





$$\begin{array}{c}
\overrightarrow{\text{poy }} \overrightarrow{\text{v}} = \lambda \overrightarrow{\text{v}} \\
(\overrightarrow{\text{v}} - \lambda \overrightarrow{\text{u}}) \cdot \overrightarrow{\text{u}} = 0 \Rightarrow \overrightarrow{\text{v}} \cdot \overrightarrow{\text{u}} - \lambda \overrightarrow{\text{u}} \cdot \overrightarrow{\text{u}} = 0 \\
\Rightarrow \lambda = \overrightarrow{\text{v}} \cdot \overrightarrow{\text{u}} \\
\overrightarrow{\text{u}} \cdot \overrightarrow{\text{u}}
\end{array}$$