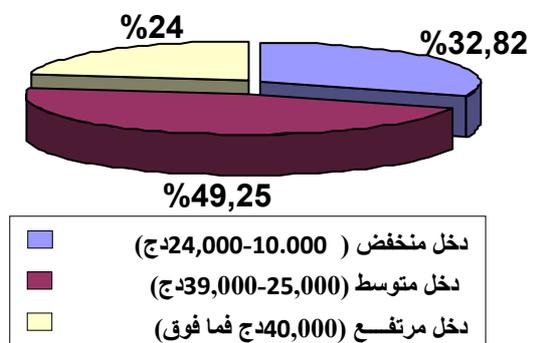
...

%55

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:(20)

39.000-25.000

%49.25

%32.82

24.000-10.000

%24

40.000

39.000-25.000

.(19)

%55

40.000

%24

.( )

24.000-10,000

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. ...

:(11)

		40.000		(39.000-25.000)		(24.000-10.000)		
%		%		%		%		
88	352	100	96	96.95	191	60.74	65	
0.5	02					1.87	02	
2.75	11					10.28	11	
8.75	35			3.05	06	27.10	29	
100	400	100	96	100	197	100	107	
4		0.05 = a		9.49 =		104.91 =		

%88

%8.75

%2.75

%0.5

(24.000- 10.000)

%27.10

%60.74

%10

%1.87

(39.000 – 25.000)

%3.05

%96.95

( 40.000)

%100

%90.80

%8.75

%27.10

9.49

104.91

4

0.05 = a

%1.87

( )

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:(12)

		( )		( + )		( + )		
%		%		%		%		
88	352	100	128	94.18	194	45.45	30	
0.5	02	-	-	-	-	3.03	02	
2.75	11	-	-	0.97	02	13.64	09	
8.75	35	-	-	4.85	10	37.88	25	
100	400	100	128	100	206	100	66	
6		0.05 = a		12.59 =		139.96 =		

:

.%88

%8.75

( )

%100

267

( )

%94.18

%4.85

%0.97

)

%45.45

(

%13.64

%37.88

%3.03

%4.85

%37.88

139.96

6

0.05 = a

12.59

%3.03

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%13.64

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:(13)

		7		6-4		3-1		
%		%		%		%		
88	352	74.19	23	83.01	98	87.83	231	
0.5	02	-	-	-	-	5.2	02	
2.75	11	25.81	08	2.83	3	-	-	
8.75	35	-	-	14.15	6	7.60	29	
100	400	100	31	100	107	100	262	
6		0.05 = a		12.59 =		79.36 =		

:

(3-1)

% 7.60      % 87.83

%5.2

(6-4)

%14.15      %83.01

%2.83

7

%25.81

%74.19

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%26.5

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12.59

79.36

6

0.05 = a

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(6-4) (3-1)

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%25.81

7

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12 6

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			VCD	
			.%50.5	
	( + )			-
	.دج(39,000-25,000)			-
				-
	%1.87	%88		-
				-
			" "	
		.(11)		-
				-
		.(12)	" "	
				-
		.(13)	" "	

(214 ) [56].

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.1.2.5

:(14)

%		%		%		
33.75	135	33.50	67	34	68	
10.50	42	11	22	10	20	
08.25	33	9	18	7.5	15	( )
01.50	06	1.5	03	1.5	03	
48.75	195	50	100	47.5	95	
100	400	100	200	100	200	

(%48.75)

.(%50 %47.5)

%33.75

( )

%33.50

%34

%10.50

.%10

%11

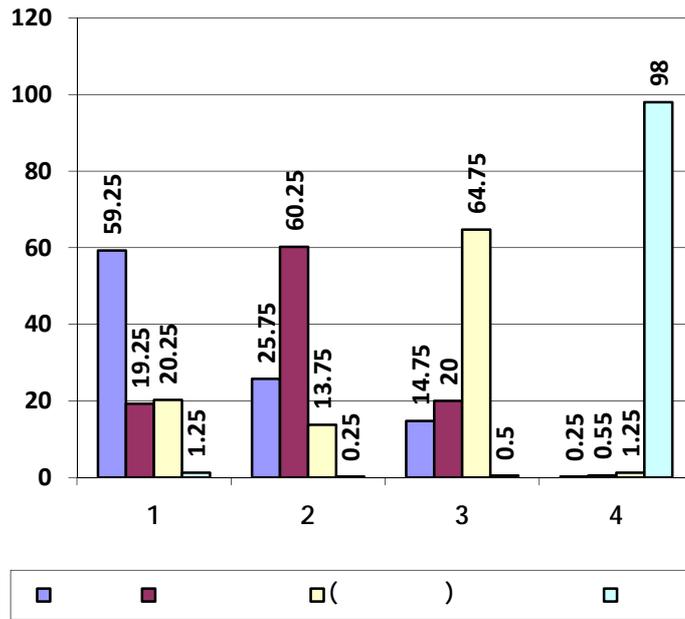
%08.25

%9

%7.5

%01.50

%1.5



04 01

:(21)

%59.25

%0.25

%14.75

%25.75

%0.55

%19.25

%20

%60.25

%64.75

( )

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%13.75

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.( )

98

%0.55 %0.25)

(%1.25

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%60.25

%59.25

( ) %64.75  
. %98 - -

.(29 ) [38]

.(%0.55 - %0.25-%01.25)

"

)

"

(69 ) [90]

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:(15)

%		%		%		%		%		
8.5	34	-	-	-	-	-	-	9.66	34	
23.75	95	14.29	05	-	-	-	-	25.57	90	
55.75	223	57.14	20	36.36	04	100	02	55.97	197	
12	48	28.57	10	63.64	07	-	-	8.81	31	
100	400	100	35	100	11	100	02	100	352	

%100

%55.75

%55.97

%36.36

%57.14

%23.75

%25.57

%14.29

%12

%.28.57

%63.64

%8.81

%8.5

%9.66

%25.57

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(7 ) [62]."

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%63.64

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(212 ) [56]

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( )

.(42 )][58]

:(16)

		( )		( + )		( + )		
%		%		%		%		
09.25	37	21.09	27	04.85	10	-	-	
34.50	138	44.53	57	37.86	78	04.55	03	
38.00	152	30.47	39	48.54	100	19.70	13	
18.25	73	03.91	05	08.74	18	75.76	50	
100	400	100	128	100	206	100	66	

%38.00

%30.47      %48.54

,                      %19.70                      ( )

.(

%34.50

%34.50

(                                      %37.86                      %44.53                      ( )

( )

%04.55

%18.25

%75.76      ( )

( )                      %08.74

%03.91

%09.25

( )

( )

%04.85

%21.09

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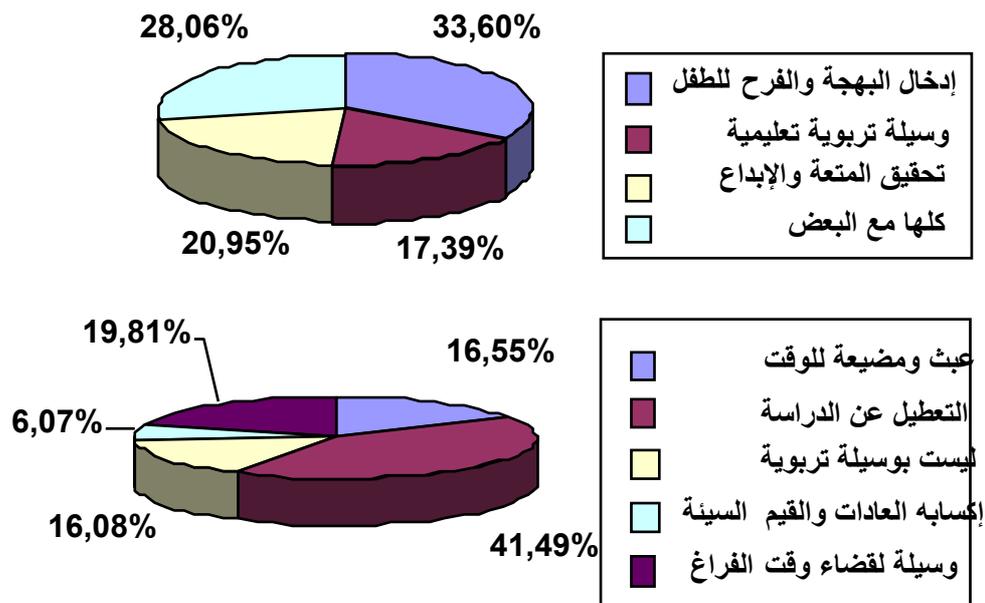
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:(22)



%85 )

(%100

%58.33

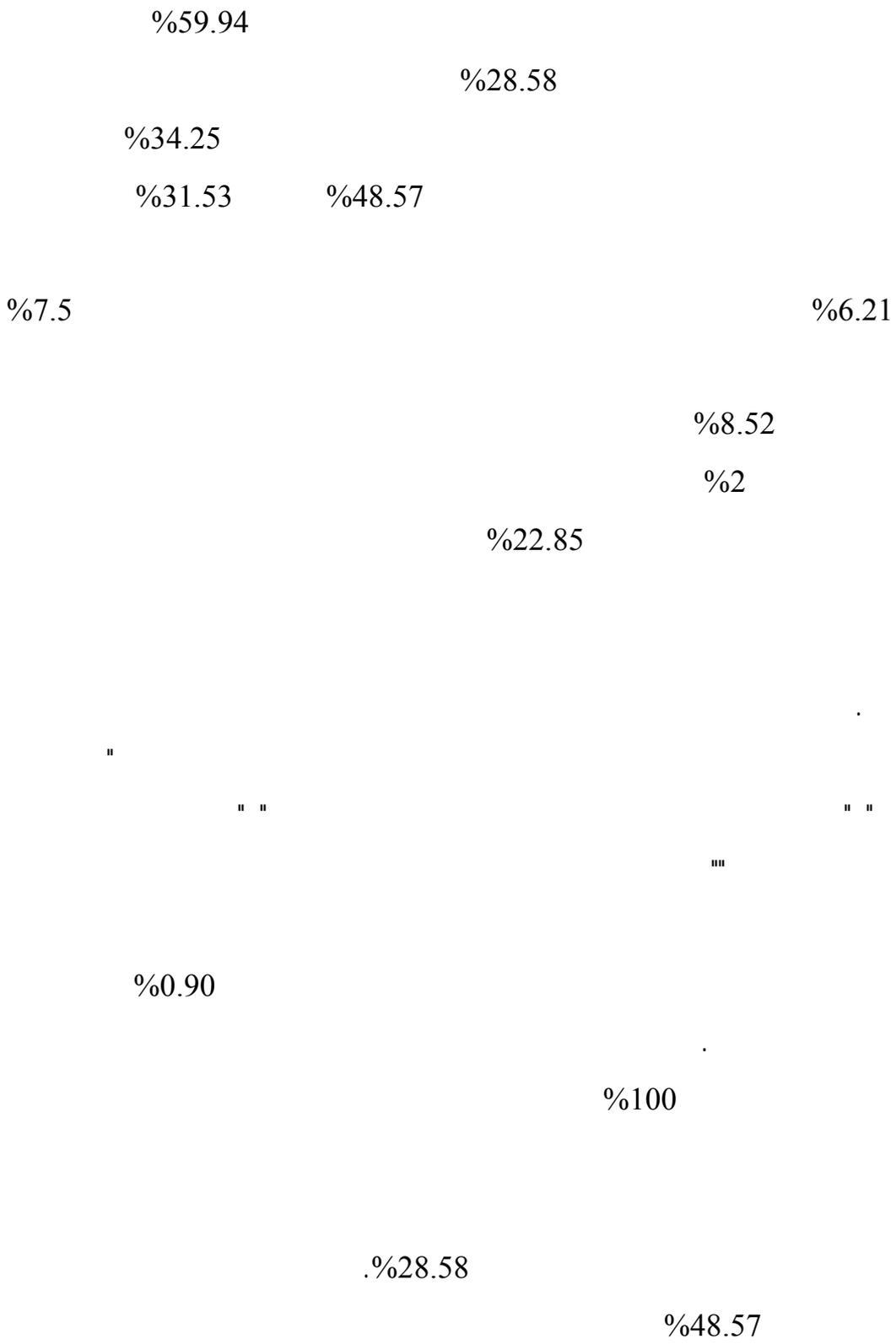
( )

:(18)

%		%		%		%		%		
56.25	225	28.58	10	0.90	02	100	02	59.94	211	
7.5	30							8.52	30	
34.25	137	48.57	17	6.21	09			31.53	111	
2	08	22.85	08							
100	400	100	35	100	11	100	02	100	352	

%100

%56.25



%31.53

%6.21

%8.52

:(19)

