



# MDIA3007

A YX]U' bHYfbg\]d

GYa YghYf'Hk c''##'&\$%



GWcc''cZHAY'5ftg'UbX'A YX]U'##'1 BGK ''5ftg'UbX'GcW]U'GWYbWg

7ci fgY`Cj Yfj ]Yk

`GHUZZ7cbhUWhi8YHJ]`g`

`7cbj Ybcfg`

B Ua Y	9aUj]`	5j U]UV]]m	@cWjhcb	D\cbY
F Ua Ugk Ua ] < Uf]bXfUbuH	f"\Uf]4 i bgk "YXi "Ui	H\i fgXUmj'-' '\$! %\$ "\$Ua	&&&F cVYfh K YVgthf 6i ]X]b[	

## 5 WUXYa JWbZcfa Uhcb`

: 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`W`bg]XYfUh]cb`]b`hY`Yj Ybhcz]`bYgg`cf`a ]gUXj Ybhi fY/  
ghi XYbhYeI ]mUbX`X]gUV]`]m`UbX`ch`Yf`YggYbhU``UWUXYa ]W]bZcfa Uhcbž  
gYY`[\frdg.##k k "Ufrg"i bgk "YXi "Ui #W ffYbh\]ghi XYbh\]#UWUXYa \]W\]bZcfa Uhcb#dfc`hcW`gl`i \]XY`\]bYg#](#)

7 ci fgY'8YHJ]`g

7 fYX]h'Dc]bHg '\*`

Gi a a UfmcZ'h\Y'7 ci fgY

Gi V'YWh5fYU.'? W[S


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

- K cf\_`gi Va ]hYX`%\$`hc`%-`XUmg`UZhYf`h`Y`gh]di`UH`X`XYUX`]bY`k`]`VY`UggYggYX`UbX`ZYXVUW`dfcj`]XYX`Vi`hU`a`Uf`\_`cZnYfc`k`]`VY`fYW`fYX`"Z`h`Y`k`cf`\_`k`ci`X`Uj`Y`fYW`]YX`U`dUgg`a`Uf`\_`Vi`hZcf`h`Y`UH`bYgg`UbX`h`Y`k`cf`\_`]g`U`W`a`di`gcfm`W`i`fgY`W`a`dcbYbh`f`i`fX`Y`fYei`]fYa`YbhZ`U`gh`XYbhk`]`VY`XYYa`YX`hc`Uj`Y`a`Yh`h`UhfYei`]fYa`Ybh`
- K cf\_`gi Va ]hYX`&\$`cf`a`cfY`XUmg`UZhYf`h`Y`gh]di`UH`X`XYUX`]bY`k`]`bchVY`UW`W`d`h`X`Zcf`UggYgga`Ybh`UbX`k`]`fYW`]Y`bc`ZYXVUW`Z`a`Uf`\_`cf`[`fUXY`"Z`h`Y`UggYgga`Ybh`Ug`\_`]g`U`W`a`di`gcfm`W`a`dcbYbh`cZ`h`Y`W`i`fgY`U`gh`XYbhk`]`fYW`]Y`Ub`l`bgUhgZ`U`W`c`fm`:`U`]`fl`:`k`[`fUXY`Ug`U`fYgi`hcZ`i`bgUhgZ`U`W`c`fmdYfZ`fa`UbW`]b`Ub`YggYbh]U`W`a`dcbYbh`cZ`h`Y`W`i`fgY`"

H\]g`]bZ`fa`U`h`cb`]g`U`gc`Uj`U]UV`Y`Uh`

[\h`dg`##k`k`k`"Uf`hg`i`bgk`"YXi`"Ui`#W`ffYbh`gh`XYbhg`#JW`X`Ya`\]W`\]bZ`fa`U`h`cb`#f`c`h`W`c`g`\[`i`\]X`Y`\]bYg`#`](#)

## GdYW]U`7`cbg]XYfU]cb`5`dd`]W]h]cbg`

Mci`W`b`U`dd`m`Z`f`gdYW]U`W`c`bg]XYfU]cb`k`Y`b`]`bYgg`c`f`c`h`Y`f`W`f`W`a`g`h`U`b`W`g`]b`h`f`Z`Y`f`k`]h`m`ci`f`UggYgga`Ybh`d`Y`f`Z`fa`UbW`"

