



# MDIA3011

7ca a i b]WU]cb'8Yg][ b.'A i 'h]a cXU`]mž'A YUb]b[ 'UbX  
A YX]U

GYa YghYf'C bY`##'&\$%



GWcc`cZHA Y'5ftg'UbX'A YX]U`##'I BGK `5ftg'UbX'GcWU`GWYbWg

# 7 ci fgY`Cj Yfj JYk

GHUZZ7cbhUWhi8YHU]`g`

7cbj Ybcfg`

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|------------------|----------------------------|------------|---------------|------------------|
| B Ua Y           | 9a U]`                     | 5j U]UV]]m | @cWWhcb       | D\cbY            |
| @ci ]gY`F Uj Y`] | ""fUj Y`"]4 i bgk "YXi "Ui | h/U        | K YVghYf' %%B | - ' , ) & ( & \$ |

GWXcc`7cbhUWhi`bZcfa Uh]cb

F cca " %&Z`Yj Y`" `F cVYfhK YVghYf`6i ]X]b[

D\cbY: f\$&L`- ' , ) `( , ) \*

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

H\Y`GWXcc`cZHY`5fng`UbX`A`YX]U`k`ci`X`[\_Y`hc`F`YgdYWZ`m5W\_bck`YX[Y`hY`HfUX]h]cbU`7i`gfcX]Ubgz`hY`6YXY[U`fP`Ybg]b[`hc`b`WUa`di`glz`;`UX][`U`f7`]mUbX`5fh/`8Yg][`b`7`Ua`di`gYgU`UbX`hY`B`[`i`bbUk`U`dYcd`Y`f5i`ghU]Ub`8YZfbW`:`cfW`5WUXYa`m]b`7`UbVYffU`cZHY`UbXg`k`YfY`YUWX`WUa`di`g`cZi`BGK`]g`c`WUHYX"

## 5hYbXUbW`F`Yei`]fYa`Ybhg

5`gh`XYbh]g]Yi`dYWYX`hc`UhhYbX`U`WUgg`W`bhUWh\ci`fg`Zcf`U`ZUW!hc!ZUW`fl`&`L`cf`V`YbXYX`W`ci`fgY`UbX`W`ca`d`Yh`U`U`UW]j`]hYg`Zcf`U`V`YbXYX`cf`Z`mcb]bY`W`ci`fgY"

5`gh`XYbhk`c`Uff]j`Yg`a`cfY`h`Ub`%`a`]bi`hYg`U`h`a`UmVY`dYbU`]gYX`Zcf`bcb!UhhYbXUbW`"Zgi`W`U`dYbU`m`]g]a`dcgYXZ`hY`gh`XYbhia`i`ghVY`]bZcfa`YX`j`YfVU`m`UhhY`YbX`cZUWgg`UbX`UXj`]gYX`]b`k`f]h]b[`k`]h]b`&(`\ci`fg"

ZU`gh`XYbhYi`dYf]YbWg]`bYggza`]gUXj`Ybh`fY`cf`chYf`cWV`ffYbW`h`Uha`U`Yg`UVgYbW`Zca`U`WUgg#UW]j`]m]i`bUj`c]XUV`Yzcf`Yi`dYWg`hc`VY`UVgYbhZca`U`Zcf`h`W`ca`]b[`WUgg#UW]j`]mz`hYmg\ci`X`gYY`dYfa`]gg]cb`Zca`hY`7`ci`fgY`5i`h`cf]mz`UbX`k`YfY`Udd`]WU`Yz`hY]f`fYei`Yghg\ci`X`VY`UW`ca`dUb]YX`VmUb`cf][`]bU`cf`W`fh]YX`W`dmcZU`a`YX]W`W`fh]ZUWh`cf`chYf`Zca`cZUddfcdf]U`h`Yj`]XYbW"

5`7`ci`fgY`5i`h`cf]ma`UmYi`W`gY`U`gh`XYbhZca`WUggYg`cf`UW]j`]hYg`Zcf`i`d`hc`cbY`a`cbh`<`ck`Yj`Yfz`hYm`a`UmUgg][`b`UXX]h]cbU`UbX`cf`U`hYfbUh]`Y`hUg\_g`hc`Ybgi`fY`W`ca`d`]UbW`"5`7`ci`fgY`5i`h`cf]m]W`bg]XYf]b[`hY`[`fUbh]b[`cZUVgYbW`a`i`ghVY`gUhgZ]YX`U`gh`XYbhk`]`g]`VY`UV`Y`hc`a`YYh`hY`W`ci`fgY`g`YUfb]b[`ci`h`W`ca`Yg`UbX`cf]j`ci`a`Y`cZ`YUfb]b[`"5`gh`XYbhgYY\_]b[`Uddfcj`U`hc`VY`UVgYbhZca`cfY`h`Ub`cbY`a`cbh`a`i`ghUdd`m`]b`k`f]h]b[`hc`hY`8Y`Ub`UbX`dfcj`]XY`U`cf][`]bU`cf`W`fh]YX`gi`ddcf]b[`XcW`a`Yb]h]cb"

