



# MDIA2005

5Xj Yfh]g]b[ . 'H\Y'7 fYUh] Y'8 ]a Ybg]cbg

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



7 ci fgY`Cj Yfj ]Yk

GHJZ 7 cbHJW`8YHJ]`g

7 cbj Ybcfg

B Ua Y	9a U]`	5j U]`UV]`]m		

7ci fgY'8YHJ]`g

7fYX]hDc]bqg`\*`

Gi a a UfmcZ\hY'7ci fgY

5Xj Yfhg]b[ `]g`U`WYUHj Yz`UbX`Uhi`a Yg`z`W`b`f`c`j Yfg]U`W`e`a`a`i`b]WU]h`j`Y`[`Y`b`f`Y`h`U`h`d`U`m`g`U`W`b`f`U`f`c`Y`]b`  
W`e`b`g`i`a`Y`f`W`h`i`f`Y`"H`h`g`W`e`i`f`g`Y`k`]"`W`X`U`Y`b`[`Y`m`e`i`h`c`W`e`b`g]X`Y`f`b`c`h`c`b`m`h`Y`W`Y`U`h`j`Y`X]a`Y`b`g]c`b`g`c`Z`  
U`X`j`Y`f`h`g]b[ `Vi`h`U`g`c`h`c`W`e`b`g]X`Y`f`U`g`i`g`h`U]b`U`V`Y`g`c`W]U`f`c`Y`z`c`f`U`X`j`Y`f`h`g]b[ "`M`e`i`k`]"`V`Y`W`X`U`Y`b`[`Y`X`h`c`  
X`Y`j`Y`c`d`U`b`i`b`X`Y`f`g`h`U`b`X]b[ `c`Z`h`Y`f`Y`U`h`j`c`b`g`d`V`Y`h`k`Y`Y`b`U`X`j`Y`f`h`g]b[ `U`b`X`W`Y`U`h`j`]m`i`U`b`X`Z`c`W`g`c`b`l`c`k`h`c`  
X`Y`j`Y`c`d`]b`b`c`j`U`h`j`Y`g`c`i`h`c`b`g`h`c`W`e`b`h`Y`a`d`c`f`U`f`m`i`U`b`X`g`c`W]U`W`e`a`a`i`b]W`U]h`c`b`d`f`c`V`Y`a`g`"H`h`Y`W`e`i`f`g`Y`k`]"`U`j`Y`  
U`g][`b]Z]W`U`b`h`U`d`d`]Y`X`W`e`a`d`c`b`Y`b`h`m`e`i`k`]"`Z`c`W`g`c`b`X`Y`j`Y`c`d]b[ `h`h`Y`W`Y`U`h`j`Y`X]a`Y`b`g]c`b`g`c`Z`c`f`U`b`U`X`j`Y`f`h`g]b[`  
W`U]a`d`U][`b`f`Y`U`h`X`h`c`U`W`e`b`h`Y`a`d`c`f`U`f`m`i`g`c`W]U`]g`g`i`Y`U`b`X`Y`b`[`U`[`Y`]a`U`[`]b`U`h`j`Y`m`i`k`]h`U`[`Y`b`W`h`V`f]Y`Z`g`z`Y`I`U`a`]b`Y`  
l`c`k`]X`Y`U`g`U`f`Y`W`Y`U`h`j`Y`m`i`Y`I`d`f`Y`g`g`Y`X`i`g]b[ `k`c`f`X`g`U`b`X`]a`U`[`Y`g`U`b`X`X`Y`j`Y`c`d`U`X`j`Y`f`h`g]b[ `W`e`b`W`d`h`g`z`d`f`Y`d`U`f`Y`  
U`W`Y`U`h`j`Y`d`]h`W`z`U`b`X`Y`I`d`c`f`Y`h`h`Y`g`h`c`f`m`h`Y`]"`b[ `U`b`X`W`e`d`m`k`f]h]b[ `X]a`Y`b`g]c`b`g`c`Z`U`X`j`Y`f`h`g]b[ "

