



MDIA3012

7ca a i b]W]h]cb`]b`5W]cb

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

GWXcc`cZHA Y`5ftg`UbX`A YXJU``#`I BGK`..5ftg`UbX`GcWJU`GwYbWg



7ci fgY`Cj Yfj]Yk

GhJZZ`7cbhJW`8YhJ`g

7cbj Ybcfg

B Ua Y	9a Uj`	5j Uj`UVj]m	@cWjhcb	D\cbY
J U`YbhjbU`6UÖ	j "VUi 4 i bgk "YXi "Ui	Hi YgXUmgž %DA !&DA	K YVghYf' %%8	Ž *%&-' ,) , - +(

GWcc`7cbhJW`bZcfa Uhjcb

GWcc`cZhY`5frg`UbX`A YX]U

Fcca`" %&ž@Yj Y`" žF cVYfhK YVghYf`6i]X]b[`fj %(`

D\cbY.`f\$&ž-' ,) `(,) *

9a Uj]: [gUa 4 i bgk "YXi "Ui](#)

K YVg]hY: [k.k.k "Ufng"i bgk "YXi "Ui #gUa](#)

H\Y`GWcc`cZhY`5frg`UbX`A YX]U`k ci `X`]_Y`hc`F YgdYWZ`m5W_bck`YX[Y`hY`HfUX]hcbU`7i ghcX]Ubgž`hY`6YXY[U`fP`Ybg]b[hcb`WJa di gžž; UX][U`f7]mUbX`5fv`8Yg][b`7 Ua di gYgE`UbX`hY`B [i bbUk U`dYcd`Y`f5i gfhU]Ub`8YZ`bVW` : cfW`5WUXYa m]b`7 UbVYffUŁ`cZhY`UbXg`k \YFY`YUWX`WJa di g`cZI`BGK`]g`cWJhYX"

7ci fgY'8YHJ`g

7fYX]hDc]bHg '*`

Gi a a UfmicZ\hY'7ci fgY

h\]g`Wci fgY'mci `k]`Yb[U[Y`k]h`U'fYU!k cF`X`Vf]YZ]b`h`Y`Z]Y`X`cZdi V`]WfY`U]cBg#UXj Yfh]g]b[`hc`]XYbh]Zm
UbX`XYZ]bY`U`Wca a i b]W]h]cb`dfcV`Ya `cf`cVghUWY`Zcf`Ub`cf[Ub]gU]h]cb" Mci `k]`fYgYUfW`h\]g`dfcV`Ya ž
XYj Y`cd`U`ghfU]h[]W]Wca a i b]W]h]cb`d`Ub`hc`gc`j Y`]ž`UbX`]a d`Ya Ybh]mci f`d`Ub`k` \]Y`a cb]hc]f]b[`UbX
Yj U`i U]h]b[`]hg`fYgi `hg" Mci `k]`VY`dfcj]XYX`h`Y`cd`dcf]i b]m]h]c`]a d`Ya Ybh]ghfU]h[]W]Wca a i b]W]h]cb`hUW]Wg
fY`U]hX`hc`UXj cW]W]h]X]Yg] [bža Uf`Y]h]b[ža YX]U`Wc`bhY`bhUbX`cb`]bY`d`U]h]Z`fa g`]b`U`fYU!]Z`gW]bU]f]c"
H\Y`dfUW]W]g`]`g`mci `k]`[U]b`UbX`h`Y`dfcZ]gg]cbU`bY]k cF`g`mci `k]`XYj Y`cd`Xi f]b[`h\]g`Wci fgY`k`]`
Ui [a Ybh]mci f`a YX]U!VUgYX`dcf]h]c`]c`UbX`7J ž`Y`d]b[`mci `hc`g`UdY`mci f`Z`h`fY`W]fYf`fU`Y`Wc`fm`

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

%`8Y]bYžfYgYUfW]žUbX`ci h]bY`U`ghfU]h[]W]Wca a i b]W]h]cb`d`Ub`hc`gc`j Y`U`gdYW]Z]Wa YX]U
UbX`Wca a i b]W]h]cb`dfcV`Ya "
&`8Yj Y`cdž]a d`Ya Ybh]ž`a cb]hc]f]z`UbX`Yj U`i U]h`U`ghfU]h[]W]Wca a i b]W]h]cb`d`Ub`
'`" 7ca a i b]W]h]`UbX`Wc`U`VcfU]h`YZZYW]j Y`m`