G]W`bYggZ`a`]gU`X`j`Y`bh`f`Y`c`f`c`h`Y`f`W`f`W`a`g`h`U`b`W`g`V`Y`m`c`b`X`m`ci`f`W`c`b`f`c`a`Um`

f`D`f`Y`j`Y`bh`m`ci`Z`f`ca`W`c`a`d`Y`h`b`[`U`W`c`i`fgY`f`Yei`]fYa`Y`bhZ`

f`?`Y`Y`d`m`ci`Z`f`ca`U`h`Y`b`X`]b`[`Ub`UggYggUV`Y`U`W`h`j`]mZ`

f`G`h`c`d`m`ci`gi`Va`]h`]b`[`UggYggUV`Y`k`cf`\_`Z`c`f`U`W`c`i`fgY`Z`

f`G`[`b`]Z`W`b`h`m`U`Z`Y`W`h`m`ci`f`d`Y`f`Z`fa`UbW`]b`UggYggUV`Y`k`cf`\_`Z`V`Y`]h`U`Z`fa`U`Y`b`X`!`c`Z`g`Ya`Y`gh`f`Y`I`U`a`]b`U`h`c`b`Z`U`W`Ugg`h`Y`g`h`Z`U`U`V`c`f`U`h`c`f`m`h`Y`g`h`Z`U`g`Ya`]b`U`f`d`f`Y`g`Y`b`h`U`h`c`b`c`f`U`b`m`c`h`Y`f`Z`fa`c`Z`UggYgga`Y`bh`

:`c`f`Z`f`h`Y`f`X`Y`h`U`]g`]b`f`Y`U`h`c`b`h`c`GdYW]U`7`cbg]XYfU]cb`]bW`i`X`]b`[`"K`Y`b`h`c`5`dd`m`Z`"<`c`k`h`c`5`dd`m`UbX`"Gi`d`d`c`f`h`b`[`8`c`W`a`Y`b`h`U`h`c`b`"d`Y`U`g`Y`f`Y`Z`f`h`c`h`Y`GdYW]U`7`cbg]XYfU]cb`k`Y`V`g`h`Y`."

[\h`dg`##gh`XYbh`i`bgk`"YXi`"Ui`#gdYW\]U`W`c`bg\]XYfU\]cb`](#)

## 5 WUXYa ]W<c bYghmUbX '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" #WU b'U\_Y'a Ubm Z'fa gž Z'ca`XY]VYfUHY`WXYU]b[ 'hc`UW]XYbhU`mW'cdm]b[ Z'ca`U`gci fW`k ]h'ci hUW\_bck`YX[ Ya`Ybh'

I BGK`[ fci dg'd`U[ ]Uf]ga`]bhc`hY`Z`ck ]b[`WU]Y[ cf]Yg.

7cdm]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`gci fW`cf`i`g]b[ 'ei`chU]cb'a`Uf\_g`"H\]g`U`gc`Udd`Yg`hc`]a`U[ Ygž`Ufh`UbX`XYg][`b`dfc`YWgž`Ug`k`Y`"Ug`dfYgYbhU]cbg`k`YfY`gca`YcbY`dfYgYbhg`UbchYf`g`]XYUg`cf`k`cfXg`k`]h'ci hWYX]h'

#Uddfcdf]UHY`dUfUd`fUg]b[.`7`U`b[ ]b[`U`Z`k`k`cfXg`UbX`d`fUgYg`k`Y`a`cghmifYU]b]b[ 'hY`cf][ ]bU`ghfi`W`fY`UbX`#`f`dfc[`fYgg]cb`cZ]XYUg`cZ`hY`cf][ ]bU`Z`UbX`]bZ'fa`U]cb`k`]h'ci hUW\_bck`YX[ Ya`Ybh`H\]g`U`gc`Udd`Yg`]b[`dfYgYbhU]cbg`k`YfY`gca`YcbY`dUfUd`fUgYg`UbchYf`g`]XYUg`cf`k`cfXg`k`]h'ci hWYX]h`UbX`hc`d]Y]W]b[ 'hc[ Y`hY`f`ei`chYg`UbX`d`UfUd`fUgYg`]bhc`U`bYk`k`Y`c`Z`k`]h'ci hUddfcdf]UHY`fYZYfYbW]b[ "