7ci fgY'@YUfb]b[ `Ci hW`e`a`Yg

## 5ggYgga Ybh

H\]g]g'dfcj ]XYX'Ug'U'[ YbYfU'[ i ]XY'!d'YUgY'gYY'A ccX'Y'Zc'f'UggYgga YbhXYfU]"

BchY'.5gg][ ba Ybh&'UbX'' 'a i ghVY'gi Va ]hYX' ]b'cfXYf'hc'dUgg'h.]g'Wci fgY"

## 5ggYgga YbhHUg\_g

5ggYgga YbhHUg_	K Y][ \h	8i Y'8UHY	Gh XYbh@YUfb]b[ Ci hWta Yg'5ggYggYX
C b`]bY'fYZYWj; Y'k f]h]b[ 'HUg_`	)	Bch5dd`]WUV`Y	%ž&
7 f]h]WU`5bU'mg]g`	()	Bch5dd`]WUV`Y	%ž&ž' ž'( ž)

GhfhXUf.

5 hYbXUbW F Yei JfYa Ybhg

5 hYbXUbW k J VY HU Yb + ci hcZ - YW fYgZ h hfJU g UbX k YV Zc fi a g a i ghVY UH YbXYX j b cfXYf hc dUgg h Jg Wci fgY

7 ci fgY GWYXi Y

[J Yk WUgg ha YHU V Y](#)

Hja YHU V Y

8 UH Y	Hmd Y	7 cbh Ybh
K YY_% %) : YVfi Ufm! %- : YVfi Ufm	@YWi fY	hfcXi Whcb hc Wca a YfWU WYUHj JmUbX U WYUHj Y WcbWdh FYZf hc A ccX Y Zc f Z fhYf XYHU j g
	Gh Xjc	K \Uha U_Yg U [ ccX UX hfcXi Whcb hc hY WYUHj Y VfjYZ Mci k j fYW j Y mci f Zfgh WYUHj Y VfjYz hc k cf _cb Zc f mci f dcfhc j c FYZf hc A ccX Y Zc f Z fhYf XYHU j g
	C b j b Y 5 W j j m	FYZf hc A ccX Y Zc f Z fhYf XYHU j g
K YY_&.&&: YVfi Ufm! *& : YVfi Ufm	@YWi fY	7 fYUHj Y h j b j b [ UbX WYUHj Y dfUWjW FYZf hc A ccX Y Zc f Z fhYf XYHU j g
	Gh Xjc	6 f j b [ mci f j b j h U WYUHj Y WcbWdhg Zc f h Y Zfgh dcfhc j c W j b j W FYZf hc A ccX Y Zc f Z fhYf XYHU j g
	C b j b Y 5 W j j m	FYZf hc A ccX Y Zc f Z fhYf XYHU j g
K YY_ ' . : % A UfW ! ' ) A UfW	@YWi fY	A U j b [ a YUb j b [ " FYZf hc A ccX Y Zc f Z fhYf XYHU j g
	Gh Xjc	H Y g Y Wcb X dcfhc j c W j b j W FYZf hc A ccX Y Zc f Z fhYf XYHU j g
	C b j b Y 5 W j j m	FYZf hc A ccX Y Zc f Z fhYf XYHU j g
K YY_( . ; ' A UfW ! ' % & A UfW	@YWi fY	I bXYfgHUbX j b [ dYcd Yzi bXYfgHUbX j b [ jbg] [ \ h FYZf hc A ccX Y Zc f Z fhYf XYHU j g
	Gh Xjc	H Y h j f X dcfhc j c W j b j W FYZf hc A ccX Y Zc f Z fhYf XYHU j g
	C b j b Y 5 W j j m	FYZf hc A ccX Y Zc f Z fhYf XYHU j g
K YY_) . % ' A UfW ! ' %- A UfW	@YWi fY	HY j b [ dck YfZ V fUbX ghcf Yg FYZf hc A ccX Y Zc f Z fhYf XYHU j g