:`cf`a`cfY`]bZcfa`Uh]cb`UVci`h`hY`UhhYbXUbW`dfch`W`g]b`hY`:`UW`hmcZ5fng`UbX`GcV]U`GWYbWg: [\hfdg.#k`k`k`"Ufng"i`bgk`"YXi`"Ui`#W`ffYbh\]gh`XYbhg#UWUXYa`\]W\]bZcfa`Uh\]cb#fch`W`gl`\[i`\]XY`\]bYg#](#)

5WUXYa ]W`bZcfa Uh]cb`

: cfYggYbhU`ghi XYbh]bZcfa Uhcb`fY`Uh]b[ `hc. `fYei Yghg`Zcf`YI hYbg]cb/fYj ]Yk `cZa Uf\_g/cVW dUh]cbU`\\YU`h  
UbX`gUZ`m/YI Ua ]bUh]cb`dfcW`Xi fYg/gdYW]U`Wcbg]XYfUh]cb`]b`h`Y`Yj Ybhcz]`bYgg`cf`a ]gUXj Ybh fY/  
ghi XYbhYei ]mUbX`X]gUV]`]m`UbX`ch`Yf`YggYbh]U`UWXYa ]W]bZcfa Uh]cbž  
gYY`\fdg.#k k"Ufdg"i bkg "YXi "Ui #W ffYbh]ghi XYbh]JWXYa ]W]bZcfa Uh]cb#dfcW`gl`i ]XY`]bYg#

7ci fgY'8YHJ]`g

7fYX]hDc]bmg`\*`

Gi a a UfmicZħY'7ci fgY

Gi VYWh5fYU.`? VW[S

7ca a i b]Wĥcb'XYg][ b.`a i`ĥa cXU`]mž'a YUb]b[ žUbX'a YX]U

7ca a i b]Wĥcb'ħYbXg'ħc`VY'ħci [ \ħcZUbX'UbU'mgYX'`]b'ħfa g'cZgdYWZ]Wa cXYg'gi WX'Ug'fk f]ĥb[ ģĥa U[ Yģ cf'ĥci bXģ'UbX'ħYgY'UFY`j YfmicZħY'b'UbU'mgYX'`]b]gc'Uĥcb'Zca`YUWX'cħYf''6i hVċa a i b]Wĥcb'ġ'bYj Yf'Ug WYUf!W hUg'ħUħ'Gca Yħ.]b[ 'Ug'gYYa ]b[ 'mġhfU][ \ħc'fk UfX'Ug'fk f]ĥb[ f]ĥb'ZUWħ\Ug'Uj`]gi U'Vċa dcbYbh fĥck`]h'cc\_gġ'UbX'U'a Uħf]U'Vċa dcbYbhfk \Uħ]h]g'dfcXi W'X'cb'UbX'k`]ħġ'5bX'k Y'Ugc'Vċa a i b]WĥY ħfci [ \`a UbmchYf'a cXYg!'gi WX'Ug'ħfci [ \`ħY'XYg][ b'cZcVYWg'UbX'Vi`j]X]b[ gž'ħY'gcfhg'cZbYfk cf\_g k Y'WYUħ'ħfci [ \`X][ ĥU'a YX]Užcf'ħY'UW]cbg'k Y'i bXYfU\_Y'`]b'XU]m'jZ''`b'ħ.]g'Vċi fgYž'nci`k`j`Yi ħbX mci f'i bXYfgħUbX]b[ 'cZVċa a i b]Wĥcb'Vm]b]Ygh[ Uĥb[ 'i bXYf]m]b[ 'df]bW]d'Yg'cZVċa a i b]Wĥcb'XYg][ bž ħY'fUb[ Y'cZa cXYg'k Y'Vċa a i b]WĥY`k]ħž'UbX'ħY'Vċa d'Yi`bUħi fY'cZU'`Zca g'cZVċa a i b]Wĥcb'"K Y k`j`]b]Ygh[ Uħ'`dUfĥW`Uf'a cXYg'`]b'XYdħž'UbX'Yi d'cfY'\ck`ħYmk cf\_ħc[ YħYf''Mci`k`j`XYj Y'cd'fYgYUfW g\_]`g'k \]W'U'ck`mci`ħc`W]ĥei Y'UbX'Yj U'i Uħ'ħY'XYg][ b'cZa i`ĥa cXU'Vċa a i b]Wĥcb'ž'YgdYW]U`m]b ħYfa g'cZ]hg'Vċbhf]Vi`ĥcb'ħc'Vċbħ'a dcfUfmigcW]Ym'