%		%		%		%		%			
22.5	90	-	-	53.85	42	23.13	31	30.91	17		
44.25	177	-	-	46.15	36	76.87	103	69.09	38		
66.75	267	-	-	100	78	100	134	100	55		
33.25	133	100	179	-	-	-	-	-	-		
100	400	100	179	100	78	100	134	100	55		

%66.75

%44.25

%76.87

%22.5

%33.25

%53.85

.%21.75

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:(20)

%			
33,99	69	" " " " " "	+
12,32	25	" " " " " "	
16,75	34	" " " " " "	
8,87	18	" " " " " "	
22,17	45	" " " " " "	
5,91	12	" " " " " "	
100	203		

%33.99

%16.75

%22.17

%12.32

%8.87

%5.91

"

" "

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(409

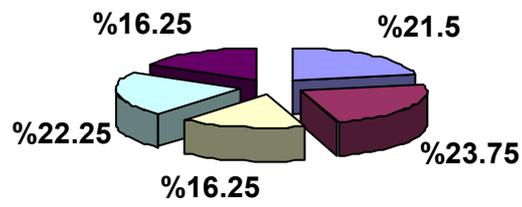
)

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" "

(12-6)



■	الإقبال المتزايد على شرائها من قبل الطفل
■	التطور التكنولوجي السريع في صناعة الألعاب
■	عدم توفر الألعاب المصنوعة محليا
■	تحقيق الربح السريع بسبب التسويق الإعلامي
■	اندثار الألعاب الشعبية

:(23)

%22.25

%23.75

%21.5 ( )

%16.25

( )

%21.5

.%16.25

:(21)

%		%		%		%		
55.75	223	76.56	98	58.25	120	7.57	05	
44.25	177	23.44	30	41.75	86	92.43	61	
100	400	100	128	100	206	100	66	
2		0.05 = a		5.99 =		75.84 =		

%55.75

%76.56

%58.25

%7.57

%44.25

%92.43

%41.75

.%23.44

5.99

75.61

2

0.05 = a

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%97.5 )

(%50

%91.67

%27.43

%40.08

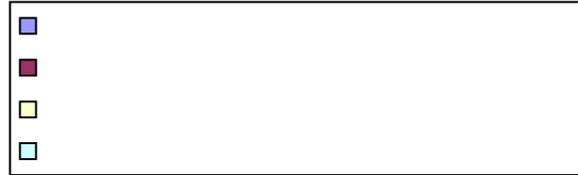
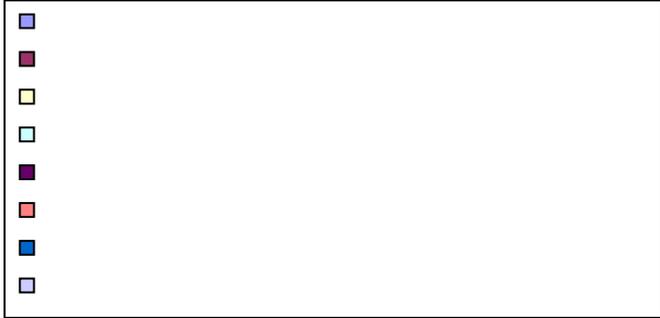
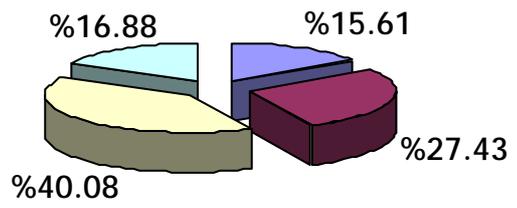
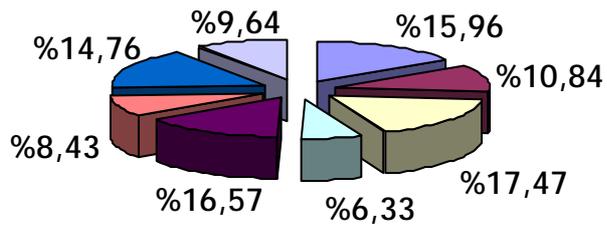
.(%15.61 %16.88)

%17.47

%16.57

%14.76

.24



:(24)

.1.1.2.5

:

-

· %48.75

-

%59.25

· %98

(15)

-

%55.75

(21)

(16)

-

				-
	(18)	%56.25		
%7.5				
		%44.25	(19)	-
		.(%46.15	%76.87	%69.09)
				.%21.75
		%33.99	(20)	-
	(		)	
	%22.17			)
	.(		)	
				-
				.%23.75
	(24)		(22) (21)	-
		%55.75		

.2.2.5

:(23)

%		%		%		
12.5	50	15.5	31	9.5	19	
16.75	67	14.5	29	19	38	
62	248	63.5	127	60.5	121	
8.75	35	6.5	13	11	22	
100	400	100	200	100	200	

:

%62

% 63.5

.%19

%16.75

%12.5

%15.5

%8.75

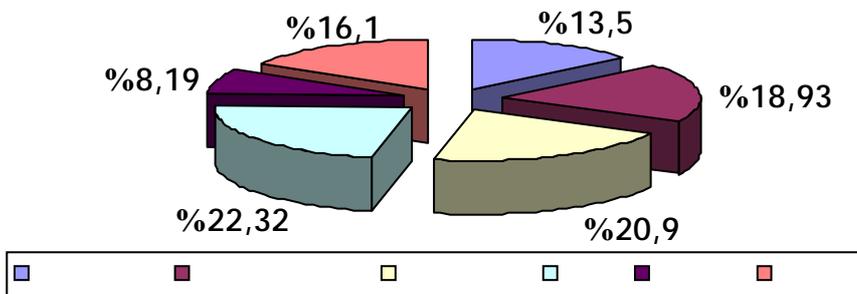
% 11

% 11

...

— —

(11-10 ) [199].



:(25)

%20.90      %22.32  
%18.93  
%16.10  
%16.10  
%8.19

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(627 ) [63].

(634 ) [63] .

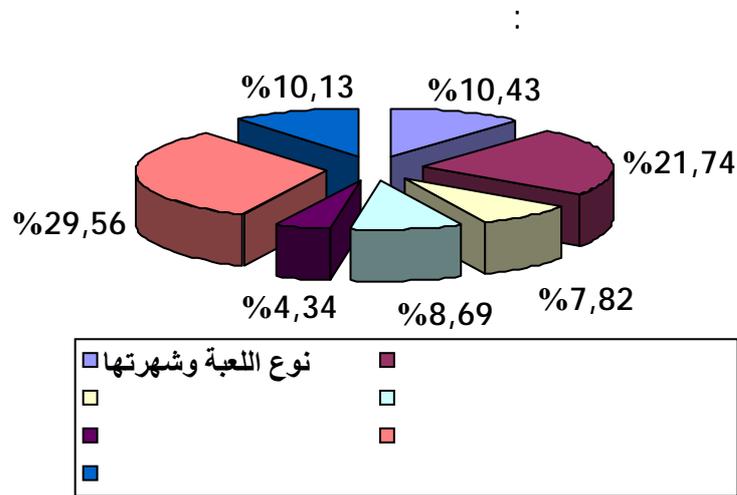
% 18.93

.

%16.10

.

% 8.19



:(26)

%04.34      %29.56

%21.74

%10.13      -      -

%10.43

%07.82    %08.69

"  
%07.82

.%04.34

%08.69

.(14 ) [200]"

"

								(	)	
	%		%		%		%			
100	42.75	18	-	16.25	28.07	57	45.15	12.16	45.95	
400	171	72	-	65	14.03	18	121	09	34	
100	-	-	-	-	26.32	100	-	03		
01	-	-	-	01	14.03	01	-			
100	31.58	14.03	26.32	31.58	17.91	100	45.15	4.05		
57	16	08	15	18	17.91	18	48	03		
100	45.15	20.14	17.91	16.79	17.91	100	45.15	4.05		
268	121	54	48	45	48	268	121			
100	45.95	12.16	4.05	37.84	4.05	100	45.95			
74	34	09	03	28		74				

%42.75

%28.07

%45.15 %45.95 (19)

%45.95

%24.5

%16.79

%31.58

%18

%12.16

%14.03 %20.14

%100

%16.25

% 37.84

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63.74	109	51.40	55	79.69	51	
30.41	52	36.45	39	15.62	10	<b>3-1</b>
5.85	10	12.15	13	4.69	4	<b>3&lt;</b>
100	171	100	107	100	64	

%63.74

%30.41

%51.40 %79.69

%36.45

%5.85

%15.62

%12.15

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%36.45

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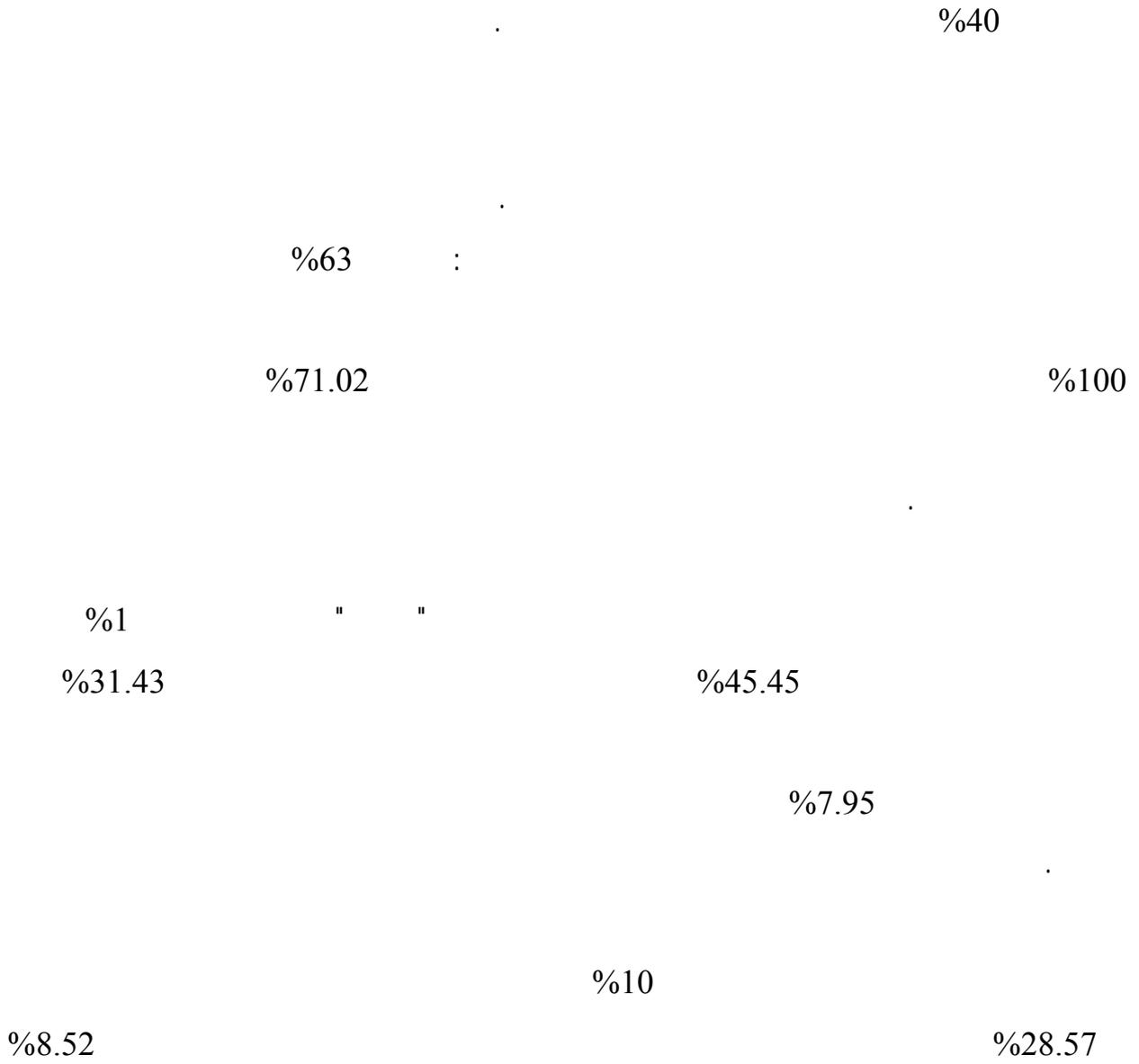
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100	16	84	10	11	63	%	
400	64	336	40	44	252		
100	40	60	28.57	31.43	-	%	
35	14	21	10	11	-		
100	54.55	45.45	-	45.45	-	%	
11	06	05	-	05	-		
100	-	100	-	-	100	%	
02	-	02	-	-	02		
100	12.5	87.5	8.52	7.95	71.02	%	
352	44	308	30	28	250		

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%84

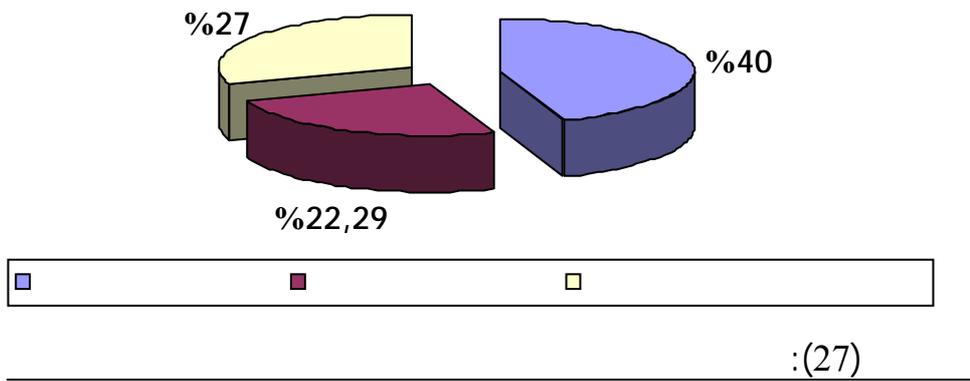
(65 ) [46]"



(160 ) [202].

