



# MDIA5024

7ca a i b]WWh]cb`GhfUHy[ ]Yg

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

GWXcc`cZHA Y`5ftg`UbX`A YXJU`#`I BGK `5ftgž8Yg]I b/ `5fWX JhYVh` fY

7ci fgY`Cj Yfj JYk

GHJZZ7cbhJWñ8YHJ]`g

7cbj Ybcfg

B Ua Y	9a Uj`	5j Uj`UVj]m	@cWJhcb	D\cbY
D5I @F MB9F	d"fmXYf4 i bgk "YXi "Ui	C b`]bYžVmiUXj UbVW Uddc]bha Ybh	K YVghYf' %%6	

5Xa ]b]ghfUhc fg

B Ua Y	9a Uj`	5j Uj`UVj]m	@cWJhcb	D\cbY
585A GH5D@9HC B	U"ghJd`Yrcb4 i bgk "YXi "Ui	C b`]bYžVmiUXj UbVW Uddc]bha Ybh	K YVghYf' %%6	

GW\cc`7cbhJWñ ðZcfa Uh]cb

GW\cc`cZñY`5frg`UbX`A YXJU

Fcca " %%ž@Yj Y` žF cVYfhK YVghYf`6i ]X]b[ `f] %Ł

D\cbY. f\$&Ł- ' , ) `( , ) \*

9a Uj]. glJa 4 i bgk "YXi "Ui

7ci fgY'8YHJ`g

7fYX]hDc]bHg`\*`

Gi a a UfmicZ\hY'7ci fgY

DfYg]XYbh>c\`b: "? YbbYXmicbW`gU]X`]b`Yghh.UhH\Y`VYghghfUH[ ]Yg`UFY`UWV]XYbH`"C ZWci fgYz\Y`a UXY  
hY`c\_Y`rc`\[\`]\`hYI UWmihY`cddcg]H`"H\Y`VYghghfUH[ ]Yg`UFY`WUfYZ`mUfVX]H`WYX`YbgYa V`Yg`hUh  
YI\]V]hUb`YI`ei`]g]H`gma`a`YfmiUbX`gmbYf[ micZcV`YW] YgZ`WcbW`dHgZ`UbX`HUV]Vg`"b`h`g`Wci fgY`mci`k`j`  
`YUfb`h.Uhdck`YfZ`WcbW`dHg`Y`UhH\Y`Y`UfHicZ[ ccX`ghfUH[ m]UbX`h.UhH`YgY`Wc`cX]bUH`UbX`X]gW]d`]bY  
HUV]Vg`"Mci`k`j`Ugc`YUfb`h.UhH`UW]W`]a`dUW]g`a`i`hd`]YX`k`Y`b`h`Y`f][`h`VcbW`dHg`UFY`Vfci`[\`h`c`[`Y`h`Y`f`  
H\i`gZ`h`g`Wci fgY`k`j`fUX]W`m]U`H`f`mci`f`h`b`\_]b[ `UVci`ghfUH[ m]UbX`]H`XmbUa`]Vg`"6UgYX`cb`U`g`Y`h`c`Z  
Wca`a`YfW]U`W]Y`bhgW`bUf]cg`h.UhdUfU`Y`fYU`!k`c`f`X`d`f`c`V`Ya`gZ`]b`mci`f`a`U`c`f`d`f`c`Y`W`mci`k`j`f`Y`g`Y`U`f`W`h`Y  
Xca`U]b`]b`k`Y`W`mci`f`W]Y`bhcdY`fUH`gZ`Z]g\]cb`UbX`XYZYbX`U`WcbW`dH`U`Z]Ua`Yk`c`f`\_`Zci`bXYX`cb`XY`Yd!  
gYU`H`X`Wca`a`i`b]W]h`cb`UbX`Wca`a`i`b]W]h`cb!fY`UH`X`h`Y`c`f`mZ`UbX`h`Y`b`XYj`Y`cd`U`gi`]H`c`Z`HUV]Vg`h`Uhk`j`  
UXXfYgg`h`Y`W`U`Y`b`[`Y`"K`Y`b`mci`Uj`Y`Wca`d`Y`H`X`h`g`Wci fgY`z`mci`k`j`VY`d`c`g]h`c`b`Y`X`h`c`Z`Y`f`]b`b`c`j`U`h`j`Y  
ghfUH[ ]W]Wca`a`i`b]W]h`cb`Wci`bgY`h`c`U`"a`UbbY`f`c`Z`Y`b`H`f`d`f]g`Y`g`i`bXY`f`U`\_]b[ `U`j`UghfUb[ Y`c`Z`Y`b`XY`Uj`ci`fg`