5hħY'VċbWi`g]cb'cZħ'ġ'Vċi fgY'ħY'gh'XYbhk`j`VY'UV'Y'ħc

- % " ĀYbhžma i`ĥa cXU'Vċa a i b]Wĥcb'`]b'ħfa g'cZVċħ'`]bbcj Uħj`Y'a cXYg'UbX'ħY'Vċ!cVWV ffYbWV'cZ a cXU'ĥYg'k`]ħ.]b'cbY'Vċa a i b]Wĥj`Y'Zca`"
- &" 7c`YWžYj U'i Uħ'UbX'UbU'mgY'a i`ĥa cXU'Vċa a i b]Wĥcb'XUħU"
- ' " 7ca dUfY'UbX'W]ĥW'`mYj U'i Uħ'ħYcfYĥ]W'`ZUa Yk cf\_g'i gYX'`]b'ħY'UbU'mg]g'cZa i`ĥa cXU' Vċa a i b]Wĥcb"
- (" 8Yg][ b'U'f][ cfci g'UbX'Yħ.]W'`a i`ĥa cXU'Vċa a i b]Wĥcb'fYgYUfW`dfc YWžVċ`YWhUddfcd]Uħ' XUħ'UbX'UbU'mgY'ħY'fYgi`hg'ħfci [ \`ħY'gci bX'Udd']Wĥcb'cZħYcfm'

HYUW]b[ 'GħFUħ[ ]Yg`

H\]g'Vċi fgY'k`j`VY'ħUj [ \h]b'gYa`]bUf'a cXYžk`]ħ'U'VU'UbW'VYħ'YYb'ħYUWYf!`UbX'gh'XYbh'YX'`]bdi`ħ'Ĥ]a Y k`j`VY'U'cWĥYX'Zcf]b!XYdħ'fYUX]b[ 'UbX'X]gW`gg]cbž'UbX'dfUW]WU'UbU'mg]g'cZa i`ĥa cXU'ħY'ħg'"H\YfY k`j`U'gc'VY'U'cbY!\ci`f'cb'`]bY'Vċa dcbYbh'ħ\]g'k`j`VY'i`gYX'Zcf'`]bXYdYbXYbh'YUfb]b[ 'ħUg\_g'UbX'[ i`]YX fYgYUfW!\cf]YbhYX'UW]j`]ĥYg'"H\Y'Vċi fgY'k`j`[ ]j`Y'gh'XYbhg'U'dUfĥW`Uf'mghfcb[ 'VUgY'Zcf`Z`fħYf'fYgYUfWž`]ZħYmUfY'Vċbg]XYf]b[ [ c]b[ 'cb'ħc'ħU\_Y'Ub'<cbci fg'mYUf"

## 5ggYgga Ybh

H\]g`Wci fgY`]bWi XYg`U`k YV!VUgYX`Wca dcbYbhž`UbX`fc`XYa cbgfhUH`Yb[ U[ Ya YbhffWthY`bXUbWf`k`]h`h`Už  
mci`k`]`bYYX`fc`gi Va ]hgYj YfU`ga U`žcb`]bY`Hug\_g`hc`Wca d`YH`h`]g`Wca dcbYbh`GYY`A ccX`Y`žcf`Z`  
XYHJ]g"

## 5ggYgga YbhHug\_g`

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@Yb[ h. %\$\$\$'k cfXg

8YHJ]g. %\$\$\$'k cfXg": cfa Uhj Y`ZYXVUW\_k ]`VY [ ]j Yb`]b`WUgg`cb`dfYdUfUjcb`cZh.]g" H\Y`gi Va ]hYX  
j Yfg]cb`k ]`VY`a Uf\_YX`]b`fY`Uhcb`hc`U`dfYdUfYX`fi Vf]Vžk ]h`UXX]hcbU`]bX]j ]Xi U`k f]hYb`ZYXVUW\_  
dfcj ]XYX"

5XX]hcbU`XYHJ]g.

GYA`A ccX`Y`Zcf`Z ``XYHJ]g"

Hi fb]hb`gYH]b[ . H\]g`Ugg][ ba Ybh]g`gi Va ]hYX`h`fci [ \`Hi fb]hb`UbX`ghi XYbth`Xc`bchgYY`Hi fb]hb  
g]a ]Uf]mifYdcfrg"

Gi Va ]gg]cb`cZ5ggYgga YbhHUg\_g

Gh XYbng`UfY`YI dYW`X`hc`di h`h`Y]f`bUa Yg`UbX`gh XYbhbi a VYfg`cb`Yj YfmdU[ Y`cZ`h`Y]f`Ugg][ ba Ybhg"

