



## MDIA3003

DfcZYgg]cbU`Dc fhZc`]c

HYfa `Hk c`##`&\$&\$

7ci fgY`Cj Yfj ]Yk

GHJZZ7cbHJW`8YHU]`g

7cbj Ybcfg

B Ua Y	9a U]	5j U]UV]]m	@cWJhcb	D\cbY
9a a U'5"'>UbY	Ya a U"AbY4 i bgk "YXi "Ui	6mUddc]bha Ybh	K YVgYf'%%)	\$( %&'( &- \$&+

GW\cc``7cbHJW`bZcfa Uh]cb

GW\cc``cZH\Y'5frg'UbX'A YX]U

Fcca "' %&ž@Y] Y`` žF cVYfhK YVgYf'6i ]X]b[ 'f] % ( Ł

D\cbY. f\$&Ł-' , ) '( , ) \*

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

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

H\Y`GW\cc``cZH\Y'5frg'UbX'A YX]U'k ci `X`[\_Y`hc`F YgdYWZi ``m5W\_bck`YX[ Y`hY`HfUX]h]cbU``7i ghcX]Ubgž  
hY`6YXY[ U`fP`Ybg]b[ hcb`WJa di gŁž; UX][ U`f7 ]mUbX'5fiv`'8Yg][ b'7 Ua di gYgŁ'UbX'hY`B [ i bbUk U`  
dYcd`Y`f5i ghfU]Ub`8YZ'bvW` : cfW`'5WUXYa m]b'7 UbVYffUŁ'cZH\Y`UbXg'k \YfY`YUW`WJa di g'cZI`BGK` ]g  
'cWJhYX"

7ci fgY'8YHJ]`g

7fYX]hDc]bHg '\*`

Gi a a UfmicZ`h`Y'7ci fgY

Gi V`Y`W`h`5`f`Y`U`.'?`V`W`[`S`

⊕`h`g`V`i`fgY`m`c`i`'k`]'`U`j`Y`h`Y`c`d`d`c`f`h`i`b`]m`i`h`c`'X`Y`a`c`b`g`f`U`H`Y`'j`b`X`i`g`f`m`Y`b`[`U`[`Y`X`'`Y`U`f`b`]b`[`" `M`c`i`'k`]'`X`Y`j`Y`c`d`'U`d`f`c`Z`[`g`g`]c`b`U`'d`c`f`h`z`'c`'f`Y`'j`U`b`h`i`c`'m`c`i`f`'j`b`X`i`g`f`m`'M`c`i`'k`]'`d`f`Y`d`U`F`Y`'U`b`'j`b`X`j`]X`i`U`'d`f`c`Y`W`i`g`i`]h`U`V`Y`'Z`c`f`]b`W`i`g`]c`b`j`b`'U`d`c`f`h`z`'c`'k`'`j`X`'X`Y`a`c`b`g`f`U`H`Y`g`'W`F`Y`U`h`j`Y`'U`d`d`'j`W`U`h`c`b`'c`Z`]b`X`i`g`f`m`V`c`b`W`d`h`g`z`]b`'U`b`'U`F`Y`U`'c`Z`m`c`i`f`'b`h`Y`F`Y`g`h`'M`c`i`'k`]'`U`g`c`'d`f`Y`d`U`F`Y`'U`d`c`f`h`z`'c`'d`f`Y`g`Y`b`h`U`h`]c`b`'c`Z`[`[`'`][`'`h`g`'c`Z`m`c`i`f`'a`Y`X`]U`'k`c`f`\_`z`U`b`X`'Y`b`[`U`[`Y`'j`b`'U`W`h`j`]h`Y`g`'j`b`d`f`Y`d`U`F`U`h`]c`b`'Z`c`f`'h`U`b`g`]h`c`b`'h`c`'k`c`f`\_`"

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

%`F`Y`g`Y`U`F`W`X`'U`b`X`'U`b`U`m`g`Y`'a`Y`X`]U`'j`b`X`i`g`f`m`d`f`c`W`g`g`Y`g`'U`b`X`'d`f`U`W`h`j`W`g`"  
&`@`c`W`U`h`'h`Y`]f`c`k`b`'a`Y`X`]U`'d`f`U`W`h`j`W`'k`]h`h`]b`'h`Y`'W`f`f`Y`b`h`a`Y`X`]U`'j`b`X`i`g`f`m`h`'  
'`" `9`Z`Y`W`h`j`Y`'m`d`f`Y`g`Y`b`h`h`Y`]f`'a`Y`X`]U`'d`f`U`W`h`j`W`'U`b`X`'Y`i`d`Y`f`h`g`Y`'h`c`'d`c`h`Y`b`h`U`'Y`a`d`'c`m`Y`f`g`"  
(`" `F`Y`Z`Y`W`i`c`b`'h`Y`'Z`'h`i`f`Y`'X`]f`Y`W`h`j`c`b`'c`Z`h`Y`'a`Y`X`]U`'j`b`X`i`g`f`m`U`b`X`'j`h`g`]a`d`U`W`i`c`b`'h`Y`]f`c`k`b`'a`Y`X`]U`'d`f`U`W`h`j`W`"