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

%`5dd`mi`h`Y`d`f`]b`V]d`Y`g`UbX`d`f`U`W]W`g`f`Y`Yj`Ubh`h`c`]b`H`f`d`f`Y`h`b[ `U`V`f`Y`Z`g`W]b`b`]b[ `U`Wca`a`Y`f`W]U`  
Y`b`j`]f`c`b`a`Y`b`h`z`UbX`X]g`h`b[ i`]g\]b[ `V`Y`h`k`Y`Y`b`c`V`Y`W]j`Y`g`Z`WcbW`dHgZ`UbX`HUV]Vg`  
&`9I`d`U]b`h`Y`Z`Y`U`h`f`Y`g`UbX`X`mb`Ua`]Vg`c`Z`U`a`Uf`\_`Y`h`d`U`W`U`d`f`c`d`c`g`h`Y`W]f`W`a`g`h`U`b`W`g`c`Z`U`[ ]j`Y`b`  
Wca`a`Y`f`W]U`Y`b`h`]m`  
'`"8Yj`Y`cd`UbX`XYZYbX`U`f`Y`j`Ubh`WcbW`dH`U`Z]Ua`Yk`c`f`\_`UbX`d`f`c`Z`Y`f`Wcb`h`b[ Y`b`h`U`W]W]W]ci`h`di`h`g`Z`c`f`U`  
[ ]j`Y`b`Wca`a`Y`f`W]U`Y`b`h`]m`

HYUW]b[ `GhfUH[ ]Yg`

H\]g`Wci fgY`k`j`VY`h`Uj`[\`h]b`Xi`U`"a`cXY`f`c`b`]bY`UbX`Z]W]!h`!Z]W]E`k`Y`f`Y`V`m`Y`W]h`f`Y`g`k`j`VY`XY`]j`Y`f`Y`X`  
cb`]bY`j`]U`6`U`W`V`c`U`f`X`7`c`U`V`c`f`U`H`f`6`6`7`E`UbX`h`h`c`f`]U`g`k`j`VY`XY`]j`Y`f`Y`X`Z]W]!h`!Z]W]`h`f`ci`[\`h`c`K`YY`\_`+`  
5`W`f`c`g`g`K`YY`\_`g`\_`h`c`%\$z`h`Y`Wci fgY`XY`]j`Y`f`m`a`c`X`U`]m`k`j`W`X`U`b`[`Y`h`c`W]Y`b`H`V`W`b`H`f`Y`X`]b`H`f`b`g]j`Y`f`c`b`]bY`E`a`U`c`f`  
d`f`c`Y`W`h`Wcb`g`i`h`U`h`c`b`g`j`]U`6`6`7`"`

5ggYgga Ybh

5ggYgga YbhHUg\_g


&Z\$\$\$'k cfXg'

: fca 'U'g\cfn`]ghcZcdh`cbgž'U'ghi XYbhk ]`W'ccgY'U'W]YbhgW'bfjc'UbX'cZYZ'U'fYdcfh'UhfU'gWUbg'UbX  
Yj U'i UH'g'h'Y'W'h]W'ZU'h fYg'cZ'h'Y'f'Y'j Ubh'W'è'a a Yf'W'U'Ybj ]fcb'a Ybh'f'è') \$!k cfXg'è'f'V'è'Yb[ U[ Yg  
W'è'a a i b]W'h]cb'UbX'W'è'a a i b]W'h]cb!f'Y'U'h'X'h'Y'cf'm'h'è'XYj Y'cd'UbX'XYZ'bX'U'W'è'b'W'd'h U'Z'U'a Yk cf\_'U]a YX