	Gh X]c	H\Y'Zci fh'dcfhzc`]c`W]b]W FYZf'hc'A ccX'Y'Zcf'Z fh\Yf'XYhU]g"
	C b`]bY'5W]j ]lm	FYZf'hc'A ccX'Y'Zcf'Z fh\Yf'XYhU]g"
K YY_*.'&&'A UfW\!'&*' A UfW\	F YUX]b[	:`YI`k YY_!'bc`WUggYg"
K YY_+. '&- 'A UfW\!'& 5df`]	@YWh fy	5 [ YbW]Yg`UbX`W]Yb]g. `h\Y`k cf_]b[ `fY`Uh]cbg\`d" FYZf'hc'A ccX'Y'Zcf'Z fh\Yf'XYhU]g"
	Gh X]c	H\Y`Z]h`'dcfhzc`]c`W]b]W FYZf'hc'A ccX'Y'Zcf'Z fh\Yf'XYhU]g"
	C b`]bY'5W]j ]lm	FYZf'hc'A ccX'Y'Zcf'Z fh\Yf'XYhU]g"
K YY_;. ') `5df]`!'`- `5df]`	@YWh fy	7 fYUh]j ]lm]b`Ub`Yj c`] ]b[ `a YX]U`UbXgWUdY" FYZf'hc'A ccX'Y'Zcf'Z fh\Yf'XYhU]g"
	Gh X]c	H\Y`Z]bU`'dcfhzc`]c`W]b]W FYZf'hc'A ccX'Y'Zcf'Z fh\Yf'XYhU]g"
	C b`]bY'5W]j ]lm	FYZf'hc'A ccX'Y'Zcf'Z fh\Yf'XYhU]g"
K YY_-. '%&'5df]`!'`%* 5df]`	@YWh fy	D]hW\ ]b[ `mci f`]XYUg" FYZf'hc'A ccX'Y'Zcf`]bZcfa Uh]cb"
	Gh X]c	H\Y`dcfhzc`]c`UbX`d]hW\ `dfYdUfUh]cb" FYZf'hc'A ccX'Y'Zcf`a cfY`]bZcfa Uh]cb"
	C b`]bY'5W]j ]lm	FYZf'hc'A ccX'Y'Zcf`]bZcfa Uh]cb"
K YY_%\$. %- `5df]`!'& 5df]`	@YWh fy	H\Y`Z`h`fY`cZ`h`Y`WfYUh]j`Y`Wc`bW`d`h` FYZf'hc'A ccX'Y'Zcf'Z fh\Yf'XYhU]g"
	Gh X]c	H\Y`dcfhzc`]c`d]hW\`" FYZf'hc'A ccX'Y'Zcf'Z fh\Yf'XYhU]g"
	C b`]bY'5W]j ]lm	FYZf'hc'A ccX'Y'Zcf'Z fh\Yf'XYhU]g"

F Ygci fWg

DfYgWf]VYX`F Ygci fWg`

H\Y`UXj Yfhg]b[ `WcbWdhVcc\_Ž 6Uffnž`D`f&,\$%\*Ł

H\]g`]g`\][ \`mfYWca a YbXYX`K \]Y`mci `Xc`bch\Uj Y`tc`Vi m]ž]hk ]`VY`ja a YbgY`m\Y`dZ `tc`mci `]Zmci Xc`

F YWca a YbXYX`F Ygci fWg

D`YUgY`fYZf`tc`A ccX`Y`Zc`f`gci fWg`

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

H\Y`Wci fgY`Wcbj Ybcf`UbX`hi`tcfg`k`Y`Wca Y`]bZcfa U`ZYXVUW`UVci h\Y`Wci fgY`h`fci [ \ci h\Y`gYa YghYf` : i f\Yfa cfYž`gh XYbhg`UfY`YbWci fU[ YX`tc`dUfh]WdUfY`]b`cb`]bY`ZYXVUW`\_gi fj Ymg`UHf`]b`h\Y`gYa YghYf`5b Ya U]`k ]`VY`gYbh`tc`U`gh XYbhg`UXj ]g]b[ `k \Ybžk \YfYž`UbX`\ck`tc`dfcj ]XY`ZYXVUW`