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.(160 ) [202]"



%40

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%25.29

(106 ) [90] .

:(27)

%		%			
43.75	173	30.06	52		
		46.82	81		
		23.12	40		
		100	173		
56.25	227				
100	400				

%56.25

%46.82

%43.75

%30.06

%23.12

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<b>%</b>			
47.40	82	''' ''	'' '' ''
32.37	56	'' '' ''' ''	'' '' ''
20.23	35	'' ''	'' '' ''
<b>173</b>			
32.60	74	'''	''' '' ''
24.23	55	''	'' '' '' '' ''
43.17	98	''' ''	''' '' ''
<b>227</b>			

%56.25

%32.60

%43.17

%24.23

%32.37

%47.40

%20.23

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(106 ) [90]"

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%62

(23)

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%20.90

%22.32

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%26.47

%10.43

%25

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%42.75

%.63.74

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.(25) (24)

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.(26)

%71.02

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%40

%25.29

%27

.(27)

%56.25

( )  
.(28) (27)

.3.2.5

:(29)

%		%		%		%		%			
35.5	142	-	-	-	-	-	-	40.34	142		
28	112	-	-	-	-	-	-	31.82	112		
63.5	254	-	-	-	-	-	-	72.16	254		
21.75	87	-	-	9.09	1	-	-	24.43	86		
8.75	35	71.43	25	36.36	4	100	02	01.14	04		
06	24	28.57	10	54.55	6	-	-	02.27	8		
100	400	100	35	100	11	100	02	100	352		

% 21.75

%63.5

%8.75

%06

%35.5

%40.34

%28

%31.82

%72.16

%100

%01.14

%36.36

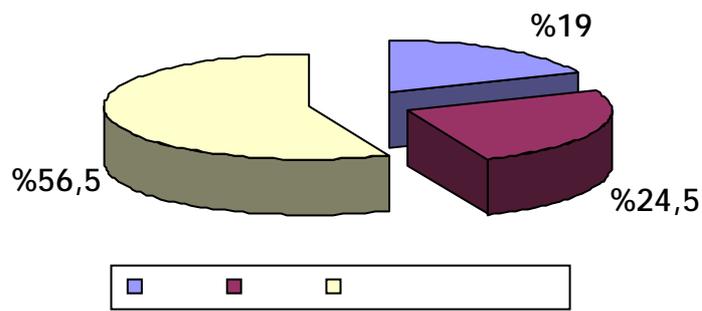
Barbi

Spider man

Bat man

man

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:(28)

%24.5

%56.5

%19

:(30)

%		
14.43	83	
13.74	79	
8.35	48	
12	69	
4.17	24	
5.57	32	
10.43	60	
8	46	
3.83	22	
9.91	57	
9.57	55	
100	*575	

11

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%19.48

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(142-141 ) [90].

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(14 ) [48]"

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1998 OMEP

(15 ) [48]"

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%13.74

%12

%8.35

%5.57

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(137 ) [3]."

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A Bandura

. (154 ) [203] .

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(144 ) [203]"

%.4.17

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100	2.75	48.75	34.75	14	48.5	31.75	16.75	%	
400	11	195	139	56	194	127	67		
100	100	-	-	-	-	-	-	%	
11	11	-	-	-	-	-	-		
100	-	-	58.78	-	-	41.22	-	%	
148	-	-	87	-	-	61	-		
100	-	45.56	19.44	26.11	54.44	23.89	30.56	%	
180	-	82	35	47	98	43	55		
100	-	58.62	58.62	-	10.34	-	10.34	%	
29	-	17	17	-	12	-	12		
100	-	9.68	-	9.68	71.87	71.87	-	%	
32	-	9	-	9	23	23	-		

%31.75

%16.75

%34.75

%14

%2.75

%23.89

%41.22 %71.87

%10.34 %30.56

%58.78

%58.62

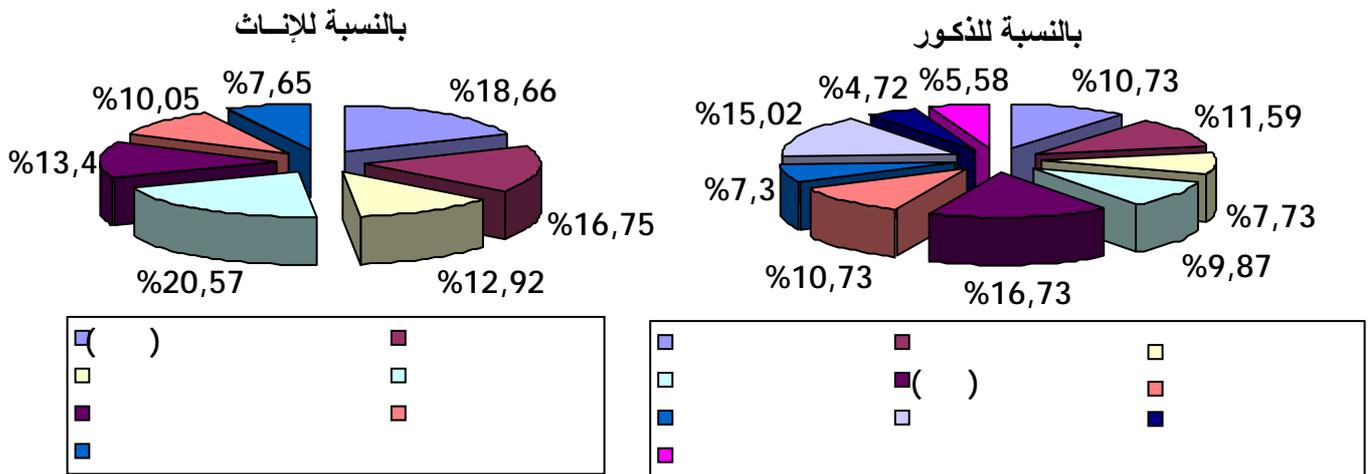
%9.68 %26.11

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(127-126 ) [12]

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(127 ) [12]."



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 %37.32      %44.98      (  
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%44.98

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(127-126 ) [205]"

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%		%		%		%		%		/	
58.25	233	-	-	40.54	45	87.5	91	72.93	97		
7.25	29			7.47	8	6.73	7	10.52	14		
10.5	82			48.65	54	5.77	6	16.54	22		
86	344			100	107	100	104	100	133		
14	56	100	56	-	-	-	-	-	-		
100	400	100	56	100	111	100	104	100	133		

%86

%14

%87.5

%72.93

%40.54

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.(112 ) [90] (

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%		%		%		%		
56.25	225	65.63	84	63.11	130	16.67	11	
37.5	150	28.13	36	30.58	63	77.27	51	
6.25	25	6.25	8	6.31	13	6.06	4	
100	400	100	128	100	206	100	66	

%6.25

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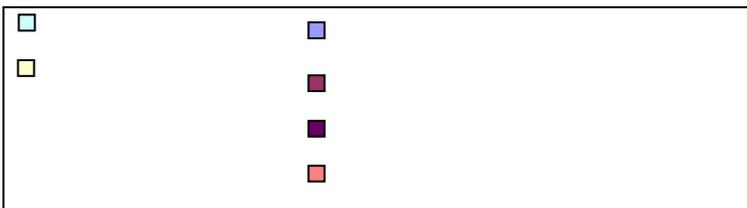
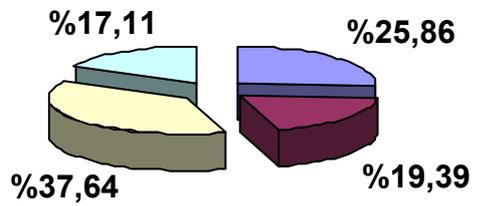
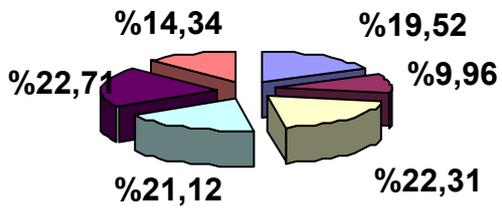
%77.27



( %58.33 )  
( %62.5 )  
( %50 )

%25.86  
%19.39  
%37.64  
%17.11

%22.71  
%19.52  
%21.12  
%14.34  
%21.12





%95

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%79.75

%69.5

%54.5

%52.5

%46

VCD

%36.75

%83.25

:(37)

%		
4.34	41	
4.44	42	
1.59	15	
3.70	35	
5.71	54	
8.36	79	
9.31	88	
5.93	56	
7.09	67	
3.70	35	
9.42	89	
6.89	65	
5.93	56	
4.76	45	
2.65	25	
5.39	51	
8.04	76	
2.75	26	
100	945	

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(%27.41)

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(%72.59)

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(12-6)

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%		%		%		%		
20.25	81	21.09	27	24.27	50	6.06	04	
17.25	69	17.97	19	19.42	40	15	10	
16.75	67	19.53	25	18.46	38	6.06	04	
5.25	21	7.81	10	5.34	11	'	'	
7.75	31	2.34	03	6.80	14	22.72	14	
7.75	31	1.56	02	7.28	15	22.72	14	
9.5	38	13.28	17	8.74	18	4.55	03	
12.75	51	19.53	25	9.71	20	9,09	06	
2.75	11	-	-	-	-	16.67	11	
100	400	100	128	100	206	100	66	

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%20.25

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(%18.46 %19.53)

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(179 ) [46]:

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%		
8.25	33	
18.75	75	
15.5	62	
9.5	38	
14.75	59	
7.5	30	
19.75	79	
6.5	26	
100	400	

%18.75

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25.25	101	" " " " " "	
17.25	69	" " " " " "	
17.25	69	" " " " " "	
14.5	58	" " " " " " " " " " " "	+
16.25	65	" " " " " " " " " " " "	
4.5	18		
100	400		

%25.25

%17.25

%16.25

%14.5

%4.5

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(33)

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%72.93

.%5.77

.%7.25

(29)

(35) (34)

%65.63

%77.27

(36)

%46

(37)

%27.41

%72.59



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.%50.5

VCD

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%88

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%1.87

.3.5

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:(41)

		(12-9)		(8-6)			
%		%		%			
88	352	85.5	171	90.5	181		
0.5	02	-	-	01	02		
2.75	11	4.5	09	01	02		
91.25	365	90	180	92.5	185		
8.75	35	10	20	7.5	15		
100	400	100	200	100	200		

( 12 6 )

%91.25 %88

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(12-9) (8-6)

%85.5 %90.5

%0.5 %2.75 %0.5

%1 (8-6)

%4.5

%2.75

(12-9)

(12-9)

%8.75

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(8-6)

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%8.75

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%2.75

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%0.5

:(42)

		40.000		(39.000-25.000)		(24.000-10.000)		
%		%		%		%		
54.24	192	66.66	64	57.07	109	28.36	19	
45.76	162	33.33	32	42.93	82	71.64	48	
100	354	100	96	100	191	100	67	
2		0.05 = a		5.99 =		24.65 =		

- -

%54.24

%57.07                      %66.66                      40.000

%28.36    39.000 25.000

. 24.000 10.000

%71.64 %45.76

%42.93 24.000 10.000

39.000 25.000

.%33.33 40.000

% 66,66

40.000

24.000 10.000

%71.64

(24)