5 HbXUbW F Yei ]fYa Ybhg

Gh XYbhg UfY gfc b [ mYbWci fu[ YX hc UHbX U WUggYg UbX fYj ]Yk YWfi fY fYWcfX]b[ g"

7 ci fgY GWXYXi `Y

[J Yk WUgg ha YhUVY](#)

Hja YhUV Y`

8 UHr	HmdY	7 cbHrYbh
K YY_% " %A Um! "( >i bY	@YWfi fY	H\]g'cdYb]b[ "YWfi fY ]bfcXi W'g'mci 'hc 'hY 'fjhcfnfcZ ghfUH[ mUbX'hc 'hY 'fjhfUH[ ]WYei Uhcbfi'Mci 'k ]' U'gc VY ]bfcXi W'X'hc 'hY 'Wfi W]U'ei Ygh]cb'cZ ghfUH[ ]WXmbUa ]Mg"
	Hi hcf]U`	Hi hcf]U'g Zc`ck "YWfi fY WcbHrYbhUbX'k YY_`mfYUX]b[ g UbX#cfj ]XYc fYgci fW'g" 5g Zcf"YWfi fYgzh hcf]U' g]XY'XYW'g'k ]"VY'i d'cUXYX'hc 'A ccX'Y'Uh'hY'YbX'cZ YUW' fY'Yj Ubhk YY_"
K YY_& . '+>i bY! '%>i bY	@YWfi fY	H\]g'k YY_fj "YWfi fY ]g'U"UVci hfYWcbU]ggUbW'. fYgYUfW' a YhcXc'c[ mUbX'a YhcXg" 'Mci 'k ]"YUfb hUhk ]h'ci hYZZYW'j Y fYgYUfW'zhYfY WUb VY'bc YZZYW'j Y'ghfUH[ m'"
	Hi hcf]U`	Hi hcf]U'g Zc`ck "YWfi fY WcbHrYbhUbX'k YY_`mfYUX]b[ g UbX#cfj ]XYc fYgci fW'g" 5g Zcf"YWfi fYgzh hcf]U' g]XY'XYW'g'k ]"VY'i d'cUXYX'hc 'A ccX'Y'Uh'hY'YbX'cZ YUW' fY'Yj Ubhk YY_"
K YY_" . %>i bY! '%>i bY	@YWfi fY	5g'U'di V']W'c']XUmZ]`g'cb'A cbXUmcZ'h]g'k YY_`fhY'XUmcZ'hY'i gi U"YWfi fY'fYd'UW]b[ 'h]g'k YY_fj "YWfi fY ]g'U'j ]XYc fYWcfX]b[ 'cZF ]WUfX F i a Y'hfhY Ui h'cf'cZmci f'hI hVcc_£[ ]j ]b[ 'U"YWfi fY'hc 'hY gh XYbhg'cZ'hY '@cbXcb'GW'cc'cZ9W'bc a ]Mg" Mci a Umk UH'X'h]g'YWfi fY'Uh'mci f"Y]gi fYzTgf b'WSeW h[W [f bQadfa kagdfgad[S^fZ[e i W'W]"
	Hi hcf]U`	Hi hcf]U'g Zc`ck "YWfi fY WcbHrYbhUbX'k YY_`mfYUX]b[ g UbX#cfj ]XYc fYgci fW'g" 5g Zcf"YWfi fYgzh hcf]U' g]XY'XYW'g'k ]"VY'i d'cUXYX'hc 'A ccX'Y'Uh'hY'YbX'cZ YUW' fY'Yj Ubhk YY_"
K YY_( . &%>i bY! '&>i bY	@YWfi fY	H\]g'k YY_fj "YWfi fY Wcbg]XYfg 'hUW'WU' U][ ba Ybhg 'UbX'X]gdcg]h'cbg" 'h'U'gc Wcbg]XYfg'hY fY'Uh]cbg\]d VY'hk Yyb'hY'YgY'UbX'hY'WcbW'dhg'hUh Xf]j Y'hYa "
	Hi hcf]U`	Hi hcf]U'g Zc`ck "YWfi fY WcbHrYbhUbX'k YY_`mfYUX]b[ g UbX#cfj ]XYc fYgci fW'g" 5g Zcf"YWfi fYgzh hcf]U' g]XY'XYW'g'k ]"VY'i d'cUXYX'hc 'A ccX'Y'Uh'hY'YbX'cZ YUW' fY'Yj Ubhk YY_"
K YY_) . & ,>i bY! '&>i m	@YWfi fY	H\]g'k YY_fj "YWfi fY UXXfYggYg'hY'dck Yf'cZ bUffUH]j Y'fjhcfnh'" ]b[ £]b'W'ca a YfW]U'gYH]b[ g"
	Hi hcf]U`	Hi hcf]U'g Zc`ck "YWfi fY WcbHrYbhUbX'k YY_`mfYUX]b[ g