D`YUgY`hU`Y`h\Y`hja Y`tc`dfcj ]XY`ZYXVUW`" `b`fYWbhmYUfg`h\Y`Wci fgY`\Ug`VYYb`WUUb[ YX`Ug`U`fYgi`hcZ gh XYbh]bdi`h` : cf`YI Ua d`Yž`h\Y`Wci fgY`UggYgga Ybh\Ug`VYYb`WUUb[ YX`Zca`U`[ fci d`Ugg][ ba Ybh`tc`Ub ]bX]j ]Xi U`WYUfhj Y`dcfhž`]c`Ugg][ ba Ybh`

Gi Va ]gg]cb 'cZ5ggYgga YbhiHUg\_g

Hi fb]h]b 'Gi Va ]gg]cb

## 5 WUXYa ]W< cbYgmiUbX`D`U[ ]Uf]ga

D`U[ ]Uf]ga `]g`i g]b[ `hY`k cfXg`cf]XYUg`cZc`hYfg`UbX`dfYgYbh]b[ `hYa `Ug`mci f`ck b" `#WUb`hU`Y`a Ubm  
Zcfa gZ`Zca `XY`]VYfU`h`V`X`Y`U`h]b[ `hc`U`W`Y`X`Y`b`h`U`m`W`c`d`m]b[ `Zca `U`gci f`W`k ]h`ci h`U`W`b`c`k `Y`X[ `Y`a `Y`b`h`

I B G K ` [ fci dg`d`U[ ]Uf]ga `]bhc`hY`Zc`ck ]b[ `W`h`h` [ cf]Yg.

7 cdm]b[ .`i`g]b[ `hY`g`U`a `Y`cf`j `Y`fmg]a ]Uf`k cfXg`hc`hY`cf][ ]bU`h`l`h`cf]X`Y`U`k ]h`ci h`U`W`b`c`k `Y`X[ ]b[ `hY`

- i bXYfghUbx'mci f'f][ \hg'UbX'fYgdcbg]V]h]Yg'Ug'U'gh XYbhUhl BGK
- VY'Uk UfY'cZd'U[ ]Uf]ga ž'Wc'dmf][ \hž' BGK 'Gh XYbh7cXY'cZ7cbXi W'Ubx'5W'W'dhUV'Y'I gY'cZ I BGK '⇒H'F'Ygci f'W'g'Dc`]W'h
- VY'Uk UfY'cZ'Y'gh'Ubx'Uf'Xg'cZVY\Uj ]ci f'YI dY'W'X'cZYj Yf'mcbY' ]b'h'Y'I BGK 'W'a a i b]m
- 'c'W'U'h'g'Y'fj ]W'g'UbX' ]b'Z'fa U'h'cb'UV'ci hi BGK 'UbX'I BGK '@]VfUfm

Gca Y'cZ'Y'gY'Uf'Y'Ug'k ]''VY'ZJa ]]Uf'hc'mci ž'c'h'Y'fg'k ]''VY'bYk "'; U]b]b[ 'U'gc`X'i bXYfghUbx]b[ 'cZU''h'Y fY'U'h'X'UgdY'W'g'cZ9@-G9'k ]''\Y'd'mci 'a U\_Y'h'Y'a cgh'cZ'mci f'gh X]Yg'Uhl BGK ""

[\h'hd.##gi V'Y'W'f'i \]X'Y'g" \]V'f'U'f'm'i b'gk "Y'X'i "U'i #' \]g'Y'#J'V'ci h' \]g'Y](#)

