

# MDIA5001

K f]hjb[ 'Zcf'A YX]U

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

7 ci fgY`Cj Yfj ]Yk

`GHJZ`7 cbhJW`8YHJ`g`

`7cbj Ybcfg`


## 5 WUXYa JWbZcfa Uh]cb`

: cf`YggYbh]U`gh XYbh]bZcfa Uh]cb`fY`Uh]b[ `hc.`fYei Ygrg`Zcf`YI hYbg]cb/fYj ]Yk `cZa Uf\_g/cVWw dUh]cbU`\\YU`h  
UbX`gUZ`hm`YI Ua ]bUh]cb`dfcW`Xi fYg/gdYW]U`Wtbg]XYfUh]cb`]b`hY`Yj Ybh]cZ]`bYgg`cf`a ]gUXj Ybh fY/

7 ci fgY'8YHJ]`g

7 fYX]hDc]bHg`\*`

Gi a a UfmicZhY'7 ci fgY

h`h]g`Wci fgY`mci`k`j`VY`]bfcXi`W`X`h`c`\_`Y`ma`Y`X`]U`k`f]h]b[`g\_]`g`"H\Y`Wci`fgY`k`j`Wc]`Yf`U`f`U`b[`Y`c`Z[`Y`b`f`Y`g`  
UbX`fc`Y`g`]b`h`Y`'`ci`fbU`]ga`'`UbX`Wc`a`a`i`b]WU]cb`Z]Y`X`"Mci`k`j`Y`U`f`b`h`Y`Z`b`X`U`a`Y`b`h`U`g`c`Z`'`ci`fbU`]g]h]Wd`f`c`g`Y`Z`  
f`Y`g`Y`U`f`W`X`Z`]b`h`f`j`]Y`k`g`'`UbX`b`Y`k`g`g`h`c`f`m`g`h`f`i`W`h`f`Y`"

H\Y`Ya`d`U`g]g`k`j`VY`c`b`k`f]h]b[`Z`f`d`f]b`h`'`ci`fbU`]ga`'`Vi`h`h`Y`g\_]`g`"Y`U`f`b`h`k`j`Z`c`f`a`'`h`Y`V`U`g]g`c`Z`U`d`c`f`h`Z`c`c`Z`  
g\_]`g`h`U`h`k`j`VY`i`g`Y`Z`"U`W`f`c`g`g`U`"a`Y`X`]U`UbX`Wc`a`a`i`b]WU]cb`g`Wc`b`h`Y`l`h`g`"Mci`k`j`Y`U`f`b`'`c`k`'`h`c`g`h`f`i`W`h`f`Y`  
UbX`Y`X`]h`U`b`Y`k`g`g`h`c`f`m`Z`'`c`k`'`h`c`i`g`Y`'`ei`c`h`Y`g`'`UbX`'`c`k`'`h`c`Y`b[`U[`Y`f`Y`U`X`Y`f`g`"Mci`k`j`Y`U`X`'`UbX`'`Ub`U`m`g`Y`'`U`f`U`b[`Y`  
c`Z`b`Y`k`g`g`h`c`f]Y`g`'`UbX`'`k`j`Y`U`f`b`'`h`c`'`f`Y`g`Y`U`f`W`X`Z`]b`h`f`j`]Y`k`'`Z`c`f`'`UbX`'`k`f]h`Y`'`V`c`h`'`f`U`f`X`f`U`b`X`'`f`g`c`Z`f`b`Y`k`g`g`h`c`f]Y`g`"  
Mci`k`j`Y`U`f`b`'`U`V`c`i`h`h`Y`j`U`i`Y`g`'`UbX`'`d`f`c`X`i`W`]c`b`Wc`b`g`h`U`]b`h`g`'`h`U`h`[`i`]X`Y`'`h`Y`'`g`Y`Y`W`]c`b`c`Z`b`Y`k`g`]h`Y`a`g`"

H\]g`Wci`fgY`Y`b[`U[`Y`g`k`]h`h`Y`'`]g`h`c`f`m`c`Z`h`Y`'`b`Y`k`g`[`Y`b`f`Y`'`UbX`'`k`]h`h`Y`'`ei`Y`g`h]c`b`k`'`h`U`h]g`'`b`Y`k`g`3`Mci`k`j`  
Y`U`f`b`'`U`V`c`i`h`V`U`'`Ub`W`Z`V]U`g`'`UbX`'`Y`h`]M`g`"H\]g`Wci`fgY`k`j`U`g`c`f`Y`e`i`]f`Y`'`m`c`i`'`h`c`'`h`]b`\_`U`V`c`i`h`h`Y`'`Y`h`]W`U`'`Ub`X`  
d`f`c`Z`f`g`g]c`b`U`'`U`g`d`Y`W`g`c`Z`m`c`i`f`k`c`f`\_`UbX`'`]h`g`c`W]U`Z`Y`Wc`b`c`a`]W`U`b`X`'`d`c`]h]W`'`f`c`Y`"