HYUW]b[`G]fU]h[]Yg`

H\]g`Wci fgY`k]`Vi]`X`cb`h`Y`_bck`YX[Y`h`U]gh] XYbh]g`U]j Y`[U]bYX`UVci hWca a i b]W]h]cb`ghfU]h[]Yg
h`fci [\`h`Y]f`XY[fY]dfc[fUa "`<fYž`gh] XYbh]g`k]`di h]b]c`d`fUW]W]h`Y]f`ghfU]h[]W]Wca a i b]W]h]cb`g`]`g`hc
bchcb`mXYj Y`cd`Vi hU`gc`]a d`Ya YbhU`fYU!]Z]Wca a i b]W]h]cb`dfc`YW]K` \]Y`YW]h`fYg`k]`dfcj]XY`h`Ya
k]h`_YmWc`bW]d]g`Zca`UXj cW]W]h]UbX`bc]!dfcZ]hWca a i b]W]h]cb`ž`h`hc]f]U`UW]j]h]Yg`k]`U`ck`h`Ya`hc`k`cf`
Wc`U`VcfU]h] Y`micb`h`Y`Z`fa i`U]h]cb`cZ]ghfU]h[]W]UbX`#`f`W]U]h]j Y`a YX]U`hUW]W]g`Zcf`h`Y]f`Wca a i b]W]h]cb
dfc`YW]ž`k` \]W]`UXX`fYgg`h`Y`bY]Xg`cZ`h`Y]f`fYU!k cF`X`Vf]YZ`H\Ymik]`VY`UV`Y`hc`cdYfU]h`g]a i`h`UbYci`g`m
Vch`]b`h`Y`UW]X]Ya]W]UbX`dfcZ]gg]cbU`Ybj]f]cba Ybh]ž`Udd`m]b[`X]XUW]W]bch]cbg`]b]hc`h`Y`fYU`k cF`X`cZa YX]U
Wca a i b]W]h]cb"

5 hYbXUbW`F Yei]fYa YbHg

h`h hcf]U'g#V]b]Wg`mci`k]`UW]j`Y`mYb[U[Y`k]h`WcfY`Wci fgY`WcbY`bh`h`Uhk]`Y`d`mci`hc`UhtU]b`7 @C`&`UbX`"

7 ci fgY`GW`YXi`Y`

[J\]Yk`WUgg`ha`YhUV`Y`](#)

H]a`YhUV`Y`

8UhY	HmdY	7cbhYbh
K YY_%`%`): YVfi Ufm!`%-` : YVfi Ufm	; fci d`K cf_`	D@95G9`G99`: I @@G7<98I @9`C: `H<9` 7CI`FG9`CB`A`CC8@9"

F Ygci fWg

DfYgWf]VYX`F Ygci fWg`

BchiUj U]UV`Y

F YWca a YbXYX`F Ygci fWg

BchiUj U]UV`Y

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

4Zcfa U`ZYXVUW`cb`hY`Wci fgY`k]`VY`gci [\`h`h`fci [\`Ub`]b!WUgg`ei Ygh]cbbU]fY`Xi f]b[`hY`Wci fgY`cZ
hY`gYa YghYf"

: cf`Z]bU`Wci fgY`Yj U`i Uh]cbz`gh XYbhg`k]`fYW]j Y`U`]b`hc`hY`A m9I dYf]YbW`gi fj Ymhck UfXg`hY`YbX`cZ
hY`gYa YghYf"