HYUWX ]b[ `GhfUHY[ ]Yg`

H`Y`'`Y`W`h`f`Y`g`'U`b`X`'h`i`h`c`f`]U`g`'j`b`j`c`j`Y`X`]b`'A`8`-`5`'`\$\$`'k`]'`Y`'d`'Y`b`g`i`f`Y`'h`U`h`U`g`'U`h`]f`X`!`m`Y`U`f`'7`c`a`a`i`b`]W`U`h`c`b`z`>`c`i`f`b`U`]g`a`'c`f`D`i`V`]W`F`Y`'U`h`]c`b`g`'U`b`X`'5`X`j`Y`f`h`g`]b`[`'g`h`i`X`Y`b`h`m`c`i`'U`f`Y`'k`Y`'!`Y`e`i`]d`d`Y`X`'h`c`'g`Y`Y`\_`Y`a`d`'c`m`a`Y`b`h`]b`'U`'U`f`[`Y`'j`U`f`]Y`m`c`Z`]b`X`i`g`f`m`V`c`b`h`Y`I`h`g`" `H`h`g`V`i`fgY`'k`]'`U`j`Y`'U`g`f`c`b`[`'d`f`U`W`h`j`W`'V`c`a`d`c`b`Y`b`h`k`'`j`X`'U`]a`g`'h`c`V`c`b`g`c`'X`U`h`Y`'d`f`Y`j`]c`i`g`'g`h`i`X`]Y`g`'U`b`X`'Y`'d`'m`c`i`'h`f`U`b`g`'U`H`Y`'m`c`i`f`i`b`j`Y`f`g`]m`i`h`f`U`]b`]b`[`'j`b`h`c`'j`b`X`i`g`f`m`U`b`X`'Y`a`d`'c`m`a`Y`b`h`V`c`b`h`Y`I`h`g`" `M`c`i`'k`]'`U`g`g`Y`a`V`Y`'U`b`'j`b`X`i`g`f`m`f`Y`U`X`m`d`c`f`h`z`'c`'U`b`X`'X`Y`j`Y`c`d`'h`Y`'V`c`b`Z`X`Y`b`W`'h`c`'""`d`]h`W`""`m`c`i`fgY`'Z`U`b`X`'m`c`i`f`]X`Y`U`g`z`U`g`'k`Y`'U`g`'h`c`'Y`g`h`U`V`]g`'U`b`X`'b`i`f`h`f`Y`'`[`[`'`!`Y`j`Y`'']b`X`i`g`f`m`V`c`b`h`U`W`g`"

## 5ggYgga Ybh

H\YfY'UFY'fk c'UggYgga YbhiUg\_g'fc'Wca d'YH'"Mci' a i ghWca d'YH'UbX'\UbX'jb'Vch'fUg\_g'jb'cfXYf'fc dUgg'hlg'Wci fgY'"H\]g'a YUbg'h\Uhmci'k ]''ZJ]'Jmci'Xc'bc'h\UbX'jb'cbY'fUg\_Yj Yb'jZmci'\Uj Y'U'fcHU' [ fUXY'cZcj Yf') \$'Zca' h\Y'c'h\Yf'fk c'Ugg][ ba Ybhg"

## 5ggYgga YbhiUg\_g'

5ggYgga YbhiUg_	K Y][ \h	8i Y'8UH	Gh XYbh@YUfb]b[ Ci hWca Yg'5ggYggYX
hXi ghfmF YUXmDfcXi Wh	( \$i	&*#\$*#&\$&\$') .\$\$'DA	%z&Z
7ca dfY\Ybg]j Y'DcfcZc`jc`	* \$i	%( #\$, #&\$&\$') .\$\$'DA	%z&Z ž(

## 5ggYgga Ybh8YHJ]g

5ggYgga Ybh% hXi ghfmF YUXmDfcXi Wh

GHUfhXUH.

@Yb[ h. '\$\$\$\$k cfXg'f'f'Yei ]j UYbtl

8YHJ]g.