5 h`h`Y`Wc`b`W`i`g]c`b`c`Z`h`]g`Wci`fgY`h`Y`g`h`i`X`Y`b`h`k`j`VY`U`V`Y`h`c`

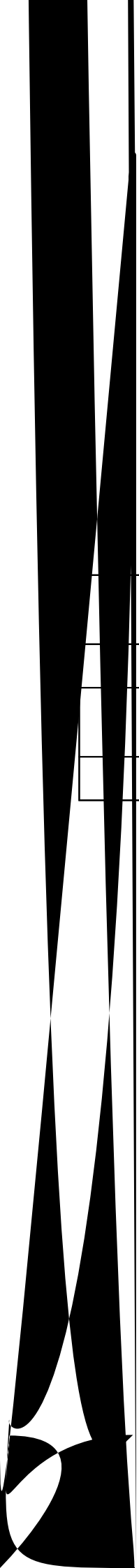
%`D`'`U`b`'`U`b`X`'`i`b`X`Y`f`h`U`\_`Y`'`h`Y`'`f`Y`g`Y`U`f`W`X`'`b`Y`Y`X`Y`X`'`h`c`'`k`f]h`Y`'`U`b`'`Y`Z`Y`W`h]j`Y`'`b`Y`k`g`'`b`U`f`f`U`h]j`Y`  
&`C`V`h]j`b`'`g`c`i`f`W`g`Z`Wc`b`X`i`W`h]b`h`Y`f`j`]Y`k`g`'`U`b`X`'`i`g`Y`'`]b`Z`c`f`a`U`h]c`b`'`]b`'`U`d`f`c`Z`f`g`g]c`b`U`'`U`b`X`'`Y`h`]W`U`'`a`U`b`b`Y`f`  
'`"K`f]h`Y`Z`g`h`f`i`W`h`f`Y`'`U`b`X`'`Y`X`]h`U`'`U`f`X`'`b`Y`k`g`g`h`c`f`m`Z`c`f`U`'`g`d`Y`W`Z`W`a`Y`X`]i`a`Z`Z`c`f`a`U`h`U`b`X`'`U`i`X`]Y`b`W`  
(`"K`f]h`Y`Z`g`h`f`i`W`h`f`Y`'`U`b`X`'`Y`X`]h`U`'`g`c`Z`h`b`Y`k`g`Z`Y`U`h`i`f`Y`'`g`h`c`f`m`h`U`h`b`U`f`f`U`h]j`]g`Y`g`'`Y`j`Y`b`h`g`Z`d`'`U`W`g`'`U`b`X`'`W`X`U`f`U`W`Y`f`g`

HYUW`X`]b[`G`

5ggYgga Ybh

5ggYgga YbhW]f]U]b'A 8=5) \$\$%ZcW g'cb'h\Y'ei U']micZgi Va ]gg]cbg']b'Zci f'a U]b'UfYUg. F 9G95F 7 < ž  
K F #B; ž-BH9F J →K B; 'UbX': C F A 5HHB; "

F 9G95F 7 < 'W]f]U'fYk UfX'U' [ fUgd'cZh\Y'j U'i Yg'h\Uh[ i ]XY'UbX'gci fWg'h\UhYbUV'Y'fYgYUfW ]b'h\Y  
[ YbfY'fY'Yj Ubh'c'h\Y'Ugg][ ba Ybh'H\YgY'a Um]bW' XY.




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 [ \`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 Yghf`YI Ua ]bUh]cbžU  
WUgg`hYghž`U`UVcfUhc fmi`hYghž`U`gYa ]bUf`dfYgYbUh]cb`cf`Ubmich`Yf`Zcfa`cZUggYgga`Ybh`

: cf`Z`f`Yf`XYH]`g`]b`fY`Uh]cb`hc`GdYWU`7`cbg]XYfUh]cb`]bW]X]K[ ``K`Yb`hc`5dd`mž`<ck`hc`5dd`m`UbX  
"Gi`ddcfh]b[ `8cW`a`YbUh]cb`"d`YUgY`fYZf`hc`h`Y`GdYWU`7`cbg]XYfUh]cb`k`YVgh]Y.`  
`h`dg.`#`gh`XYbh`i`bgk`"YXi`"Ui`#`gdYWU`!`W`cbg]XYfUh]cb`