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

≠mci`YbWci bhYf`U`dfcV`Ya`k`Yb`U`h`Ya`dh]b[`hc`gi Va ]hmcif`Ugg][ ba Ybh`h`fci [ `h`Hi`fb]h]b`z`d`YUgY`h`Yd`cb`Y`9I`h`fb`U`Gi`ddcf`h`c`b`-`,`,)````%cf`Ya`U]`h`Ya`cb`[YI`h`fb`U`h`h`gi`ddcf`h`i`bgk`"YXi`"Ui](#)

f`G][ b]Z]WbhmUZZYWhmci f`dYfZcfa UbWV`]b`UggYggUV`Y`k cf\_žVY`]hU`Zcfa U`YbX!cZgYa YghYf`YI Ua ]bUh]cbžU  
WUgg`hYghž`U`UVcfUhc fmi`hYghž`U`gYa ]bUf`dfYgYbUh]cb`cf`Ubmich`Yf`Zcfa`cZUggYgga`YbH`

: cf`Z`f`h`Yf`XYhU]`g`]b`fY`Uh]cb`hc`GdYWU`7`cbg]XYfUh]cb`]bWi`X]b[`K`Yb`hc`5dd`mž`<`ck`hc`5dd`m`UbX  
"Gi`ddcfh]b[`8`cW`a`YbUh]cb`"d`YUgY`fYZYf`hc`h`Y`GdYWU`7`cbg]XYfUh]cb`k`YVgh]Y`.

[\hfdg.#gh`XYbH`i`bgk`"YXi`"Ui`#gdYWU`!Wcbg\]XYfUh\]cb](#)



## 5 WUXYa ]W<c bYghmiUbX`D`U[ ]Uf]ga

D`U[ ]Uf]ga `]g`i g]b[ `h`Y`k cfXg`cf]XYUg`cZchYfg`UbX`dfYgYbh]b[ `h`Ya `Ug`mci f`ck b" `h`WUb`hU`Y`a Ubm  
Zcfa gž Zca `XY`]VYfUHy`WXYUh]b[ `h`UWV]XYbU`mW`dm]b[ `Zca `U`gci fW`k ]h`ci hUW\_bck`YX[ Ya YbH`

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

7 cdm]b[ .`i`g]b[ `h`Y`gUa`Y`cf`j`Yfmg]a ]Uf`k`cfXg`h`h`Y`cf][ ]bU`hY`hcf]XYU`k ]h`ci hUW\_bck`YX[ ]b[ `h`Y`  
gci fW`cf`i`g]b[ `ei`ch]cb`a`Uf\_g`"H\]g`U`gc`Udd`Yg`h`ja U[ YgžUfhUbX`XYg][ b`dfc`YWgžUg`k`Y`Ug`  
dfYgYbU]cbg`k`Yfy`gca`YcbY`dfYgYbh]b[UbchYf`g:]XYUg`cf`k`cfXg`k ]h`ci hWYX]h[ cf]Yg.

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

7ci fgY'GWXYXi `Y

[J.Jyk.WUgg.ha.YhUV.Y](#)

H]a YhUV`Y`

| 8UHr                                | HmdY     | 7cbhYbh   |
|-------------------------------------|----------|---|
| K YY_%`&*` : YVfi Ufm!`(`<br>A UfVX | GYa ]bUf | A i `h]a cXU`]mžWta a i b]WWh]cb`UbX`a YX]U"<br><br>K \Uh]g`A 853`K \UhWta a i b]WWh]j Y`hI hg`k ]`<br>k Y`YI d`cfY3`<ck `k ]`k Y`YI d`cfY`hYa 3`5bX<br>k \m3<br><br>F 9E I ₣ 98 `F 958-B; .<br><br>%`? fYggž; ``&\$%) `8Yg][ b. hY`f\Ytcf]W`k cf`cZ<br>g\Ud]b[ `hY`gYa ]c]Wk cfX``#`#`5``5fWXYf`UbX`9<br>6fYi Yf`f9Xgk`A i `h]a cXU`]m]b`K f]h]b[ . hY`ghUhr`cZ<br>hY`Ufh]b`hY`cfrž`a Yh`cXc`c[ mUbX dYXU[ c[ m<br>dd%`%`%`& |
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| K YY_% . '&,'A Um!''<br>>i bY |  |  |
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F Ygci fWg

DfYgWf]VYX`F Ygci fWg`

5`k`XY`fUb[ Y`cZcb`bY`fYUX]b[ g`k` ]`VY`gYhUbX`ch`Yfg`fYWca` a` YbXYX`"H\`g`Wci`fgY`k` ]`[ ]`Y`mci` h`Y`  
cddcfi`b]mhc`Yl`d`cfY`mci`fick`b`UfYUg`cZ]bhfYghUbX`hc`Vi` ]X`i`d`mci`fick`b`fYgci`fWg`U`gc"

F YWca` a` YbXYX`F Ygci fWg

GYY`A`ccXY

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