7c`i`g]cb.`k`cf\_]b[`k`]h`chYfg`Vi`hdUgg]b[`cZ`hY`k`cf\_]Ug`U`dYfgcb`g`]bX]j`]Xi`U`k`cf\_]7c`i`g]cb`U`gc`]bWi`XYg`dfcj`X]b[`mci`f`k`cf\_]hc`UbchYf`gh`XYbhVYZ`fY`hY`Xi`Y`XU]Y`Z`cf`Z`f`hY`di`fdcgY`cZ`hY`a`d`U[ ]Uf]g]b[`Uh`Ubm]h]a`Y`ž`dUm]b[`UbchYf`dYfgcb`hc`dYfZ`fa`Ub`UWUXYa`]W]Ug\_ž`gh`U`]b[`cf`UW`ei`]f]b[`UbchYf`dYfgcb`g`UWUXYa`]Wk`cf\_]UbX`W`dm]b[`]ž`cZ]f]b[`hc`W`a`d`Y`h`UbchYf`dYfgcb`g`k`cf\_]cf`gYY\_]b[`dUma`YbhZ`f`W`a`d`Y]h]b[`UWUXYa`]Wk`cf\_]`

#Uddfcdf]UHY`W]U]cb.`7`h]b[`gci`fW`g`k`Y`W`U`j`Y`bchVYYb`fYUXž`k`]h'ci hUW\_bck`YX[ ]b[`hY`"gYW`bXUfm`gci`fW`Z'ca`k`Y`W`\_bck`YX[ Y`cZ`hY`a`U`g`VYYb`cV]U]bYX"

8i`d`]W]h]cb`f`fY`Z`d`U[ ]Uf]ga`"L`gi`Va`]h]b[`mci`f`ck`b`k`cf\_ž`]b`k`Y`cf`]b`dUf]ž`k`YfY`]h`Ug`dYfY`]ci`g`m`VYYb`dfYdUfYX`cf`gi`Va`]hYX`Z`f`UbchYf`UggYgga`Ybhcf`W`ci`fgY`U`hI`BGK`cf`UbchYf`i`b]j`Yfg]m'

7c`fY`W`fYZYfYbW]b[`d`fUW]W]g.

- DUfUd`fUg]b[`ž`gi`a`a`Uf]g]b[`ž`YggUm`k`f]h]b[`UbX`h]a`Y`a`UbU[ Ya`Ybh
- 5ddfcdf]UHY`i`gY`cZ`UbX`U]h]f]Vi`h]cb`Z`f`U`fU]b[ Y`cZ`a`U]Yf]U`g`]bWi`X]b[`hY`hž`]a`U[ Ygž`Z`fa`i`UY`UbX`W`b`W`d]h]"

#X]j`]Xi`U`Ugg]gh`UbW`]g`Uj`U]UV`Y`cb`fYei`YghZ`ca`H\Y`@YUf]b[`7`YbhY`f`[h\]td`#k`k`k`"Wi`bgk`"YXi`"Ui`#`](#)G`h`XYbhg`UfY`U`gc`fYa`]bXYX`h`Uh`W]fYZ`h]a`Y`a`UbU[ Ya`Ybh]g`Ub`]a`dcf]UbhdUf]h`cZ`gh`Xm`UbX`cbY`cZ`hY`]XYbh]Z]YX`W]i`gYg`cZ`d`U[ ]Uf]ga`]g`d`cc`f`h]a`Y`a`UbU[ Ya`Ybh`G`h`XYbhg`g`l`ci`X`U`ck`gi`Z]W]Ybh]h]a`Y`Z`f`fYgYUfW`ž`X`fU]h]b[`UbX`d`fcdYf`fYZYfYbW]b[`cZ`gci`fW`g`]b`dfYdUf]b[`U`UggYgga`Ybh]h]a`g"

I BGK`@]VfUfm]U`gc`U`g`hY`9@G9`hc`U`j`U]UV`Y`hc`Ugg]ghmci`k`]h`mci`f`gh`XmU`hI`BGK`"9@G9`]g`XYg][`bYX`hc`]b]f`c`Xi`W`bYk`gh`XYbhg`hc`gh`Xn]b[`U`hI`BGK`Vi`h]h`W]b`U`gc`VY`U`[`fYU`h`fY`Z]Yg`Y`f`Xi`f]b[`mci`f`gh`Xn'

7ca`d`Y]h]b[`hY`9@G9`h`hc]f]U`UbX`ei`]n`k`]Y`bUVY`mci`hc.







F Ygci fWg

DfYgW]VYX`F Ygci fWg`

H\YfY`UfY`bc`dfYgW]VYX`fYgci fgYg`Zcf`h`g`Wci fgY

F YWca a YbXYX`F Ygci fWg

5g`U`h`fX`m`Uf`gh`XYb`h`mci`g`lci`X`VY`UV`Y`h`XfUk`cb`fYgci fWg`Zca`dfYj`]ci`g`a`YX]U`Wci`fgYg`h`Uh