



# MDIA3011

7 ca a i b]WWh]cb`8Yg][ b.`A i `h]a cXU`]mž`A YUb]b[ `UbX  
A YX]U

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

GWXcc`cZHA Y`5ftg`UbX`A YX]U` `##`I BGK `5ftg`UbX`GcWJU`GWYbWg

7 ci fgY`Cj Yfj ]Yk

GHJZ`7cbHJW`8YHJ]`g

7cbj Ybcfg

B Ua Y	9a U]			

7 ci fgY'8YHJ)`g

7 fYX]hDc]bHg '\*`

Gi a a UfmicZ\hY'7 ci fgY

7 ca a i b]WUhc]b'XYg][ b.'a i`h]a cXU`]mž'a YUb]b[ ž'UbX'a YX]U

7 ca a i b]WUhc]b'hYbXg'hc`VY`h'ci [ \hcZUbX'UbU'mgYX`]b'h'fa g'cZgdYWZ]Wa cXYg'gi W\`Ug'fk f]h]b[ ž'f]a U[ Yž'cf'f]ci bXž'UbX'hYgY`UfY`j YfmicZ]Yb'UbU'mgYX`]b`]gc`U]h]cb`Z]ca`YUW\`c'hYf`'6i h'Wca a i b]WUhc]b`]g`bYj Yf'Ug WYUf]W hUg'h.Uh'Gca Yh]b[ `Ug'gYYa ]b[ `m]g]fU][ \hZ'fk UFX`Ug'fk f]h]b[ f]b`Z]UW\`Ug`U`j ]gi U`Wca dcbYbh fl'ck`]h`cc`g]ž'UbX'U'a UHf]U`Wca dcbYbh'fk \Uh]h]g'dfcXi W'X'cb'UbX'k ]h'k`'5bX'k Y`U'gc`Wca a i b]WUhc]b' h'fci [ \`a`UbmichYf'a cXYg`!`gi W\`Ug'h'fci [ \`h'Y`XYg][ b`cZcV`YWg`UbX'Vi ]X]b[ gž'hY`gc'f]g`cZbYh'k cf\_g k Y`WYUf]h' h'fci [ \`X][ ]h'U'a YX]Už'cf'hY`UW]cbg'k Y'i bXYf]U`\_Y`]b`XU]m`]Z`" `b`h]g`Wca fgYž'mci`k ]`Yi h'bx mci fi bXYf]gh'UbX]b[ `cZWca a i b]WUhc]b`Vm]b]Yg]h[ U]h]b[ `i bXYf]m]b[ `df]bW]d`Yg`cZWca a i b]WUhc]b'XYg][ bž`hY`f]Ub[ Y`cZa cXYg`k Y`Wca a i b]WUhc]b`k ]h'ž'UbX'hY`Wca d`Yi`bUh`fY`cZU`Z`cfa g'cZWca a i b]WUhc]b`"K Y k ]`]b]Yg]h[ U]h'`dUf]h]W`Uf'a cXYg`]b`XYd'h'ž'UbX`Yi d`cfY`\ck`h'Ymk cf`\_`h[ Y'hYf`Mci`k ]`XYj Y`cd`fYgYUfW g\_]`g`k \]W\`U`ck`mci`h`W]h]ei Y`UbX`Yj U'i UH`h'Y`XYg][ b`cZa i`h]a cXU`Wca a i b]WUhc]bž'YgdYW]U`m]b h'fa g'cZ]h]g`Wcb]f]Vi h]cb`h`Wcb]h'Ya dcfUfmgcW]Ym`

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

- %` ðYbh]ž'nia i`h]a cXU`Wca a i b]WUhc]b`]b'h'fa g'cZVch`]b]bcj U]h] Y'a cXYg`UbX'hY`Wca`cWV`ffYbW`cZ a cXU`]h]Yg`k ]h]b`cbY`Wca a i b]WUhc]b`Y`Z`fa`"
- &" 7c`YWž`Yj U'i UH`'UbX'UbU'mgY`a i`h]a cXU`Wca a i b]WUhc]b`XUH`"
- '` " 7ca dUfY`UbX`W]h]W`mYj U'i UH`h'YcfY]h]W`Z]Ua Yk cf\_g`i gYX`]b`h'Y`UbU'mg]g`cZa i`h]a cXU`Wca a i b]WUhc]b`"
- (" 8Yg][ b`U`f][ cfc]i g`UbX`Yh]W]`a i`h]a cXU`Wca a i b]WUhc]b`fYgYUfW`d'fc`YWž`Wca`YW]h]Udd'fcd]U]h`XUH`UbX'UbU'mgY`h'Y`fYgi`h]g`h'fci [ \`h'Y`gci bX`Udd`]WUhc]b`cZ'hYcfm`