%16.57

24.65

2

**0.05 = a**

5.99

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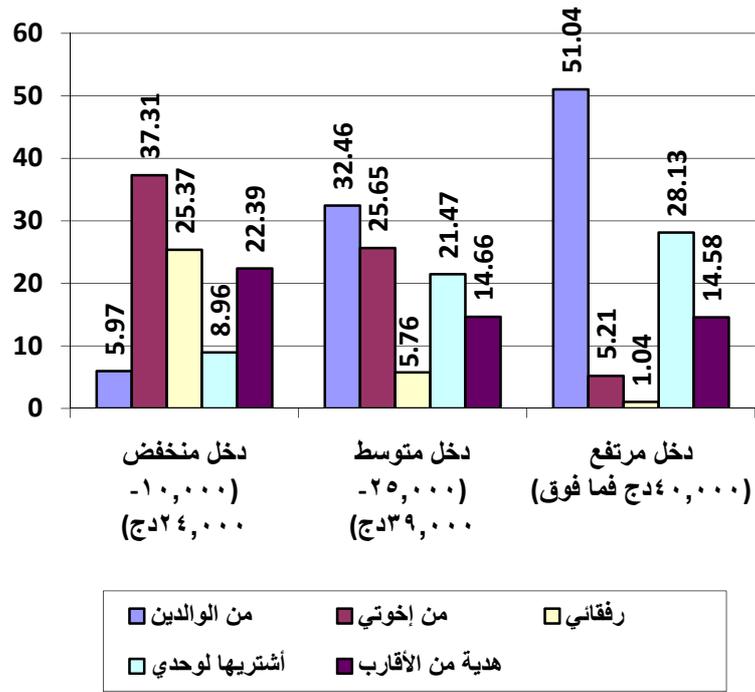
-1

-2

100	54.67	54.42	%	
354	162	192		
100	39.06	60.94	%	
128	50	78		
100	21.43	78.57	%	
28	06	22		
100	40.51	59.49	%	
79	32	47		
100	57.14	42.86	%	
21	12	09		
100	46.91	53.09	%	
194	91	103		
100	39.34	60.66	%	
61	24	37		
100	41.66	58.33	%	
96	40	56		
100	72.97	27.03	%	
37	27	10		
100	65.63	34.37	%	
32	21	11		
100	28.57	71.43	%	
07	02	05		
100	62.5	37.5	%	
16	10	06		
100	100		%	
09	09			



) ( )  
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:(31)

%32.46

%51.04

%5.97

%25.65

%37.31

.%5.21

%21.47

%28.13

.%8.96

%22.39

(%14.58 - %14.66)

%25.37

%1.04

%5.76

%5.97

(365 ) [205].

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"





%36.75

%43.65

%45.45

(6-4)

%39.06

(3-1)

. (3-1)

%29

%36.37

%36.36

(6-4)

7

%.28.57

7

% 22.75

%57.14

7

%36.36

7

% 5.56

. (3-1)

%11.5

.(%61.54 %40.28)

(24.000-10.000)

7

%57.14

40.000

%5.56

(3 -1)

%45.45

%36.37

24.000 10.000

(6 -4)

12-6

:(45)

								)			
%		%		%		%		%			
09	36			19.30	11	06.34	17	10.81	08		
08.5	34			15.78	09	08.96	24	01.35	01		
03.5	14			01.75	01	03.73	10	04.05	03		
07	28			10.53	06	08.21	22			)	
28	112			47.37	27	27.24	73	16.22	12		
36.25	145			28.07	16	35.07	94	47.30	35		
21.75	87	100	01	19.30	11	20.15	54	28.38	21		
14	56			05.26	03	17.54	47	08.10	06	)	
72	288	100	01	52.63	30	72.76	195	83.78	62		
100	400	100	01	100	57	100	268	100	74		

%72

%36.25

%35.07

%47.30

%28.07

%21.75

%28.38

.(%19.30 - %20.15)

%14

( )

%05.26 %08.10

%28

%9

%10.81

%19.30

%06.34

%08.5

%08.96

%01.35 %03.36

%10.53

%07

( )

%08.21

%03.5

%01.75

%03.73 %04.05

%72

%47.30

:(46)

		40.000		(39.000-25.000)		(24.000-10.000)			
%		%		%		%			
14,12	50	16,67	16	14,66	28	8,96	06		
9,32	33	21,88	21	6,28	12		-		
2,82	10	2,08	02	2,62	05	4,48	03		
11,30	40	27,08	26	7,33	14		-		
37,57	133	67,71	65	30,89	59	13,43	09		
12,43	44	-	-	14,14	27	25,37	17		
8,47	30	1,04	01	7,85	15	20,90	14		
14,41	51	9,38	09	17,28	33	13,43	09		
22,60	80	19,79	19	24,08	46	22,39	15		
4,52	16	2,08	02	5,76	11	4,48	03		
62,43	221	32,29	31	69,11	132	86,57	58		
100	354	100	96	100	191	100	67		

%62.43

%22.60

%22.39

%24.08

(39.000-25.000)

%19.79

(24.000-10.000)

. 40.000

%14.41

%17.28

(39.000-25.000)

%9.38

(24.000-10.000)

%13.43

. 40.000

%12,43

%12.43

%25.37

		%14.14	(24.000-10.000)
.	40.000		(39.000-25.000)
			%8.47
		%20.90	
			(24.000-10.000)
%1.04		%7.85	(39.000-25.000)
		.	40.000
		%4.52	
.			
:			.(%2.08 %5.76 %4.48)
			%37.57
		%14.12	
	%14.66	40.000	%16.67
	%8.96		(39.000-25.000)
		.	(24.000-10.000)
			%11.30
	40.000	%27.08	
	(39.000-25.000)		%7.33
	.		(24.000-10.000)
			%9.32
%21.88	40.000		
(39.000-25.000)			%6.28
.	(24.000-10.000)		

%2.82

)

.(%2.08 %2.62 %4.48)

(

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(101 ) [63]"

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(25-24 ) [62] (102 ) [63] .

%16.67

40.000

%21.88

%27.08

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(104 ) [63] "

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" (24 ) [62]

(102 ) [63]."

.1.1.3.5

%88

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.(41)

%0.5

%54.24

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%72

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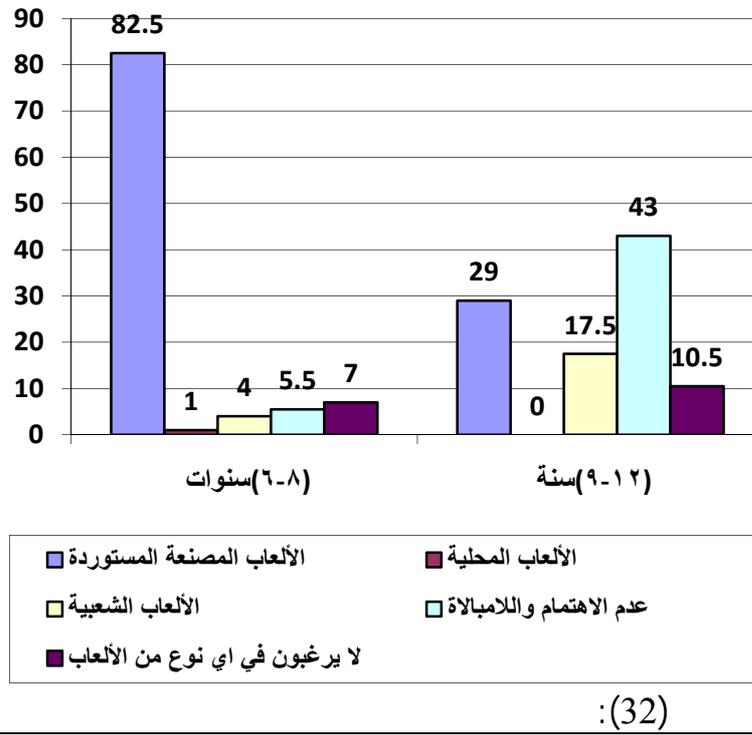
%62.43

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(8-6)

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18

8 6

12 9

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%5.5

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.(18)

:(47)

%		%		%		%		
12.5	50	15.63	20	14.08	29	1.52	01	
16.57	67	20.31	26	18.45	38	4.54	03	
62	248	64.06	82	66.99	138	42.42	28	
8.75	35	00	00	0.48	01	51.51	34	
100	400	100	128	100	206	100	66	

:

%62

.(%64.06 %66.99 %42.42)

%16.57

%18.45 %20.31

%.%4.54

%12.5

(%14.08 %15.63)

%.%1.17

%8.75

%53.03

(12-6)

.(%15.63 -%14.08)

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(102 ) [63]"





( 24.00 10.000 )

%67.5

%66.67

39.000 25.000

( )

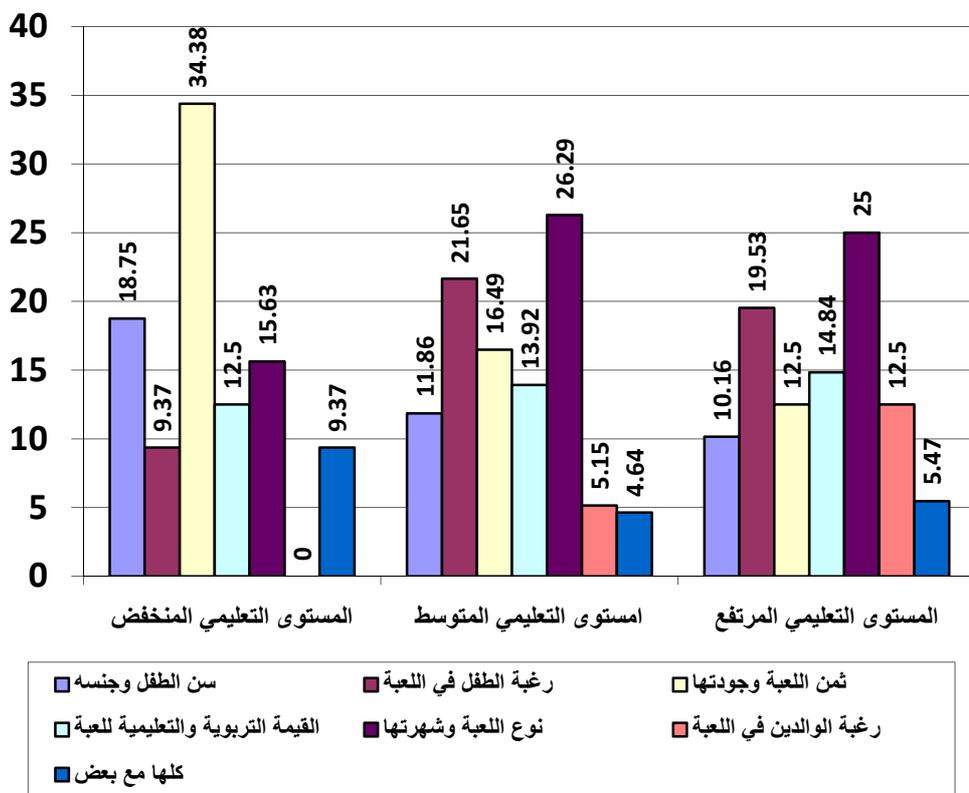
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(305 ) [206] .

(%30)

40.000

(%35.29)



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%34.38

%16.49

%12.5

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%15.63

(%25-% 26.29)

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%19.77

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%14.12

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%5.37

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.(%05.47 %4.64 %9.37)

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(105 ) [63]"

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%14.84

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:(49)

%		%		%		%			
15.25	61	19.53	25	14.10	29	10.60	7		
08.25	33	11.72	15	08.73	18	-	-	<b>VCD +</b>	
12.50	50	02.34	03	16.01	33	21.21	14		
25.25	101	40.62	52	22.81	47	03.03	02		
61.25	245	74.21	95	61.65	127	34.84	23		
38.75	155	25.78	33	38.35	79	65.15	43		
100	400	100	128	100	206	100	66		

%38.75      %61.25

%25.25

%40.62

%22.81

%.03.03

%15.25

%10.60

%14.10    %19.53

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VCD

%08.73 %11.72

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(83 ) [207]."

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(97 ) [62]

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VCD

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VCD

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(104 ) [202]."

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(158 ) [208]"

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%		%		%		%		%		%		%			
100	*101	100	40	100	13	100	27	100	61	100	19	100	42		
25.74	26	15	06	15.38	02	14.81	04	32.79	20	47.37	09	26.19	11		
23.76	24	30	12	46.15	06	22.22	06	19.67	12	21.05	04	19.04	08		
23.76	24	55	22	38.47	05	62.96	17	03.28	02			04.76	02		
06.93	07							11.47	07			16.66	07		
19.80	20							32.79	20	31.58	06	33.33	14		

%25.74

%26.19 %47.37 (12-9)

(8-6)

%15.38 %14.81 (8-6)

(12-9)

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%23.76

(8-6)

%22.22

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(12-9)

391

%19.67

(12-9)

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(8-6)

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(8-6)

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(12-9)

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(12-9)

(8-6)

%31.58

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(8-6)

. (12-9)

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(8-6)

12-9

%47.37

12-9

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...

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(198 ) [63]" "

" "

..