F Ygci fWg

DfYgWf]VYX`F Ygci fWg`

Di V`g\YX`VmDfcZ`Y`6cc\_gzmc`i`k`j`bYYX`U`WdmcZF`jW`UfX`F`i`a`Y`fj`&\$%%j`c`i`a`Y`;`ccX`GfUH`[`m6`UX`GfUH`[`m`H\Y`X]ZY`fYbW`UbX`k`\m]`ha`UH`f`g`"H\Y`i`b]j`Yfg]mVcc\_g\cd`c`Xg`Wd]Yg`"

F YWca a YbXYX`F Ygci fWg

GYY`W`i`fgY`A`ccX`Y`g]h`"

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

H\g`j]g`Ub`U`bYk`W`i`fgY`Zc`f`H`&`&\$`&%`<`c`X`c`b`Zc`f`h`Y`f]X`Y`c`Z`m`c`i`f`]Z`Y`K`Y`f`Y`j`U`i`UH`k`\`Uhk`j`VY`U`f]ddYf`cZU`W`i`fgY`Ug`k`Y`[`c`"

Gi Va ]gg]cb 'cZ5ggYgga YbhiHUg\_g

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

≠mci 'YbWci bHYf'U'dfcV'Ya 'k \Yb'UH'Ya dh]b[ 'hc'gi Va ]hirci f'Ugg][ ba Ybhi'fci [ \ 'Hi fb]h]bž'd'YUgY  
HY'Yd\cbY'9I HYfbU'Gi ddcfhcb'- ' , ) " ' ' %cf'Ya U] 'h'Ya 'cb'YI HYfbU'HY'gji ddcfh4 i bgk "YXi "Ui "'Gi ddcfh

## 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`]VYfUHY`WXYUH]b[ `hc`UWV]XYbhU`miWc`dm]b[ `Zca `U`gci fW`k ]h`ci hUW`bck `YX[ Ya Ybh`

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

7 cdm]b[ .`i g]b[ `hY`gUa Y`cf`j Yfmg]a ]Uf`k cfXg`hc`hY`cf][ ]bU`hYI hcf`]XYU`k ]h`ci hUW`bck `YX[ ]b[ `hY

- i bXYfgHUbX'mci f'f][ \hg'UbX'fYgdcbg]V] ]hYg'Ug'U'gh XYbhUhl BGK
- VY'Uk UfY'cZd'U[ ]Uf]ga ž'Wcdmf][ \hž' BGK 'Gh XYbh7cXY'cZ7cbXi WñUbX'5WwdfUV'Y'I gY'cZ  
I BGK '⇒H'F Ygci fW'g'Dc`]Wñ

## 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 B G K ` < YU`h `UbX`GUZY`mdc`]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 ]mUbX`X]gUV`]m/
- UbX`c`hYf`YggYbh]U`UWUXYa ]W]bZcfa Uh]cbz`gYY

[\fdg.#k k k "Ufng"i bgk "YXi "Ui #W ffYbhgh XYbh\]UWUXYa \]W\]bZcfa Uh\]cb#dfchW`g!\[ i \]XY`\]bYg#](#)

⇒ U[ Y`7 fYX]h

H\]g`ja U[ Y`]g`Zca `hY`7 ci fgY`7 cbj Ybcffg`dYfgcbU`W`YW]cb"G]bW`Y`tc\_`hY`cf][ ]bU`d\chc[ fUd\ž\Y ]g`hY`W`dmf][ \h\c`XYf`UbX`gc`W`dmf][ \h]g`bch]bZ]b[ YX""

7F ⇒ CG