HYUW\]b[ `GhFUH[ ]Yg`

H\]g`Wca fgY`k ]`VY`h]i [ \h]b`gYa ]bUf'a cXYž'k ]h`U`VU`UbW`VYh'YYb`h'UWYf`UbX`gh`XYbh`YX`]bdi`h`H]a Y k ]`VY`U`cWU]h`X`Z`cf]b]XYd'h`fYUX]b[ `UbX`X]gW`gg]cbž'UbX`dfUW]W]`UbU'mg]g`cZa i`h]a cXU`h]i`h]g`"H\YfY k ]`U`gc`VY`U`cbY!\ci`f`cb]bY`Wca dcbYbh`H\]g`k ]`VY`i`gYX`Z`cf]b]XYdYbXYbh`YUfb]b[ `h]g`\_`g`UbX`[ i ]XYX fYgYUfW!\cf]Ybh`X`UW]j ]h]Yg`"H\Y`Wca fgY`k ]`[ ]j`Y`gh`XYbh]U`dUf]h]W`Uf]m]g]fcb[ `VUgY`Z`cf`Z`f'h'Yf`fYgYUfWž`Z]h'YmUfY`Wcb]g]XYf]b[ `]c]b[ `cb`h`h]U`\_`Ub`<`cbci`fg`nYUf`"

# 5ggYgga Ybh

: i ``XYHJ]g'cZHY'UggYgga Ybhg'k ]``VY'cb'A ccX`Y"

H\]g'Wci fgY'U'gc'\Ug'U'%\ci f'k YV'Wca dcbYbhk \]W'k ]``Wcbg]ghcZWci fgY'fYUX]b[ g'zk ]H'YUW'ghi XYbh U`cW'HYX'U'gdYW]WfYUX]b[ 'hc'fYdcf'hc'hc'HY'WUgg" H\YgY'k ]``bchVY'UggYggYX'Vi hUfY'Wca di `gcfm'hc Wca d'YHY'`h]g'Wca dcbYbh'

## 5ggYgga YbhHUg\_g

5ggYgga YbhHUg_	K Y][ \h	8i Y'8UH	Gh XYbh@YUfb]b[ Ci hWca Yg'5ggYggYX
DfYgYbhU]cb'UbX'K f]HYb F Ydcfh	( \$i	%- #'\$ #&%) DA `C F '\$&#\$( #&% ) DA	%ž&
9ggUmi	* \$i	&- #\$( #&,\$&%\$) .\$\$`DA	%ž'&ž' ž(

## 5ggYgga Ybh8YHJ]`g

5ggYgga Ybh% 'DfYgYbhU]cb'UbX'K f]HYb'F Ydcfh

GhUfh'XUH. 'Bch5dd]WV'Y

8YHJ]`g.

%%\$\$'k cfXg": YYXVUW\_j ]U'Hi fb]h]b"

5XX]h]cbU'XYHJ]`g.

DfYgYbhU]cbg'k ]``VY']

%o \_' F `†: Y \_' F 'YUW'g U] %o X'K ffg

: i ``XYUJ]g'k ]``VY'cb'A ccX`Y"

Hi fb]hb'gYhb[ . 'H\]g'Ugg][ ba Ybh]g'gi Va ]mYX'h'fci [ \ 'Hi fb]hb'UbX'ghi XYbhg'Xc'bcHgYY'Hi fb]hb  
g]a ]Uf]mfYdcfng"





# F Ygci fWg

## DfYgWf]VYX`F Ygci fWg`

5`hY`gYhUbX`fYWca a YbXYX`fYUX]b[ g`k ]`VY`Uj U]UV`Y`cb`hY`Wci fgY`k YVg]h`cb`A ccX`Y"

D`YUgY`Xc`hY`fYUX]b[ g`TWadW`hY`gYa ]bUf`"H\Yma Umicf`a Umbchia U\_Y`gYbgY`Vi h\Uhg`hY`dc]bh!`k Y`hYb`[ Yhlc`YI d`cfY`hYa ]b`Z`f\Yf`XYHJ`]b`hY`gYa ]bUf`"9I`hYbg]j`Y`UbX`h`cfcI [ \`fYUX]b[ `k ]`i bXYfd]b`mci f`[ fUgd`cZ`h`g`Wci fgY"

fi`dcgh`chg`cZUXX]h]cbU`zcdh]cbU`fYUX]b[ g`cb`hY`A ccX`Y`g]h`Y`UbX`mci`W`b`c`Z`Wci fgY`gYUfW`Zcf`mci f`ck b`cf`Ug`\_a`Y`Zcf`gdYW]Z]WfYWca a YbXU]cbg`z`XYdYbX]b[ `cb`hY`h`cd]Wmci`W`ccgY`h`di`fji`Y"