:(51)

%			
39.01	87	" " " " " "	"
31.84	71	" " " "	"
29.15	65	" " " "	"
<b>223</b>			
28.82	51	" " " "	"
37.85	67	" " " "	"
17.51	31	" " " "	"
15.82	28	" " " "	"
<b>177</b>			

%39.01

" " " " " "

%31.84

" " " " " "

%29.15

" " "

(12-6)

%37.85

" " " "

%28.82

" " " " "

%17.51

" " " " "

%15.82

" " " " "

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.1.2.3.5

%82.5

(8-6)

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(%19.53 %40.62)

.%14

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(12 -9)

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.4.5

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.[209]"

:(52)

%		%		%		%		%		
66.38	531	-	-	2.78	3	-	-	85.02	528	
13	104	-	-	59.26	64	100	2	6.12	38	
12	96	-	-	37.96	41	-	-	8.86	55	
8.62	69	100	69	-	-	-	-	-	-	
100	800	100	69	100	108	100	2	100	621	

%66.38

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9

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%		%		%		%		%		
23.48	124	14.68	16	7.69	09	26.20	38	38.85	61	
7.39	39	7.34	08	5.98	07	6.90	10	8.92	14	
23.11	122	24.77	27	54.70	64	5.52	8	14.65	23	
28.60	151	34.86	38	17.95	21	40	58	21.66	34	
6.25	33	0.92	1	5.13	6	4.83	7	12.10	19	
11.17	59	17.43	19	8.55	10	16.55	24	3.82	6	
100	528	100	109	100	117	100	145	100	157	

:

%28.60

%34.86

%40

12-9

%21.66

8-6

12-9

8-6

%17.95

%23.48

8-6

% 38.85

12-9

%26.20

%7.69

12-9

%14.68

8-6

%23.11

%24.77

%54.70

8-6

8-6

%14.65

12-9

12-9

%5.52

% 11.17

12-9

8-6

(%16.55 %17.43)

(% 3.82 % 8.55)

(12 6)

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8-6

8-6

(83-82 ) [9].

( )

" .(126 ) [12]

.(126 ) [12]"

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12-6

(12-6)

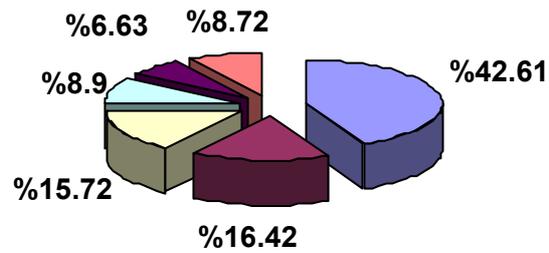
(8-6)

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(12-9)

.Play Station " "



:(34)

%42.61

%15.72

%17.42

%8.90

%6.63

%8.72

.(230-229 ) [143] .

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[210] ( )

" ... "

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100	22.16	32.58	11.93	17.99	15.34	%
528	117	172	63	95	81	
100	5.08	53.85	18.64	18.64	20.33	%
59	3	21	11	11	12	
100	10.25	3.97	12.82	41.02	20.51	%
39	4	6	5	16	8	
100	13.91	43.71	18.54	9.93	14.57	%
151	21	66	28	15	22	
100	31.15	31.97	6.55	17.21	13.11	%
122	38	39	8	21	16	
100	30.30	-	-	42.42	27.27	%
33	10	-	-	14	9	
100	33.06	32.26	8.87	14.52	11.29	%
124	41	40	11	18	14	

%32.58

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%31.97 % 32.26

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(%41.02 % 42.42)

405

%15.34

%27.27

%11.93

(%18.54 %18.64)

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(5 ) [211]

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%14.02)

.(%14.96

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.(142 ) [66]"

(%10.80 %11.74)

%12.12

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%12.10 %14.75

% 8.52

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.(133 ) [66]

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(%7.39 %7.95)

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(133 ) [66] .

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(88-87 ) [66] .

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(145 ) [3].

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Ses Origines  
Son Message

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 . : -  
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 [75] [212] :( ) .2

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[213]." 5 " " 3 "

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[213]"

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(Ses Origines)

(Son Message)

1959 9

(Mattel)

"Ruth Handler"

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(Mattel Creations)

"Ruth"

1955

Ruth

"Lilli"

"Lilli"

"Ruth"

"Bilolleitung"

" Femmes Adultes"

(Elance)

:

(Jack Ryan)

1960 1959

1963

1967

1964

1.2

Françie

(Jetable)

.(Christie, Steven)

(Teresa)

(Marine)

1968

Kelly

1970 – 1959

1971

(Barbie Malibu)

Ken

"Bronzage Impeccable"

Ken 1973

. Super –Star

Sa )

1979

(poitrine se développe)

.( )

(Rouge à lèvres)

29 –

29

45

"Seventeen"

(Photo de Mode)

"Beautiful People"

.(J.Kennedy)

.Miss America

Ken

1980

(Mattel)

...

(Mattel)

1982

(Personnalisé)

10

(de nouvel observateur)

300.000				(Mattel)
		100	150	
(Personnalisé)	:			
				.
"Moba Barbie"	1983			
				.
				1990
				(Mattel)
				.
"Marty Motz"				
				"Compus"
				.
52				
La Sociabilité 1950	Driesman			(Collectionneur)
				(Mattel)
Midje 1961				
Ricky Skooter 1984	Ken Blene			Skipper 1963
	(Todd Tutti)			Françie 1965 Skipper
Kristie	Stracey 1967	Casey		1966 Skipper
				1968
				1972
1990	"Goya Chantal"	(Barbifiée)		
	( 30 )			

"Ma Taille Barbie" 1992  
 100  
 250 "The Empress Bride"  
 Nepture " 170 "Fantasy  
 1992  
 "Miss Make Up"  
 "Totally aindabie" Meinte  
 (Des Collections) 1990 Mattel  
 ..." Yves ST Laurent" "Versace Mackie" " Christian Dior  
 1.6 1991 Mattel  
 100 %31 1991 1992 %17  
 Australien Blaine Ken 2005  
 Ken "Mattel" (Surf)  
 .Blaine  
 30 "Mattel Uka" 1990/03/09

... Rock

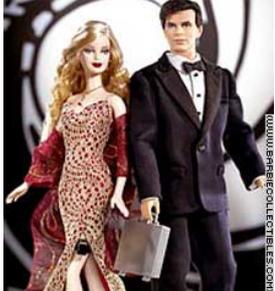
Baby Sliper

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	<u>.3</u>
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( )	<u>.4</u>
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[75] [212]:

<p>Barbara          Millicent Roberts          (Marilyn Monroe)          (Scarlett O'Hara)          "Autant en Emporte Le vent"          (Madonna)          .(Cher) (Elle Woods)</p>	<p>" "</p> <p>(Barbara Millicent Roberts)</p>	
		
<p>"</p>		
<p>Ava Gardner (Sexy)          Heddy Lamar Dorothy.Lamour          Sandra dee5 Reynolds Debbie          Marilyn) (Monroe)</p>	<p>Bronzage )          (Impeccable          28          29          Taille )          .(Elancée</p>	

<p>(Prêt à Porter)</p> <p>"</p> <p>Mattel</p> <p>"</p> <p>Versace, Mackie, Christian Dior, Yves Laurent</p> <p>" "</p>	<p>( )</p>	 
<p>Rock</p>	<p>Rock</p>	
<p>Mattel</p>	<p>...</p>	<p>( )</p>  

<p>(La Socialisation)</p>	<p>1959 1963 1973 1984</p> <p>Rock (Barbie Sitter)</p>	<p>( )</p>  
<p>( )  Ken</p>	<p>(1961) Ken (1963) Midje allan Skipper Ricky (1964) Ken Skipper Skooter Françie (1965) Todd Tutti Skipper (1966) Stacey (1967) Casey Kristie 1968</p>	   

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1981

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1998

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[212]."

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(17 ) [215].

1999

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[213] .

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2003

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[213] .

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(17 ) [215] .

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[216] .( ) 31

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"XMAS"

"Christmas"

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La Bûche

(Ses Origines)

(Ses Messages)

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[217]."

1954

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[218] [217].

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[220] [219] .  
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[221] "...

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1964-1963

[219].

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(235 ) [63]

[219].

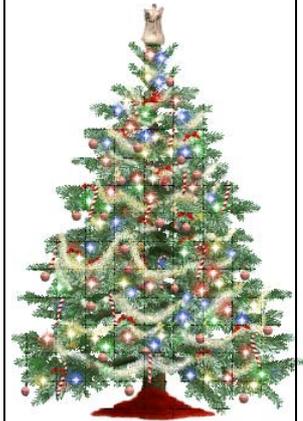
" "

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1944  
[221].

Bonne Année



[224] .

[225]



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76

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[226]."

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(240 ) [63].

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St. Nicolas ( ) (

" " "Papa Noël"

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325

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.(237 ) [63]

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(2007 -2003)

"La bûche"

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[231][230][76]: .2

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."Playstation"

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" (3 ) [201] "

[232]."

(5-3 ) [201].

120

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[76]"

(Ses messages)

1986

Famicom

Nintendo

CDROMLM/XA

Nintendo

Nintendo

.Philips Sony

SNES – CD

CD – ROM

Sony

Nintendo

Sony

1950

08

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Nintendo

Sony

1975

LCD

Trinitron

1984

"G "

Processeur Sonor Console  
 1988  
 Snes Cd-Rom  
 1990  
 Cartouche Console Snes  
 .Playstation  
 Sony  
 Super Nintendo Nintendo  
 Sony CD  
 CES SNES -CD 1989  
 -CD Nintendo  
 Nintendo Sony SNES  
 philips )  
 (... )  
 Hardware cd-1  
 Sony philips Minoru Arakawa Lincoln  
 .philips Nintendo  
 (E3 ) CES 1991  
 1992 SNES  
 Ehcuostrac  
 Catalogue  
 1993 6  
 Console

SNES

G

Graphisme

Ludique

3D

Playstation

200

Puce ULSI

(

) PSX

Risc 3000

1993

(...

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.PSX

250

(1994

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1994

3

Station Play

Playstation PSX

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1995

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2000

Playstation 1

45

144 x

193 x

38)

28.15

( 185 x

260 x

.modchips

Sony

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DVD)

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PSP

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Playstation

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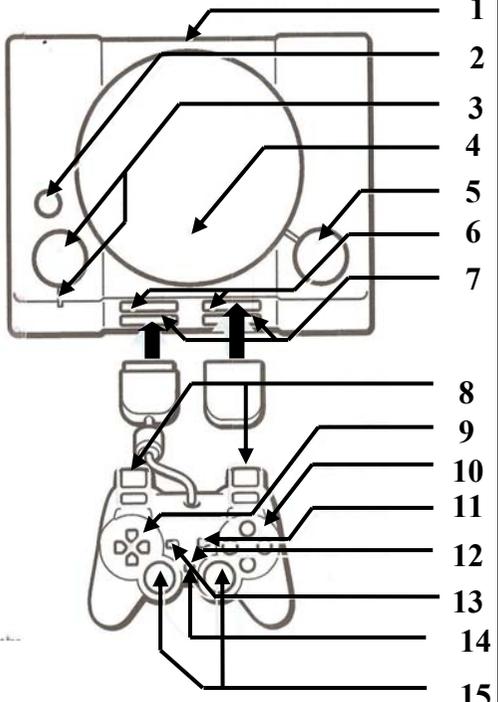
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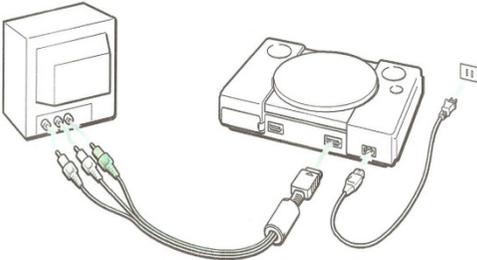
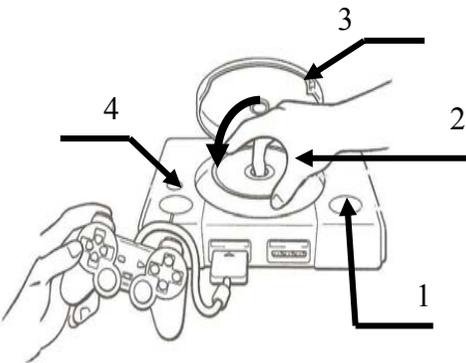
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[235] [234]:

	<p style="text-align: center;"><b>Playstation</b></p> <p>260 x 45 : ( 185 x</p> <p style="text-align: right;">Console -1</p> <p style="text-align: right;">Manette analogique -2</p> <p style="text-align: right;">Cordon d'alimentation -3</p> <p style="text-align: right;">Cordon de liaison -4</p> <p style="text-align: right;">audiovisuel</p>	
	<p style="text-align: center;">:</p> <p style="text-align: right;">(Section Connecteur) -1</p> <p style="text-align: right;">(Touche Reset) -2</p> <p style="text-align: right;">(Touche et indicateur POWER) -3</p> <p style="text-align: right;">(couvercle du compartiment du disque) -4</p> <p style="text-align: right;">(Touche OPEN) -5</p> <p style="text-align: right;">(Fentes pour cartes mémoires) -6</p> <p style="text-align: right;">(Ports de manette) -7</p> <p style="text-align: right;">(Touches L1,L2 ,R1 ,R2) 2 1 2 1 -8</p> <p style="text-align: right;">(Touche directionnelle) -9</p> <p style="text-align: right;">(Touche X △ ○ □) X △ ○ □ -10</p> <p style="text-align: right;">(Touche START) -11</p> <p style="text-align: right;">(Interrupteur mode analogique) -12</p> <p style="text-align: right;">(Touche SELECT) -13</p> <p style="text-align: right;">(LED Rouge) -14</p> <p style="text-align: right;">Joystick gauche, droit ) -15</p> <p style="text-align: right;">(touche L3, R3</p>	

	<p>(Cordon Audiovisuel)</p>	
	<p>(OPEN)          (CD-Rom) (01)          (02)          "(03) "          (START)</p>	

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Castlevania: Symphony of the Night, Crash Bandicoot, Dragon Quest, Final Fantasy, Driver, Gran Turismo, Metal Gear Solid, Parasite Eve, Resident Evil, Silent Hill, Spyro the Dragon, Tony Hawk's Pro Skater, Tekken, Tomb Raider et WipEout. first to fight



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[237].