%o



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

D`U[ ]Uf]ga `]g`i g]b[ `hY`k cfXg`cf]XYUg`cZchYfg`UbX`dfYgYbh]b[ `hYa `Ug`mci f`ck b" `hWUb`hU\_Y`a Ubm  
Zcfa gž Zca `XY`]VYfUHy`WXYUh]b[ `hc`UWV]XYbU`miW`dm]b[ `Zca `U`gci fW`k ]hci 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 ]hci hUW\_bck `YX[ ]b[ `hY  
gci fW`cf`i g]b[ `ei ch]cb`a Uf\_g`H\]g`U`gc`Udd`Yg`hc`ja U[ Ygž UfhUbX`XYg][ b`dfc`YWgž Ug`k Y`Ug  
dfYgYbU]cbg`k \Yfy`gca YcbY`dfYgYbh]g`UbchYf`g:]XYUg`cf`k cfXg`k ]hci hWYX]hY[ 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
-

7 ci fgY'GWYXi `Y

[7Mkf@ha.YhV.Y](mailto:7Mkf@ha.YhV.Y)


		<p>@W e Se [f: SbbW e, 3` ;` fdaVgUfja` fa &lt;agd S`fe_ ' fX`YX]h]cbžC I žc fX`I b]j Yfg]mDfYggž A Y`Vci fbY.</p> <p>f`7`\"; ,`dd\"%\$)!%%`'bhfj ]Yk ]b[ 'f7`UdhYf+' ]b @Ja V`Y`&amp;bX`YX]h]cbž</p> <p>5B8</p> <p>7`Umrcbž&gt;\"f%- -( Ł;` fWth[W [ Y Xad&lt;agd S`fež D]Uh_i g\"@cbXcb\"</p> <p>f`': cfmE i Ygh]cbg`Ug_YX`VmóY[ ]bbYfg`dd\"%&amp;&amp;</p> <p>f`7 &lt;\"%`E i chYg`UfY`&gt;ci fbU`]ga `g`J ]hU`]m`dd\"% !&amp;%</p> <p>f`7 &lt;\", `;` Y\" &gt;chYhf!&amp;c h</p>

		<p>f'7 &lt; "%* '8YZJa Uhcb'dd"&amp;&amp;!&amp;('</p> <p>f'7 &lt; "%+ '7 cbHYa dh'dd"&amp;( (!&amp;)+</p> <p>f'7 &lt; "% 'C hYf'@Y[ U'DYf]g'dd"&amp;), !&amp;+*</p> <p>5B8</p> <p>5i ghfU']Ub'&gt;ci fbU']ghgf7 cXY'cZ7 cbXi Wñ  <a href="#">\hfg.#k k k "a YUU"cf[ #a YUU!a YXJU#WcXY!cZYh.Wg#</a></p>
<p>K YY_+. '%* '5df]'! '&amp;&amp; 5df]</p>	<p>GYa ]bUf</p>	<p>5Xj UbW'X' ðhYfj ]Yk ]b[ .; Yh]b[ '\][ \ j U'i Y ei chYg'UbX'ja U[ Yg</p> <p>69: CF 9'7@5GG'F 958-B; .A Ym'Yfž? 'f%- - +Ł '5 d\sf[hW; fWdh[W [ Yž' fX'9X"'5`m/ '6UWcb/ 6cghcb.</p> <p>f'7 &lt; "' 'H\Y'HYb'GHU[ Yg'cZhY' ðhYfj ]Yk "'dd"%)!&amp;</p> <p>f'7 &lt; "%&amp;' ðhYfj ]Yk ]b[ 'Zc'F E i chYg'UbX'5bYWXchYg' dd" %\$%\$%\$"</p> <p>5B8</p> <p>7'Umrcbž&gt;"f%- - (Ł; fWdh[W [ Y Xad&lt;agd S'fefež D]Uh_i g"@cbXcb"</p> <p>f'7 &lt; "% "'A YYh]b[ 'mci f' ðhYfj ]Yk YY'dd"% (!%&amp;)</p>
<p>K YY_., '&amp;' '5df]'! '&amp;- 5df]</p>	<p>GYa ]bUf</p>	<p>BYk g'K f]h]b[ . 'GmY'UbX' ða dUWh</p> <p>69: CF 9'7@5GG'F 958-B; G. 'K \]hYžG" f&amp;\$\$\$Ł D\Wbadf[ Y [ 3gefđS'ſt &amp;bX'9X]h]cb" Gci h' MjffUž A UWA ]'Ub'9Xi WU]cb.</p> <p>f'7 &lt; "' 'H\Y'@Ub[ i U[ Y'cZBYk g'K f]h]b[ 'dd" %)'!%+)</p> <p>f'7 &lt; ž%%" 'H\Y' &lt; UfX'BYk g: c`ck 'H\fc i [ '\dd" &amp;\$' !&amp;&amp;*"</p> <p>7cb`Ymž'8" f&amp;\$\$\$ŁFZW6S[k ? [dU'W 3` ; fdaVgUf[a` fa &lt;agd S'fe_ ž&amp;bX'YX]h]cb"C i ZcfX l b]j Yfg]mDfYgg" Gci h' A Y'Vci fbY.</p> <p>f'7 &lt; ") "'H\Y'@YUX.'K ]'hY'F YUXYf: c`ck 3'dd" +(!, -</p> <p>f'7 &lt; "'+' l dg]XY'8ck b'DnfUa ]Xg'dd"%% !%&amp;)</p>