Gi Va]gg]cb`cZ5ggYgga YbhiHUg_g

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

≠mci`YbWci bHYf`U`dfcV`Ya`k` \Yb`UHYa` dh]b[`hc`gi`Va`]hmc`i`f`Ugg][`ba`YbhiHfci`[`\`Hi`fb]h]b`z`d`YUgY`
HY`Yd\cbY`9I`HYfbU`Gi`ddcfhcb`-`,`)`"``"``%cf`Ya`Uj`h`Ya`icb`YI`HYfbU`HY`hgi`ddcfh4`i`bgk`"YXi`"Ui`""Gi`ddcfh`
\ci`fg`UfY`,`.\$\$Ua`-`-%\$.\$\$da`icb`k`YY`XUmg`UbX`-`.\$\$Ua`-`).\$\$da`icb`k`YY`YbXg`f1`*)`XUmg`U`mY`Uf2`≠mci`
UfY`i`bUV`Y`hc`gi`Va`]hmc`i`f`Ugg][`ba`YbhiXi`Y`hc`U`Zji`hk`]h`Hi`fb]h]b`mci`a`UmUdd`mZc`f`Ub`YI`HYbg]cb`z`Vi`hmc`i`
a`i`ghfYhU]b`mci`f`h]W`Yhbi`a`VYf`Zca`9I`HYfbU`Gi`ddcfhU`cb[`k`]h`Ubmic`h`Yf`fY`Yj`UbhXcW`a`Ybhtg`L`hc`
]bWi`XY`Ug`Yj`]XYbVW`hc`gi`ddcfhmc`i`f`YI`HYbg]cb`Udd`]W]h]cb`≠mci`Ya`Uj`9I`HYfbU`Gi`ddcfhmc`i`k`j`
Ui`hca`U]W]m`fYW]j`Y`U`h]W`Yhbi`a`VYf`z`Vi`h]Zmci`HY`Yd\cbY`mci`k`j`b`YYX`hc`gd`YW]Z]W]m`Ug`_`Zc`f`cbY`
Hi`fb]h]b`U`gc`dfcj`]XYg`i`dXUH`g`cb`h`Y]f`gmgh`Ya`ig`hU`h`g`cb`Hk`]hYf`"

;`YbYfU`mz`UggYgga`YbhiUg_g`a`i`ghVY`gi`Va`]hYX`Y`YWfcb]W]m`j`]U`Y]h`Yf`Hi`fb]h]b`cf`U`A`ccX`Y`
Ugg][`ba`Ybhi`h]b]bg]h]b]VW]g`k`\YfY`h`lg`]g`bchdcgg]V`Yz`]hk`]`VY`gh`UH`X`cb`mci`f`Wci`fgY`g`A`ccX`Y`g]h`k`]h`
U`HYfbU]h]`Y`gi`Va`]gg]cb`XYhU]g`"

:`cf]bZcfa`Uh]cb`cb`\ck`hc`gi`Va`]hUgg][`ba`Ybhtg`cb]bY`j`]U`A`ccX`Y`. \`h`hdg`#`gh`XYbhi`bgk`"YXi`"Ui`#ck`!
gi`Va`]hUgg][`ba`Ybhta`ccX`Y`"

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[`h`U`W`Y`X`Y`b`h`U`m`W`c`d`m]b[`Z`ca `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 `]b`h`c`h`Y`Z`c`ck]b[`W`U`h`Y` [cf]Yg.

7 cdm]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`

- i bXYfghUbx'mci f'f][\hg'UbX'fYgdcbg]V]h]Yg'Ug'U'gh XYbhUhl BGK
- VY'Uk UfY'cZd'U[]Uf]ga ž'Wcdmf][\hžI BGK 'Gh XYbh7cXY'cZ7cbXi W'Ubx'5Ww'dhUV'Y'I gY'cZ I BGK '⇒H'F Ygci fW'g'Dc`]Wm
- VY'Uk UfY'cZh'Y'ghUbxUfXg'cZVY\Uj]ci f'YI dYW'X'cZYj Yfmcby'jb'h'Y'I BGK 'Wca a i b]m
- `cWJh'gYfj]Wg'UbX'jbZcfa Uhcb'UVci hl BGK 'UbX'I BGK '@]VfUfm

Gca Y'cZh'YgY'UfYUg'k]`VY'ZJa]]Uf'hc'mci ž'ch'Yfg'k]`VY'byk "; U]b]b['U'gc`X'i bXYfghUbx]b['cZU`h'Y fY'UH'X'UgdYW'g'cZ9@G9'k]`Y'd'mci 'a U_Y'h'Y'a cghcZmci f'gh X]Yg'Uhl BGK ""

[\hhd.##ji V'YW'i \]XYg" \]VfUfm'i bgk "YXi "Ui #' \]gY#JVci h' \]gY](#)