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(8 -6)

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(134 ) [238].

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(135 ) [238] .



100	25.56	20.27	54.17	%	
528	135	107	286		
100	55.17	3.45	41.38	%	
29	16	01	12		
100	28.81	-	71.19	%	
59	17	-	42		
100	28.57	14.29	57.14	%	
07	02	01	04		
100	5.49	41.76	52.75	%	
91	05	38	48		
100	33.33	13.33	53.34	%	
15	05	02	08		
100	68	24	08	%	
25	17	06	02		
100	23.33	06.67	70	%	
30	07	02	21		
100	26.09	13.04	60.87	%	
92	24	12	56		
100	23.08	11.54	65.38	%	
26	06	03	17		
100	25.81	45.16	29.03	%	
31	08	14	09		
100	20.83	12.5	66.67	%	
24	05	03	16		
100	23.23	25.25	51.52	%	
99	23	25	51		



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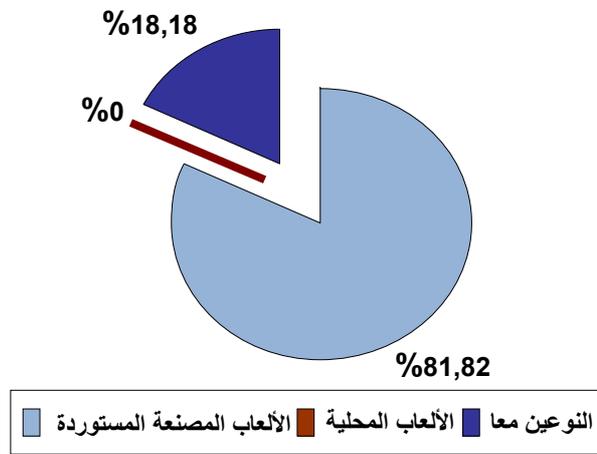
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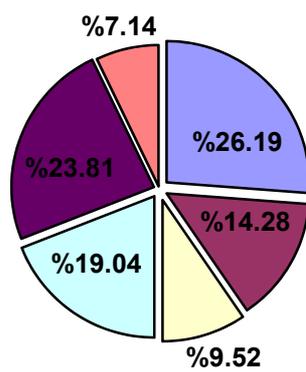
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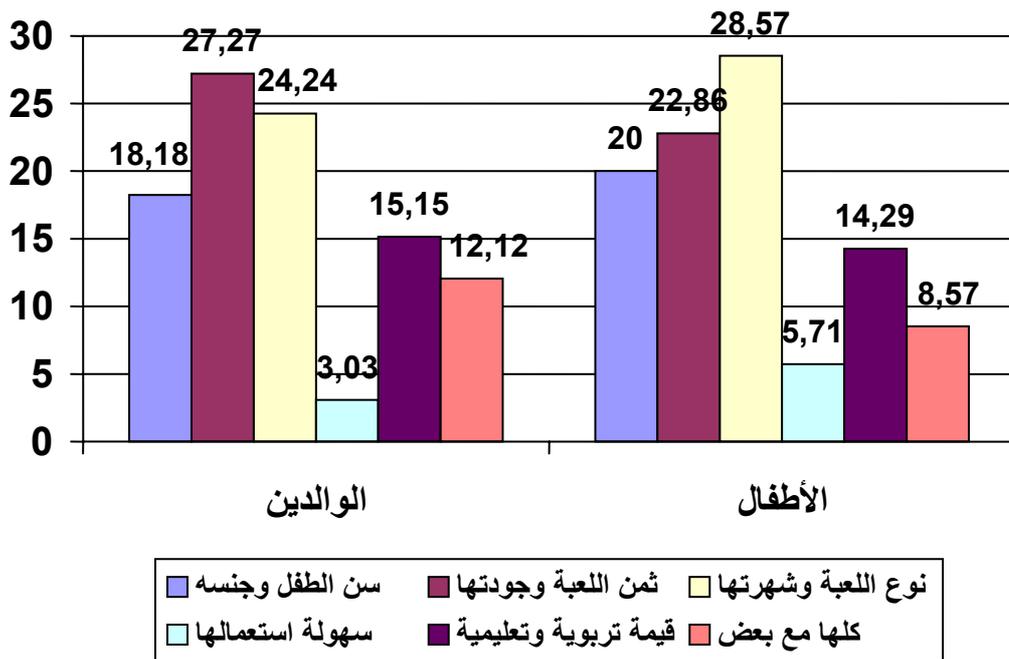
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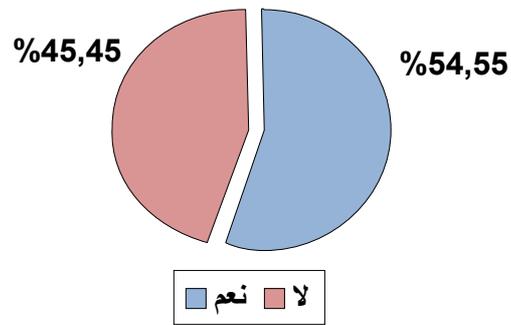
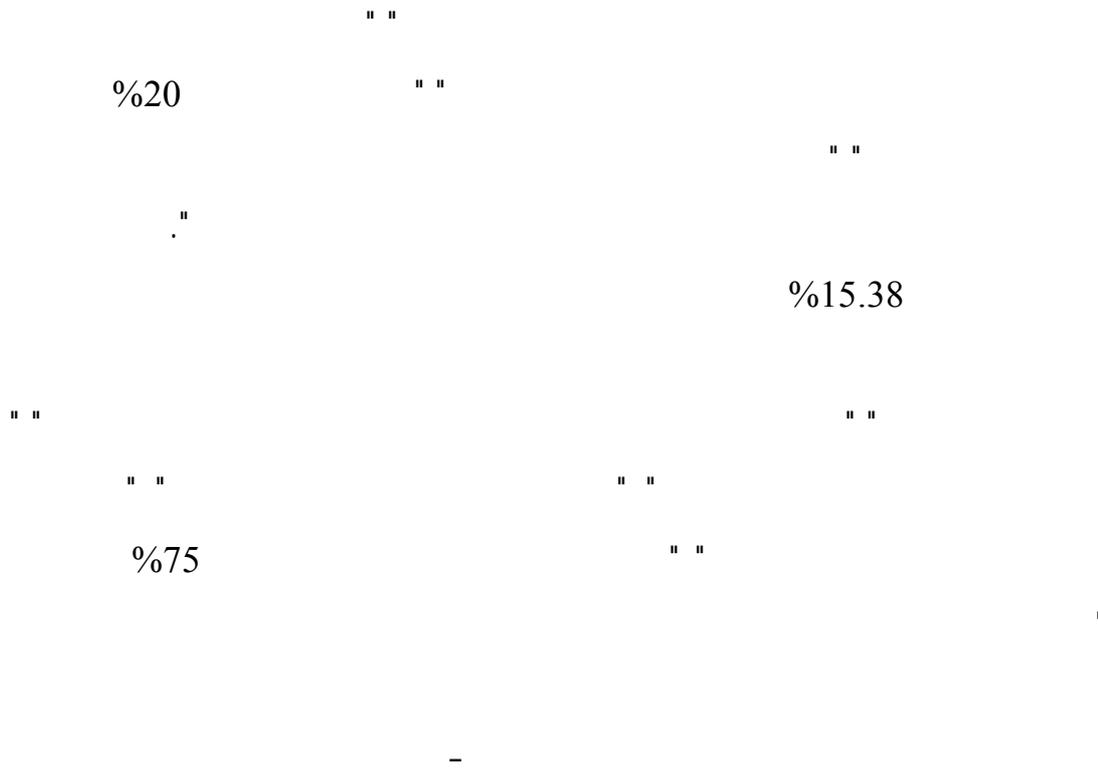
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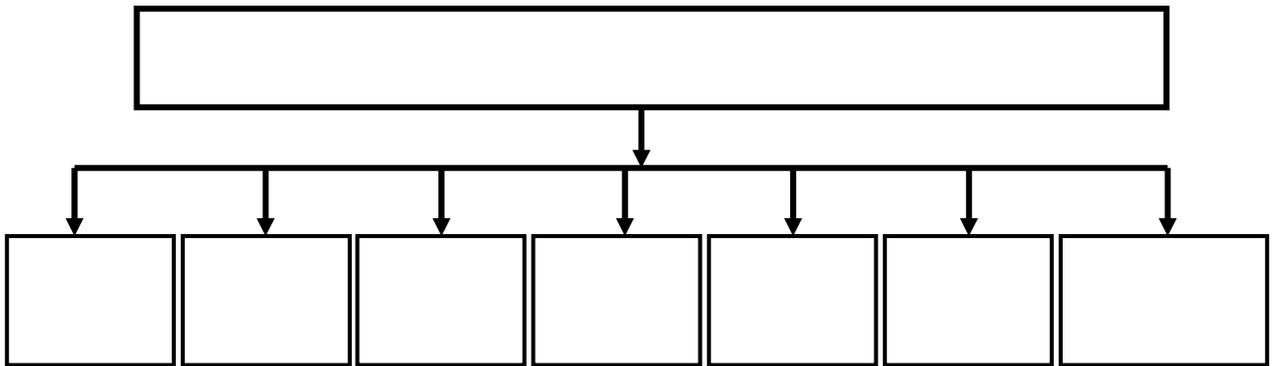
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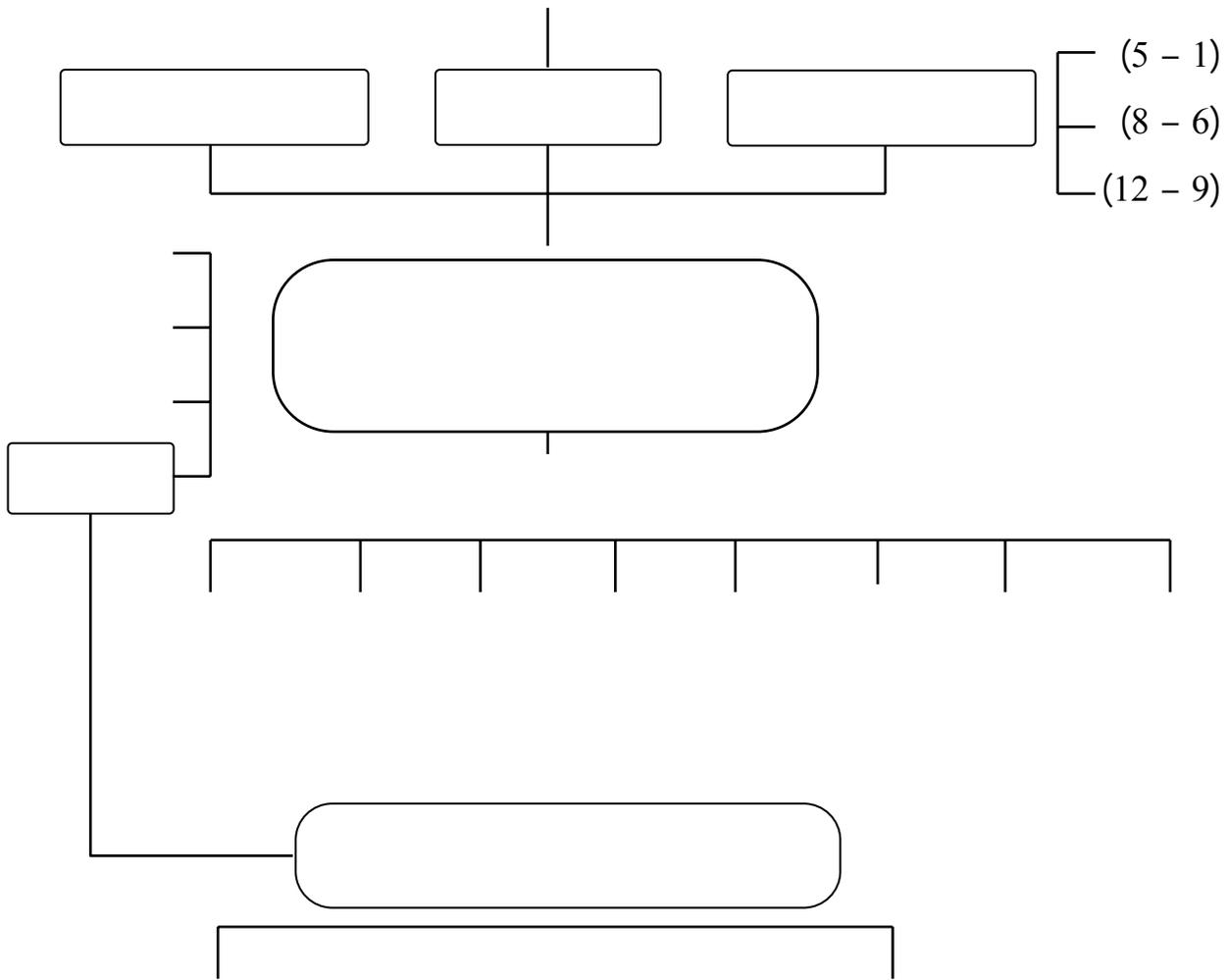
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Unite: US Dollars \$

