



## MDIA3005

GcWjU` ðbcj Uhjcb`UbX`9b[ U[ Ya Ybh

HYfa`H\fYY`##`&\$&\$

7 ci fgY`Cj Yfj ]Yk

GHJZZ`7cbhJW`8YhJ]`g

7cbj Ybcfg

B Ua Y	9a Uj`	5j Uj`UVj]m	@cWjhcb	D\cbY
@i _Ugn`f@i _t Gk ]UHY_	@Gk ]UHY_4 i bgk "YXi "Ui	: cf`U``c`h`Yf`W`b`h`J`W`h` X`Y`h`J`g`z`Y`U`X`h`c`h`Y` W`i`f`g`Y`A`c`c`X`Y`g`h`Y`"		

GVXcc``7cbhJW`h`b`Z`c`f`a`U`h`j`c`b`

GVXcc``c`Z`h`Y`5`f`r`g`U`b`X`A`Y`X`J`U`

F cca `!`%&ž@Yj Y`` žF cVYfhK YVghYf`6i ]X]b[ `fj`%(`t

D\cbY.`f`\$&Ł`-`'`,`)`(`,`)\*

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

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

7 ci fgY'8YHJ`g

7 fYX]hDc]bHg '\*`

Gi a a UfmicZ\hY'7 ci fgY

H\]g`Wci fgY`Yei ]dg`mci `k ]h`hY`bYWggUfmi\_bck`YX[ Y`UbX`g\_]`g`hc`i bXYfgHUbX`ck`hc`[ YbYfUH`gcWU`  
Yb[ U[ Ya YbhZcf`gcWU`]bbcj U]cbgzk \]W`UFY`bYYXYX`a cFY`UbX`a cFY`hc`UXXFYgg`X]j YfgY`UbX  
]bWYUg]b[ `mWca d`YI`WXU`Yb[ Yg`ZUW]b[ `ci f`k c`f`X`" `b`d`U`f`h`W`U`f`z`m`c`i` `k` ]`Y`I`d`c`f`Y`a`i` `h`d`Y`U`d`d`f`c`U`W`X`Y`g`Z`c`f`  
Yb[ U[ ]b[ `k ]h`X]j YfgY`di V`]Wg`UWfcgg`U`f`Ub[ Y`c`Z`gc`W`U`a`YX]U`"Mci `k ]`U`gc`[ U]b`]bg][ \hg`]bhc`h`Y  
WXU`Yb[ Yg`WcbZcb]b[ `gi WYggZ`gcWU`Yb[ U[ Ya YbhUbX`]bbcj U]cb"

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

%` ÆYbh]zmgcWU`]bbcj U]cb!`UbX`Yb[ U[ Ya YbhfY`UH`X`h`Y`cf]Yg`]b`f`Y`U`!`k`c`f`X`!`gm`Y`g`W`b`U`f`]`cg`"  
&" 8 Yg][ b`U`gc`W`U`a`YX]U`Yb[ U[ Ya Ybhid`Ub`"  
' " A UbU[ Y`gc`W`U`a`YX]U`Yb[ U[ Ya YbhWXU`Yb[ Yg`"

HYUWX]b[ `GhfUH[ ]Yg`

Gc`Ug`hc`Ybgi fY`UW]j`Y`d`U`f`h`W`d`U`h`c`b`z`h`]g`Wci fgY`]g`XYg][ bYX`hc`ZUW]j`UH`V`ch`d`f`c`V`Ya`UbX`d`f`U`W`W`!`V`U`g`Y`X`  
`Y`U`f`b]b[ " `h]g`h]i [ \h]b`Xi`U`a`c`XY`Z`U`W`!`hc`!`Z`U`W`UbX`cb`]b`Y`"

## 5ggYgga Ybh

D`YUgY`bchY. h\Y`Zfgh7 ci fgY`@YUfb]b[ `C i hWta Y`"]ghYX`cb`h\Y`dfYj ]ci g`dU[ Y`]g`bchhY`Wc`ffYW`hici hWta Y`fk \]Wk`k Ug`i dXU`hYX`]b`a ]X!&\$\$&\$E" `H\Y`W`ffYbhZfgh7 ci fgY`@YUfb]b[ `C i hWta Y`]g.

%`"9j U`i U`hY`Wc`bW`d`g`fY`U`h]b[ `h`c`g`c`W`U`"]bbcj U`h]cb`U`bX`Y`b[ U[ Ya Y`bh`

7 ci fgY`@YUfb]b[ `C i hWta Y`g`h`c`U`bX`h`fY`Y`"]ghYX`cb`h\Y`dfYj ]ci g`dU[ Y`U`fY`Wc`ffYW`h`

## 5ggYgga YbhHUg\_g`

5ggYgga YbhHUg_	K Y][ \h	8i Y`8UH`	Gh XYbh@YUfb]b[ C i hWta Yg`5ggYggYX



5ggYgga Ybh' . 'DfYgYbhUj]cb

GhUfhXUHy . 'Bch5dd']WUV'Y

8YhU]`g.

, '-'- 'a ]bi h'g

8YgWf]dh]cb. ; fci d'fcZfhfYYE'gcW]U'a YX]U'WJa dU][ b'd'Ub'' bX]j ]Xi U'gh XYbhg'UFY'UggYggYX'cb'h.Y]i f ]bX]j ]Xi U'Wcbhf]Vi h]cbg'hc'[ fci d'ci hdi h'z'UbX'gc'Ub'Ub']bX]j ]Xi U'a Uf\_]g'Uk UfYX'Zcf'h]g'UggYgga k bh'

: YYXVUW\_dfcj ]XYX'j ]U'@A G

DYfW'bhU[ Y.' \$i

H\]g:]g'h.Y'Z]bU'UggYgga Ybh

.

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

: cf'U''ch.Yf'XYhU]gž\YUX'hc'h.Y'UggYgga Ybh'hfYY'dU[ Y'cb'h.Y'Wci fgY'A ccX'Y'g]h''



F Ygci fWg

DfYgWf]VYX`F Ygci fWg`

8YhU]g`UVci h`h`YgY`fYgci fWg`UfY`dfcj ]XYX`cb`h`Y`Wci fgY`A ccX`Y`g]h`r`"

F YWca a YbXYX`F Ygci fWg

8YhU]g`UVci h`h`YgY`fYgci fWg`UfY`dfcj ]XYX`cb`h`Y`Wci fgY`A ccX`Y`g]h`r`"

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

8YhU]g`UVci h`h`Y`Wci fgY`Yj U`i Uh]cb`UbX`XYj Y`cda YbhUfY`dfcj ]XYX`cb`h`Y`Wci fgY`A ccX`Y`g]h`r`"

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'f'gi 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'm'YUfI" 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'f'Yj UbhXcW a Yb'f'g'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'`m'f'YW]j Y'U'h]W\_Yhbi a VYfž'Vi h]Zmci 'HY'Yd\cbY' mci 'k ]`b'Y'X'hc'gd'Y'W]Z]WU'`m'Ug\_ 'Zcf'cbY"  
Hi fb]h]b'U'gc'dfcj ]XYg'i dXUH'g'cb'H'Y]f'gm'g'Ya 'g'H'U'g'cb'Hk ]H'Yf"

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

: cf]bZ'fa UH]cb'cb'\ck 'hc'gi Va ]hUgg][ ba Yb'f'g'cb]bY'j ]U'A ccX'Y. \`H'hdg.#g'h XYb'hi bgk "YXi "Ui #ck!  
gi Va ]hUgg][ ba Yb'f'a ccX'Y

## 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``c`k`]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 ]W**ϕ**Zcfa Uh]cb