\$\$\$\$k cfXg'f'f'Yei ]j UYbtl"

Gh XYbtl'k ]''fYW]j Y'ZYXVUW\_j ]U'Wci fgY'@A G

5XX]h]cbU'XYHJ]g.

GYY'Wci fgY'A ccXY'g]H'ZcfXYHJ]g'cZh]g'UggYgga YbhiUg\_'"

5ggYgga Ybh&. 7ca dfY\Ybg]j Y'DcfcZc`jc`

GHUfhXUH.

@Yb[ h. '%a ]bi H'j ]XYc'UbX'" \$\$\$!( \$\$\$k cfXg'f'f'Yei ]j UYbtl

8YHJ]g.

%a ]bi H'j ]XYc'd]HW'UbX'" \$\$\$!( \$\$\$k cfXg'f'f'Yei ]j UYbtl"

Gh XYbtl'k ]''fYW]j Y'ZYXVUW\_j ]U'Wci fgY'@A G"

5XX]h]cbU'XYHJ]g.

GYW i fgYA ccXYg]hZcfXYHJ]g'cZ\jg'UggYgga YbhUg\_''



Gi Va ]gg]cb 'cZ5ggYgga YbhiHUg\_g

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

Ʒmci 'YbWci bHYf'U'dfcV'Ya 'k \Yb'UH'Ya dh]b[ 'hc'gi Va ]hmc i f'Ugg][ ba YbhiH'fci [ \ 'Hi fb]h]bž'd'YUgY  
HY'Yd\cbY'9I HYfbU'Gi ddcfhcb'-', ) " ' ' %cf'Ya U] 'H'Ya 'cb'YI HYfbU'HY'fgi ddcfh4 i bgk "YXi "Ui "'Gi ddcfh  
\ci fg'UfY', .\$\$Ua '—%\$.\$\$da 'cb'k YY\_XUmg'UbX'-. \$\$Ua '—) .\$\$da 'cb'k YY\_YbXg'fI \*) 'XUmg'U'mYUfI" Ʒmci  
UfY'i bUV'Y'hc'gi Va ]hmc i f'Ugg][ ba YbhiXi Y'hc'U'ZU' 'hk ]H'Hi fb]h]b' mci 'a UmUdd'm'Zcf'Ub'YI HYbg]cbž'Vi hmc i  
a i ghfYHU]b' mci f'h]W\_Yhbi a VYf'Z'ca '9I HYfbU'Gi ddcfhfU'cb[ 'k ]H'UbmcH'Yf'fY'Yj UbhXcW a YbHgE'hc  
]bWi XY'Ug'Yj ]XYbVW'hc'gi ddcfhmci f'YI HYbg]cb'Udd' ]W]h]cb" Ʒmci 'Ya U] '9I HYfbU'Gi ddcfhmci 'k ]  
Ui 'ca UH]WU'`mifYW]j Y'U'h]W\_Yhbi a VYfž'Vi h]Zmci 'HY'Yd\cbY' mci 'k ]'`bYYX'hc'gdYW]Z]WU'`mUg\_ 'Zcf'cbY"  
Hi fb]h]b'U'gc'dfcj ]XYg'i dXUH'g'cb'H'Y]f'gmgh'Ya 'ghU'hi g'cb'Hk ]HYf"

; YbYfU'`mž'UggYgga YbhiHUg\_g'a i ghVY'gi Va ]HYX'Y'YW'fcb]WU'`mj ]U'Y]H'Yf'Hi fb]h]b'cf'U'A ccX'Y  
Ugg][ ba YbH' 'b]bgHUbVW'g'k \YfY'H' ]g ]g' bchidcgg]V'Yž'hk ]'VY'ghUH'X'cb' mci f'Wci fgY'g'A ccX'Y'g]HY'k ]H  
U'HYfbUH] Y'gi Va ]gg]cb'XYHU]g"

: cf]bZ'fa UH]cb'cb'\ck 'hc'gi Va ]hUgg][ ba YbHg'cb']bY'j ]U'A ccX'Y. \`hdg.#gh XYbH'i bgk "YXi "Ui #ck!  
gi Va ]hUgg][ ba YbH'a 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[ `hc`UW`Y`X`Y`b`U`m`W`c`d`m]b[ `Zca `U`gci f`W`k ]h`ci hUW`bck `YX[ Ya Yb`h`

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

7 cdm]b[ .`i`g]b[ `hY`gUa Y`cf`j Yfmg]a ]Uf`k cfXg`hc`hY`cf][ ]bU`hY`hcf]X`Y`U`k ]h`ci hUW`bck `YX[ ]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'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 'Wc a i b]m
- `cWJh'gYfj ]Wg'UbX'jbZcfa Uh'cb'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 ""

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