## F YWca a YbXYX`F Ygci fWg

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

=i`gY`U`Wca V]bUh]cb`cZ`Z`fa U`UbX`]b`Z`fa U`Yj U`i Uh]cb`h`a`cb]hcf`UbX`]a`dfcj`Y`h`g`Wci fgY`"A`8`5`\$`%`%`k`Ug`]b`h`c`Xi`W`X`]b`&`\$`%`z`k`]h`U`d`U`f`h]W`U`f`m`d`c`g]h]j`Y`f`Y`g`d`c`b`g`Y`z`Y`g`d`Y`W]U`m`h`c`h`Y`f`Y`U`k`c`f`X`U`d`d`]W]h]cbg`UbX`[`i`Y`g`h`Y`W`h`f`Y`"G`c`a`Y`g`h`X`Y`b`h`g`]b`X]W]h`Y`X`h`Y`m`k`U`b`h`Y`X`a`c`f`Y`W`U`f]h`m]b`g`c`a`Y`c`Z`h`Y`W`c`b`V`W`d`h`g`z`g`c`]b`&`\$`\$`\$`f]h`k`U`g`b`c`h`h`U`i`[`\`h`]b`&`\$`%`-`E`=`g`f`Y`U`a`]b`Y`X`h`Y`h`c`d]W]g`"C`Z`Wci fgY`]b`&`\$`\$`\$`k`Y`X]X`h`Y`[`f`Y`U`h`Y`U`d`h`c`b`]b`Y`/`a`c`g`h`m`h`g]k`Y`b`h`k`Y`"Vi`h`U`g`&`\$`%`%`g`"Y`m`h`c`W`c`b`h]b`]h`g`c`k`b`g`i`f`d`f]g`Y`g`z`=k`Y`Wca`Y`mci`f`Z`Y`X`V`U`W`U`h`U`b`m`d`c]b`h`z`Y]h`Y`f`Z`c`fa`U`m`h`h`c`i`[`\`Wci fgY`Yj U`i Uh]cb`c`f`]b`Z`fa`U`m`h`h`c`i`[`\`X]f`Y`W`h`Wca`a`Y`b`h`c`f`Y`a`U]"

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[ `h`Y`k`cfXg`cf`]XYUg`cZc`h`Yfg`UbX`d`fYgYbh]b[ `h`Ya`Ug`mci`f`ck`b`" `#WUb`hU`\_`Y`a`Ubm`  
Zcfa`gZ`Zca`X`Y`]VYfU`h`V`X`Y`U`h]b[ `h`c`U`W`W`X`Y`b`h`U`m`i`W`c`d`m]b[ `Z`ca`U`g`ci`f`W`k`]h`ci`h`U`W`\_`b`c`k`Y`X[ `Ya`Y`b`h`

I`B`G`K` `[`f`ci`d`g`d`U[ ]Uf]ga `]b`h`c`h`Y`Z`c`ck`]b[ `W`U`h`Y`[`c`f]Y`g.

7`c`d`m]b[ `.`i`g]b[ `h`Y`g`U`a`Y`c`f`j`Y`f`m`g]a`]U`f`k`c`f`X`g`h`c`h`Y`c`f][`]b`U`h`Y`h`c`f`]X`Y`U`k`]h`ci`h`U`W`\_`b`c`k`Y`X[ ]b[ `h`Y`



# 5 WUXYa ]WbZcfa Uh]cb

: cfYggYbh]U`gh XYbh]bZcfa Uh]cb fY`Uh]b[ `tc.

- fYei Ygh]Zcf`YI H`bg]cb/
- `UhY`gi Va ]gg]cbg`[ i ]XY`]bYg/
- fYj ]Yk `cZa Uf\_g/
- I BGK `<YU`h`UbX`GUZYmdc`]WYg/
- YI Ua ]bUh]cb`dfcW`Xi fYg/
- gdYW]U`W`bg]XYfUh]cb`]b`hY`Yj YbhcZ]`bYgg`cf`a ]gUXj Ybh fY/
- gh XYbhYei ]m]UbX`X]gUV`]m/
- UbX`c`hYf`YggYbh]U`UWUXYa ]W]bZcfa Uh]cbz`gYY

[\ftdg.##k k "Uftg"i bgk "YXi "Ui #W ffYbh\]gh XYbh\]UWUXYa \]W\]bZcfa Uh\]cb#dfc\]cW`g`\[ i \]XY`\]bYg#](#)

⇒ U[ Y`7 fYX]h

\ftdg.##W`a a cbg"k ]\_a YX]U"cf[ # ]\_# ]Yi ` 58c]b[ !h]b[ g!X]ZYfYbh]rta ]bX!a Ud!dUi `!ZcfYa Ub"db[

7F ⇒ CG

7F ⇒ CG`Dfcj ]XYf`7cXY. \$\$\$- , ;

5W\_bck `YX[ Ya YbhcZ`7ci b]fm

K Y`UW\_bck `YX[ Y`hY`6YXY[ U`dYcd`Y`k `c`UfY`hY`fUX]h]cbU`W`gfcX]Ubg`cZ`hY`UbXg`cb`k `]W`I BGK  
? Ybg]b[ hcb`W]a di`g`]g`cW]hYX"