



MDIA3007

A YX]U'UbX'5 fng' bHYfbg\]d

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
9a a U`5`">UbY	Ya a U`^UbY4 i bgk "YXi "Ui	6mUddc]bha Ybh	%%) ž`@Yj Y`%ž F cVYfh K YVghYf	

GWcc`7cbHJW`bZcfa Uhjcb

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

F cca ` ` %&ž`@j Y` ž`F cVYfhK YVghYf`6i]X]b[`fj %(`

D\cbY. `f\$&Ł`- ` ,) `(,) *

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

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

H\Y`GWcc`cZhY`5fng`UbX`A YX]U`k ci `X`_Y`hc`F YgdYWZ`m5W_bck`YX[Y`hY`HfUX]hcbU`7i`grcX]Ubgž`hY`6YXY[U`fP`Ybg]b[hcb`WLa`di`gŁž;`UX][U`f7`]mUbX`5fhi`8Yg][b`7 Ua`di`gYgŁ`UbX`hY`B[i`bbUk`U`dYcd`Y`f5i`ghfU]Ub`8YZYbWV` : cfW`5WUXYa`m]b`7 UbVYffUŁ`cZhY`UbXg;k`YfY`YUW`WLa`di`g`cZI`BGK`]g`cW]hYX"

5ggYgga Ybh

H\]g'gi VYWi]g'i b[fUXYX'gc'U'dUgg']g'XYdYbXYbhcb'GUh]gZUWc'fmfGMŁ'cf'I bgU]gZUWc'fmfI @Ł]b'a YYh]b[hY'Wci fgY'fYei]fYa Ybhg''5b'GM[fUXY'k]''bchUZYWmci f'k Y][\hX'Uj YfU[Y'a Uf_'fK 5A Ł'Vi hU': @[fUXY k]''

7ci fgY'fYei]fYa Ybhg']bWl XY.

- 7ca d'Yh]cb'cZU'a]b]a i a 'cZ%\$\$'\ci fg'cZd'UW'a YbhGi Va]gg]cbg'cZUggYgga Ybh]Ug_g%' / '&

k YfY'd'UWfX']b' f]b' [YbYfU' hYfa g'cb'nž'k]h'ci h'bu'a]b['L'UbX'h'Y]f'fc'Y'k]h']b']h'f]]L']XYbh]Z]Yg'U'fY'Yj Ubhfc'Y]b'h'Y'cf[Ub]nU]cb'U'hc'f'W'cgY'hc' 'Yb'f'm'Y'j Y'UbX'h'Y'g_]`g'UbX'U'f'f]vi h'g'b'Y'Y'X'X'hc'V'č'a d'Y'h'gi V'k'U'fc'Y/f]]L'UXXFYggYg'\ck' h'Y'h'm'd'Y'c'Z'k'cf_'h'Y'm'\Uj'Y'i b'XY'f'U'_Y'b'f'c'X'i V'W'X'X'i f]b['h'Y]f'd'U'W'f'a YbhV'č'bf]vi h'g'hc'h'Y]f'\c'gh'cf[Ub]nU]cb'UbX'f'f'Y'Yj Ub'ha Y'X]U']b'X'i g'f'm'f' b'h']g'U'gh'V'č'a d'cb'Y'bh'gh' X'Y'bh'g'g'ł'ci 'X'Y'i d']W'h'm f'Y'Z'Y'W'ic'b'gi V'k'Z]W'c'fg'U'g'h'Y'\c'gh'f]b'X'i g'f'm'U[Y'b'X'U'ž'V'k'U'Y'b[Y'g'UbX']b'bc'j U'h'cb'g'Z'f'h'Y'\c'gh'f]b'X'i g'f'm'ž ei Y'gh'cb'g'c'Z'Y'h']W'g'k '\]W' 'a U'm'U'f]g'Y']b'f'Y'U'h'cb'hc'h']g'k'cf_ž'ei Y'gh'cb'g'c'Z']b'X'i g'f'm'g'U'b'X'U'f'X'g'ž']b'X'i g'f'm' d'f'c'W'gg'Y'g'c'f'a Y'X]U'Z'c'fa g''5'W'X'Y'a]W'f'Y'Z'f'Y'b'W'g'ł'ci 'X'V'Y'a U'X'Y'ž'i g]b['h'Y'<U'f] U'f'X'g'm'g'h'a ž'UbX'U a]b]a i a 'c'Z'Z] Y'g'Y'd'U'f'U'h'U'W'X'Y'a]W'g'ci f'W'g'i g'Y'X'ž'hc'gi d'c'c'f'h'f]l d'U]b'X'Y'Z]b'Y'h'Y'f'Y'Yj UbhV'č'b'W'd'hg''H'Y'f'Y'Z'Y'W'ij Y'Ub'U'm'g]g'U'g'U'k'c'Y'g'ł'ci 'X'V'Y'U'a]b]a i a 'c'Z')\$'k'c'f'X'g'Vi h'a U'm'a U_Y'i d'a c'f'Y'c'Z'h'Y V'č'a V]b'Y'X'hc'U'c'Z'%) \$!&) \$\$'k'c'f'X''ja]h'Z'f'V'č'h'U'gg'Y'g'ga YbhV'č'a d'cb'Y'bh'g"