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	2008	2007	2006	2005	2004	2003	2002	2001	2000	1999			
100	76,08	21,37	0,001	1,31	1,23	0,0002	0,00	0,0002	1,23	1,31	0,001	21,37	76,08
26 980 581	20 527 847	5 766 210	240	354 116	332 126	42	0	42	332 126	354 116	240	5 766 210	20 527 847
100	61,46	36,43	0,003	1,25	0,86	0	0,00	0	0,86	1,25	0,003	36,43	61,46
24 704 852	15 184 088	8 998 760	691	309 488	211 825	0	0	0	211 825	309 488	691	8 998 760	15 184 088
100	58,54	38,64	0,12	2,34	0,33	0	0,03	0	0,33	2,34	0,12	38,64	58,54
27 101 208	15 866 011	10 472 387	31 701	633 341	90 124	0	7 644	0	90 124	633 341	31 701	10 472 387	15 866 011
100	64,11	31,03	0,04	3,29	0,38	0	1,14	0	0,38	3,29	0,04	31,03	64,11
23 935 034	15 344 093	7 427 643	10 442	788 594	91 144	0	273 118	0	91 144	788 594	10 442	7 427 643	15 344 093
100	62,67	32,61	0,004	2,60	0,51	0	1,60	0	0,51	2,60	0,004	32,61	62,67
26 773 622	16 777 897	8 731 534	1 151	697 386	136 980	0	428 674	0	136 980	697 386	1 151	8 731 534	16 777 897
100	55,42	35,77	0,0001	4,12	0,70	0	3,98	0	0,70	4,12	0,0001	35,77	55,42
21 911 137	12 142 137	7 838 281	26	903 540	154 121	0	873 032	0	154 121	903 540	26	7 838 281	12 142 137
100	61,45	34,89	0,003	2,07	0,95	0	0,64	0	0,95	2,07	0,003	34,89	61,45
14 942 560	9 181 807	5 212 748	414	309 263	142 271	0	96 057	0	142 271	309 263	414	5 212 748	9 181 807
100	41,71	55,44	0	2,17	0,62	0	0,06	0	0,62	2,17	0	55,44	41,71
12 103 821	5 048 540	6 710 356	0	262 945	75 065	0	6 915	0	75 065	262 945	0	6 710 356	5 048 540
100	50,31	41,51	0,01	6,05	2,11	0	0,01	0	2,11	6,05	0,01	41,51	50,31
9 242 045	4 650 066	3 836 049	1 185	558 725	195 308	0	712	0	195 308	558 725	1 185	3 836 049	4 650 066
100	56,45	37,05	0,02	4,25	2,23	0	0	0	2,23	4,25	0,02	37,05	56,45
10 571 148	5 967 602	3 916 954	1 710	449 108	235 774	0	0	0	235 774	449 108	1 710	3 916 954	5 967 602
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**Unite: US Dollars \$**  
**Poids en Kg**

3 536	35 861		
11 140	9 978		
3	956		
231 858	1 217 106		
259 440	391 359		
134	39 177		
6 980 017	4 241 765		
360 212	290 528		
75 614	223 442		
157 366 053	112 935 056		
3 351 002	3 484 560		
407 036	1 361 230		
9 073 766	23 162 859		
2 935 491	19 854 676		
6 768 294	8 857 718		
247 354	1 685 962		
13	42		

المنطقة	الدولة	الرقم
إفريقيا	ANGOLA	1
	LIBERIA	2
	AFRIQUE DU	3
	SWAZILAND	4
	BOTSWANA	5
أمريكا الشمالية والجنوبية	ETATS UNIS	6
	CANADA	7
	ANTIGUA ET	8
	BAHAMAS	9
	SURINAME	10
	BRESIL	11
	MEXIQUE	12
الدول العربية	EMIRATS AR	13
	EGYPTE	14
	JORDANIE	15
	SYRIE	16
	LIBAN	17
	TUNISIE	18
	ARABIE SEO	19
	OMAN	20
	MAROC	21
آسيا	CHINE	22
	FORMOSE (T	23
	HONG KONG	24
	COREE SUD	25
	JAPON	26
	THAILANDE	27
	TADJIKISTA	28
	AFGHANISTA	29
	BENGLADESH	30
	INDE	31
	INDONESIE	32
	MALAISIE	33
	SINGAPOUR	34
	PAKISTAN	35
	CAMBODGE	36
	PHILIPPINE	37
	COREE NORD	38
SAMOA	39	
VIET NAM	40	
FIDJI	41	

	BRUNEI DAR	42
	MALDIVES	43
	SRI LANKA	44
أوروبا	ALLEMAGNE	45
	AUTRICHE	46
	BELGIQUE	47
	DANEMARK	48
	ESPAGNE	49
	FINLANDE	50
	FRANCE	51
	GRANDE BRE	52
	GRECE	53
	HONGRIE	54
	IRLANDE	55
	ITALIE	56
	NORVEGE	57
	PAYS-BAS	58
	POLOGNE	59
	PORTUGAL	60
	REP. TCHEQ	61
	SLOVENIE	62
	SUEDE	63
	SUISSE	64
	TURQUIE	65
	BELARUS	66
	ESTONIE	67
	CHYPRE	68
	ESTONIE	69
	LITUANIE	70
	MALTE	71
	REP SLOVA	72
	REP.DEM.PO	73
	ROUMANIE	74
	ISLANDE	75
	LUXEMBOURG	76
BULGARIE	77	
الإتحاد الأوروبي	U.E	78
أستراليا	AUSTRALIE	79

1993	- - -	1963	
	-	1978	<b>Big Softies</b>
	- - - -	1941	<b>Wendy Boston</b>
1983	- -		
1960 1988	- - - -	1820	<b>Chad Valley</b>
1967 " "	- - - -	1923	<b>Chiltren</b>
"	- - - - -	1955	
1970 "	- - -		

1908 " ( )	- - - -	1903	
1992	- - - -	1898	
	- -	1913	<b>Herman</b>
1980 " 1991 "	- - - -	1972	
( )	- - -	1930	
1987 1989	- - -	1955	
1980	- -	1877	<b>Steiff</b>
(Theft Auto Grand) (GTA) - :	- - - -	1998 - :	<b>Rockstar Games</b>

<p>- - - 1206 : -</p>	<p>30 1979</p>	<p><b>Capcom Company Limited "Japan Capsule Computers"</b></p>
<p>- - - : -</p>	<p>21 1969 : : ) ( ( )</p>	<p><b>Konami Corporation</b></p>
<p>- - - - : 4.02 : -</p>	<p>1982</p>	<p><b>Electronics Arts (EA)</b></p>
<p>- : : : (2008) 3 : (2008) 88.714 : 2008 31 180500 : -</p>	<p>07 1946</p>	<p><b>Sony558</b></p>
<p>- : : 2007 -</p>	<p>1986</p>	<p><b>Ubisoft</b></p>
<p>- : : 2003 : (RPGs) "</p>	<p>1982</p>	<p><b>Square Enix Company Limited</b></p>

<p>Sega Of )</p> <p>(America</p> <p>(Sega Of Europe)</p> <p>(Sega)</p> <p>1999</p> <p>:</p> <p>:</p> <p>(2004) 800.127 :</p>	<p>-</p> <p>-</p> <p>1940</p> <p>-</p> <p>:</p> <p>( )</p> <p>( )</p>	<p><b>Sega</b></p>
<p>2007</p> <p>:</p> <p>Barbie Big Jim, Fisher-Price, Hot Wheels, Magic 8 Ball, Les Maîtres de l'univers, Matchbox Polly Pocket</p> <p>:</p> <p>Othello, Scrabble, Uno.</p> <p>:</p> <p>Warner (Batman, Justice League, Looney Tunes), Disney, Jim Henson (Bear In the Big Blue House, Sesame Street), Harry Potter, Nickelodeon</p>	<p>1945</p> <p>(Harold Mattson) Elliot )</p> <p>(Handle</p> <p>ماتسون "مات"</p> <p>(Matt)</p> <p>و إليوت "ايل" (El)</p>	<p><b>Mattel</b></p>