		Ghcj U`ž; "f&\$\$) Ł'<agd Sŕe_ I Zał I ZSf I ZWdW I ZWł I Zk S` V: ai "DYUfgcb/6cghcb. †7 < "%\$ 'K f]hb[ 'BYk g'UbX': YUñ fYg'dd"%* +! '% \$ .
K YY_-. " \$'5df]'! '* A Um	GYa JbUf	

		<p>5B8</p> <p>D\]`]dgž; `UbX`@]bX[ fYbžA `&amp;\$) žff\Y`F UX]c`BYk g  F YdcffYfzf]b`3gefcd[S` 4cbSVUSeF &lt;agd S`fe_ ž&amp;bX  YX]hcb"CI žcfX`I b]j Yfg]mDfYggžA Y`Vci fbY.`) (!*'`  fgYY`A ccX`Y`K YY_`%%ž`XYfł</p>
K YY_`%&. `&%A Um!`&+ A Um	GYa ]bUf	<p>K f]h]b[ `žcf`A YX]U.`C b`]bYžA i `h]a YX]UžGcV]U`  A YX]U</p> <p>69: CF 9`7@5GG`F 958-B; .`@Ua V`YžG`&amp;\$%*ž  @W e Se [f: SbbW e, 3` ;` fcbVgUf[a` fa  &lt;agd S`fe_ ` fX`YX]hcbžCI žcfX`I b]j Yfg]mDfYggž  A Y`Vci fbY.</p> <p>f`7 &lt;`"%%`K f]h]b[ `BYk g`žcf`C b`]bY`UbX`DcftUV`Y  8Yj ]Wg`dd" `( , !%* &amp;`</p>
K YY_`% . `&, `A Um!`' >i bY	GYa ]bUf	<p>††5GG÷ BA 9BH" `f(\$i ŁGI 6A -GG-€BG`7@CG9  : F =%&gt;I B9`5H) `DA `††</p> <p>K f]h]b[ `žcf`A YX]U.`9X]h]b[ / `Di V`]W]h]cb  DUh`k Umg</p> <p>; I 9GH`@97HI F 9F `fH65ł</p>

F Ygci fWg

DfYgWf]VYX`F Ygci fWg`

- H9LH6CC?`-@Ja V`YžG"@W e Se [f: SbbW e, S` ;` fcbVgUf[a` fa <agd S`fe\_ f&\$%\*Ł

F YWca a YbXYX`F Ygci fWg

- 6cc\_`-`GHd\YbgžA "3 : [efack aX@W e`f% , , Ł
- 6cc\_`-`GYXcf\_]bž; " ;` fWth[W [ ` Y, 3 9g[VW8ad<agd S`fe S` V I d[fWde`f&\$&\$Ł
- 6cc\_`-`D\`])dgž; "/`@ bX[ fYbžA "3gefdS`S` 4cbSVUSeF <agd S`fe\_` f&\$% Ł
- 6cc\_`-`6U]bVf]X[ Yž>"? W[S S` V <agd S`fe\_ , @W 3bbcbSUZWē fa FZVāck S` V BcSUf[UWf&\$%Ł

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

H\Y`ghi XYbh`YUfb]b[ `YI dYf]YbW`]g]a dcfUbhrc`hY: UW`hmUbX`hY`ghUZZ]b`h]g`Wēi fgY`H\fc i [ \ci h`hY Xi fUh]cb`cZ`hY`Wēi fgYž`ghi XYbhg`UfY`YbWēi fU[ YX`hc`dfcj ]XY`Y]h`Yf`Zcfa U`UbX`#cf`]bZcfa U`ZYXVUW`"5h`hY WēbWē g]cb`cZ`hY`gYa Yghf`U`Zcfa U`ghi XYbhYj U`i Uh]cb`]g`dfcj ]XYX`hc`YbUV`Y`ZYXVUW`cb`hY`Wēi fgY WēbhYbhUbX`h`UW]b[ `gfUZZ`

⇒ U[ Y`7fYX]h

D\chc`VmF c[ Yf<" ; ci b j ]U`7fYUh] Y`7ca a cbg`]W`bgY`cb: `]W`f

7F ⇒ CG

7F ⇒ CG`Dfcj ]XYf`7cXY.`\$\$\$- , ;