; fUX]b['k]''VY'GU'h]gZ]W'c'f'm'f' bgU'h]gZ]W'c'f'm'c'b'm'UbX'bc'ž' f'h'Y'f'Z'Y'X'V'U'W'_k]''VY'd'f'c'j]X'Y'X"

Hi fb]h]b'g'Y'h]b[. 'H']g']g' b'ch'U'Hi fb]h]b'U'gg][ba Ybh

F Ygci fWg

DfYgWf]VYX`F Ygci fWg`

F YWca a YbXYX`F Ygci fWg

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

K Y`fYgdcX`hc`ZYXVUW`fYW]j YX`j]U`X]fYWhYa U]`hc`hY`7ci fgY`7cbj Ybcf`UbX`hY`K`=@| b]ř UbX
]bZcfa Uh]cb`dfcj]YX`i]b`hY`gh XYbhUbX`\cghZYXVUW`Zcfa g"

K Y`\cdY`mci`Yb^mimci f]bhYfbg\jd"

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`ddcfhfU`cb[`k`]h`Ubmc`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`]`
Ui`hca`U]WU`mifYW]j`Y`U`h]W`Yhbi`a`VYf`z`Vi`h]Zmci`HY`Yd\cbY`mci`k`]`bYYX`hc`gdYW]Z]WU`mUg`_Zc`f`cbY`"
Hi`fb]h]b`U`gc`dfcj`]XYg`i`dXUH`g`cb`h`Y]f`gmghYa`ig`hU`h`g`cb`Hk`]hYf`"

;`YbYfU`mz`UggYgga`YbhiUg_g`a`i`ghVY`gi`Va`]hYX`Y`YWfcb]WU`mj`]U`Y]h`Yf`Hi`fb]h]b`cf`U`A`ccX`Y`
Ugg][`ba`Ybhi`h`]bghU`bVW`g`k` \YfY`h`lg`]g`bchdcgg]V`Yz`]hk`]`VY`ghU`h`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`U]cb`cb`\ck`hc`gi`Va`]hUgg][`ba`Ybhtg`cb`]bY`j`]U`A`ccX`Y`.\`hhdg`#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`]VYfUHY`VX`YU]b[`hc`UWV]XYbhU`m`Wc`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`hY`hcf`]XYU`k]h`ci hUW`bck `YX[]b[`hY

5 WUXYa]WbZcfa Uh]cb

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

- fYei Yghg`Zcf`YI H`bg]cb/
- `UhY`gi Va]gg]cbg`[i]XY`]bYg/
- fYj]Yk `cZa Uf_g/
- I BGK `<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]m]UbX`X]gUV`]m/
- UbX`c`hYf`YggYbh]U`UWUXYa]W]bZcfa Uh]cbz`gYY

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

⇒ U[Y`7 fYX]h

D\chc`W`i ffYgm]cZF cXbYm]HcXX! [\hfdg.##k k k "fcXbYntcXX"V`a #](#)

7F ⇒ CG

7F ⇒ CG`Dfcj]XYf`7cXY. \$\$\$- , ;

5W_bck `YX[Ya Ybhcz7ci bhfm

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