## Statistiques des Importations Annuelles des Jouets

Période : Années 1999 à 2008

Codes & Libelles Produits	Poids Kg									
	Année 1999	Année 2000	Année 2001	Année 2002	Année 2003	Année 2004	Année 2005	Année 2006	Année 2007	Année 2008
950100 Jouets ... roues conçus pour être montés par les enfants ( tricyc	579,903	2,123,022	4,655,502	3,707,691	3,319,743	3,672,387	3,467,520	4,846,452	6	0
950210 Poupées ,même habillées ,représentant uniquement l'être hum	381,504	276,684	304,204	405,008	278,423	385,690	341,397	516,434	0	0
950291 Vêtements et leurs accessoires ,chaussures et chapeaux ,pou	1,204	160	40	2,396	220	3,251	12,406	4,673	0	0
950299 Parties et accessoires des poupées représentant uniquement l'	7,894	3,475	6,528	9,059	11,677	66,698	42,384	26,713	0	0
950300 Tricycles,trotinettes,autos ... p,dales et jouets ... roues similai	0	0	0	0	0	0	0	0	13,352,950	16,648,350
950310 Trains électriques ,y compris les rails ,les signaux et autres ac	64,346	37,228	16,866	57,892	278,558	130,894	77,160	80,314	0	0
950320 Modeles réduits ,animés ou non ,assemblés ,autres que ceux	44,932	52,120	81,088	137,908	28,102	223,084	46,416	58,312	0	0
950330 Assortiments et jouets de construction ,(non repr.sous 9503.1	327,132	195,579	108,369	135,042	128,082	309,189	243,471	422,118	0	0
950341 Jouets représentant des animaux ou des créatures (non hum	973,233	687,882	661,524	746,496	850,632	697,053	626,118	432,630	0	0
950349 Jouets représentant des animaux ou des créatures (non hum	910,887	427,476	592,179	940,626	1,141,737	1,265,307	1,104,564	583,050	0	0
950350 Instruments et appareils de musique-jouets.	618,936	431,286	542,157	744,267	648,411	706,596	681,873	643,587	0	0
950360 Puzzles.	41,176	54,112	47,826	30,454	34,278	137,242	107,712	89,242	20	0
950370 Jouets ,présentes en assortiments ou en panoplies,(non repr.:	176,886	232,470	242,052	395,745	456,870	587,439	464,973	184,950	0	0
950380 Jouets et modeles ,a moteur,(non repr.sous 9503.1000 et 950	1,529,487	1,177,308	1,467,429	1,535,943	1,584,936	2,214,075	1,614,141	2,324,568	0	0
950390 Jouets ,modeles réduits et modeles similaires pour le divertiss	5,504,667	3,313,887	4,148,391	6,531,264	6,902,067	8,897,184	7,949,805	8,383,284	0	0
950410 Jeux video des types utilisables avec un recepteur de televisic	788,835	246,071	399,971	851,179	2,112,278	1,604,125	1,926,240	2,151,215	2,441,668	1,117,164
950420 Billards et leurs accessoires.	185,601	82,572	45,198	36,652	31,169	70,959	74,442	71,222	99,156	142,897
950430 Jeux fonctionnant par l'introduction d'une piece de monnaie ou	221,098	118,679	91,684	95,722	91,024	36,855	32,589	22,191	19,034	45,785
950440 Cartes a jouer.	38,366	16,520	26,937	51,996	83,421	21,018	45,410	71,608	41,619	29,343
950490 Articles pour jeux de societe ,y compris les jeux a moteur ou a	147,785	85,853	134,460	112,696	161,262	139,943	155,652	145,965	600,377	578,335
950510 Articles pour fetes de noel.	8,514	5,658	6,512	11,655	30,732	13,536	39,260	28,431	12,013	94,811
950590 Articles pour fetes (sauf fetes de noel) ,carnaval ou autres dive	42,777	24,840	37,391	164,177	148,053	188,137	234,731	100,617	469,948	351,195
950611 Skis de neige.	0	30	0	47	0	122	0	150	0	9
950612 central fixations pour skis de neige.	0	30	0	0	120	0	0	0	0	0
950619 Materiel pour la pratique du ski de neige (non repr.sous 9506.	722	0	0	66	0	513	178	14,211	7,779	2,022
950621 Planches a voile.	1,015	0	1,700	164	1,529	903	1,054	4,184	1,485	2,136
950629 Skis nautiques ,aquaplanes et autres materiels pour la pratiqu	32,829	32,663	23,410	59,734	37,744	38,909	35,793	40,612	77,347	37,891
950631 Clubs de golf complets.	12	13	253	22	17	55	1	81	166	189
950632 Balles de golf.	821	45	1,653	2,998	1,545	3,767	4,984	3,666	4,101	2,595
950639 Materiel pour le golf,(non repr.sous 9506.31.00 a 9506.32.00).	242	56	3,412	1,176	8,835	4,863	1,541	3,221	3,992	16,712
950640 Articles et materiels pour le tennis de table.	25,878	39,120	24,225	47,632	43,467	77,287	64,302	29,524	73,082	45,954
950651 Raquettes de tennis ,même non cordees .	11,998	18,773	20,179	31,582	36,620	32,334	39,641	39,723	30,775	23,331
950659 Raquettes de badminton ,et similaires ,même non cordees.	33,906	47,937	11,445	19,949	10,507	26,898	24,341	20,987	14,179	25,688
950661 Balles de tennis.	52,112	49,856	4,308	23,049	14,768	28,087	16,991	18,698	27,421	15,857
950662 Ballons et balles gonflables.	443,107	589,369	425,340	756,865	792,091	540,429	929,383	539,801	1,073,950	1,005,419
950669 Ballons et balles ,autres que les balles de golf ou de tennis de	70,199	148,190	71,399	108,830	123,260	238,882	87,843	99,832	184,541	209,976
950670 Patins a glace et patins a roulettes ,y compris les chaussures .	15,576	21,210	15,851	18,660	30,369	10,833	50,876	21,612	18,728	28,000
950691 Articles et materiel pour la culture physique,la gymnastique ou	550,185	599,077	488,082	740,117	787,473	959,690	804,159	956,979	1,305,239	1,262,817
950699 Articles et materiel pour le sport et les jeux de plein air,(non re	186,421	156,437	285,029	261,188	407,587	624,213	782,358	733,409	1,098,904	1,280,922
950710 Cannes a peche.	5,965	8,664	6,849	4,651	10,423	20,016	50,331	23,224	56,748	47,472
950720 Hamecons montés sur avançons.	210	85	818	589	3,756	2,938	306	8,051	3,035	3,332
950720 Hamecons non montés sur avançons.	12,525	1,592	4,080	2,414	6,605	5,753	13,671	10,373	5,944	13,745
950730 Moulinets pour la peche.	3,663	4,465	4,591	3,728	5,112	8,261	22,633	12,974	39,481	25,547
950790 Articles pour la peche a la ligne,(non repr.sous 9507.10.00 a	3,974	9,136	4,925	8,386	7,627	19,537	38,366	45,957	53,935	58,565
950800 Maneges ,balancoires ,stands de tir et autres attractions forair	19,356	31,818	102,656	0	0	0	0	0	0	0
950810 Cirques ambulants et ménageries ambulantes.	0	0	0	6,600	307	715	669	72,550	26,811	30,000
950890 Autres manèges, balançoires, stands de tir et autres attractior	0	0	0	67,978	192,745	268,771	113,102	158,015	174,565	444,970
<b>Total</b>	<b>14,065,879</b>	<b>11,351,448</b>	<b>15,116,513</b>	<b>18,870,293</b>	<b>20,844,182</b>	<b>24,284,438</b>	<b>22,370,787</b>	<b>24,045,410</b>	<b>21,318,999</b>	<b>23,591,029</b>

## Statistiques des Importations Annuelles des Jouets

Période : Années 1999 à 2008

Codes & Libelles Produits	Valeurs Usd									
	Année 1999	Année 2000	Année 2001	Année 2002	Année 2003	Année 2004	Année 2005	Année 2006	Année 2007	Année 2008
950100 Jouets ... roues conçus pour être montés par les enfants ( tricycl	321,489	870,108	2,094,162	1,592,370	1,683,540	2,412,720	2,211,546	3,095,865	6	0
950210 Poupées, même habillées, représentant uniquement l'être huma	163,180	149,144	181,936	318,785	283,692	425,031	364,638	440,692	0	0
950291 Vêtements et leurs accessoires, chaussures et chapeaux, pour	659	86	45	2,874	511	2,941	14,222	2,890	0	0
950299 Parties et accessoires des poupées représentant uniquement l'e	3,899	2,920	6,620	8,438	10,198	56,945	28,983	25,091	0	0
950300 Tricycles, trotinettes, autos ... pédales et jouets ... roues similaire	0	0	0	0	0	0	0	0	11,127,086	15,589,860
950310 Trains électriques, y compris les rails, les signaux et autres acc	33,784	15,346	14,492	42,312	32,518	81,156	35,070	49,004	0	0
950320 Modèles réduits, animés ou non, assemblés, autres que ceux a	24,910	28,480	71,992	78,154	22,376	219,806	46,078	94,502	0	0
950330 Assortiments et jouets de construction, (non repr. sous 9503.10.	156,189	138,078	83,025	241,428	107,433	216,708	197,388	520,188	0	0
950341 Jouets représentant des animaux ou des créatures (non huma	173,463	348,042	568,857	729,978	467,289	876,987	734,139	450,954	0	0
950349 Jouets représentant des animaux ou des créatures (non huma	423,414	224,292	444,249	577,383	750,645	827,124	834,396	415,920	0	0
950350 Instruments et appareils de musique-jouets.	289,566	263,109	281,712	363,732	495,246	517,800	474,405	508,293	0	0
950360 Puzzles.	44,058	59,408	30,874	27,094	32,478	115,892	124,820	72,150	100	0
950370 Jouets, présentés en assortiments ou en panoplies, (non repr. s	124,449	146,199	177,078	295,323	391,533	603,762	369,939	277,887	0	0
950380 Jouets et modèles, à moteur, (non repr. sous 9503.1000 et 9503	810,954	751,065	753,435	1,033,302	1,444,860	1,893,372	1,336,806	1,830,435	0	0
950390 Jouets, modèles réduits et modèles similaires pour le divertisse	2,858,553	1,974,270	2,690,856	4,212,447	5,184,627	7,406,619	6,806,673	6,429,639	0	0
950410 Jeux vidéo des types utilisables avec un récepteur de télévisior	533,227	250,783	236,643	732,491	2,022,802	1,349,935	1,147,374	1,273,562	1,747,651	1,160,230
950420 Billards et leurs accessoires.	392,544	144,645	94,127	128,273	94,671	61,283	112,861	140,777	89,343	107,838
950430 Jeux fonctionnant par l'introduction d'une pièce de monnaie ou	819,914	490,438	144,464	268,277	444,351	256,280	84,460	78,004	55,891	117,174
950440 Cartes à jouer.	17,259	11,655	22,377	50,666	88,407	21,309	61,554	179,149	38,058	36,092
950490 Articles pour jeux de société, y compris les jeux à moteur ou à	308,906	359,283	212,594	85,720	128,316	258,140	135,107	343,336	474,833	1,014,286
950510 Articles pour fêtes de Noël.	10,976	11,179	16,770	32,415	28,619	31,426	30,423	41,077	28,111	71,949
950590 Articles pour fêtes (sauf fêtes de Noël), carnaval ou autres diver	66,476	40,223	54,841	137,536	155,990	151,214	196,227	109,723	294,717	305,990
950611 Skis de neige.	0	2,808	0	458	0	214	0	5,287	0	353
950612 Central fixations pour skis de neige.	0	667	0	0	1,485	0	0	0	0	0
950619 Matériel pour la pratique du ski de neige (non repr. sous 9506.1	94	0	0	1,987	0	608	443	5,051	6,788	736
950621 Planches à voile.	1,921	0	6,415	769	22,891	10,660	1,594	245	47,988	9,110
950629 Skis nautiques, aquaplanes et autres matériels pour la pratique	137,816	192,162	77,549	300,029	197,785	158,916	64,591	65,992	141,154	88,646
950631 Clubs de golf complets.	244	380	4,213	265	1,216	884	44	2,242	1,434	1,106
950632 Balles de golf.	586	1,566	1,370	10,626	2,059	5,246	6,982	5,954	3,372	6,828
950639 Matériel pour le golf, (non repr. sous 9506.31.00 à 9506.32.00).	487	3,655	688	3,139	25,422	17,326	2,118	39,735	15,000	5,395
950640 Articles et matériels pour le tennis de table.	24,942	21,336	25,550	50,400	41,165	159,713	48,896	27,234	67,210	27,205
950651 Raquettes de tennis, même non cordées.	7,093	31,904	37,177	61,708	24,023	20,774	20,117	22,965	17,174	16,536
950659 Raquettes de badminton, et similaires, même non cordées.	79,510	17,375	9,188	20,595	17,640	34,483	20,691	14,905	150,260	26,119
950661 Balles de tennis.	26,852	33,786	4,807	25,973	39,195	26,414	12,695	15,420	26,776	16,603
950662 Ballons et balles gonflables.	320,586	393,617	516,859	575,203	620,630	518,201	1,099,009	682,495	885,683	774,875
950669 Ballons et balles, autres que les balles de golf ou de tennis de	47,000	109,178	72,919	78,825	437,035	155,324	81,663	193,326	284,409	195,641
950670 Patins à glace et patins à roulettes, y compris les chaussures a	20,162	12,071	16,996	22,598	28,292	6,827	40,090	19,772	9,950	27,840
950691 Articles et matériel pour la culture physique, la gymnastique ou	1,354,305	1,329,458	1,479,279	1,547,680	3,285,194	2,517,665	1,615,740	3,521,571	4,756,562	2,586,508
950699 Articles et matériel pour le sport et les jeux de plein air, (non rep	623,537	429,149	935,911	759,588	1,275,723	2,016,882	4,564,534	5,007,354	3,462,544	2,432,479
950710 Cannes à pêche.	65,993	91,928	84,112	56,637	118,350	115,322	129,308	44,353	72,539	62,717
950720 Hameçons montés sur avançons.	13,898	6,240	8,320	12,833	5,572	3,882	961	16,579	3,813	3,253
950720 Hameçons non montés sur avançons.	68,168	49,944	94,151	28,765	118,330	74,966	52,782	27,419	18,035	30,454
950730 Moulinets pour la pêche.	63,239	67,111	53,189	33,574	66,162	46,863	56,613	20,664	39,370	38,272
950790 Articles pour la pêche à la ligne, (non repr. sous 9507.10.00 à 9	76,943	47,134	18,382	46,449	51,965	82,432	94,983	73,888	64,483	161,556
950800 Manèges, balançoires, stands de tir et autres attractions foraine	59,901	121,827	475,599	0	0	0	0	0	0	0
950810 Cirques ambulants et ménageries ambulantes.	0	0	0	20,464	430	179	40	37,878	195,501	60,434
950890 Autres manèges, balançoires, stands de tir et autres attractions	0	0	0	324,996	1,660,472	3,013,395	674,033	871,739	579,009	2,004,497
<b>Total</b>	<b>10,571,148</b>	<b>9,242,045</b>	<b>12,103,821</b>	<b>14,942,560</b>	<b>21,911,137</b>	<b>26,773,622</b>	<b>23,935,034</b>	<b>27,101,208</b>	<b>24,704,852</b>	<b>26,980,581</b>