



# MDIA2011

A YX]U'8Yg][ b'Zcf'7 \Ub[ Y

HYfa `C.bY`#`&\$%-



GWXcc`cZHA Y'5ftg'UbX'A YX]U`#`I BGK `5ftg'UbX'GcWJU`GWYbWg

7ci fgY`Cj Yfj ]Yk

`GHZZ7cbfUWh8YHJ`g`

`7cbj Ybcfg`

B Ua Y	9a Uj`	5j Uj`UVj]m	@cWjhcb	D\cbY
J U`YbhbU`6U0	j "VUi 4 i bgk "YXi "Ui	K YXbYgXUmž ' DA		



# 5ggYgga Ybh

## 5ggYgga YbhHUg\_g`

5ggYgga YbhHUg_	K Y][ \h	8i Y'8UH	Gh XYbh@YUfb]b[ Ci hWta Yg'5ggYggYX
@]hYfUhi fY'fYj ]Yk`	' \$i	%) #'\$ #&\$%- '\$*.\$\$\$DA	%ž&
A YX]U'Dfc YW#D`Ub`	) \$i	&\$#\$( #&\$%- '%&.\$\$\$DA	&ž
A YX]U'Dfc YW#D`Ub DfYgYbhU]cb`	&\$i	Hi hc]U'g'K YY_`%\$	' ž(

## 5ggYgga Ybh8YHJ]`g

5ggYgga Ybh% '@]hYfUhi fY'fYj ]Yk`

GhUfhXUH. `Bch5dd`]WVY`

@Yb[ h. `%) \$\$\$k cFXg

8YHJ]`g. %) \$\$\$k cFXg" H\]g`]g`hY`ZfghUggYgga YbhHUg\_": YYXVUW\_k ]`VY'dfcj ]XYX`]b`k f]hYb`Zcfa ž  
h fci [ \ `U`ei U`]hU] Y`fi Vf]WUbX`bi a Yf]WU`[ fUXY"

5XX]h]cbU`XYHJ]`g.

D`YUgY`i gY`< Ufj UfX`F YZfYbW]b[ `GhmY`Zcf`U`UggYgga Ybhg" `5`ei ]W\_`[ i ]XY`hc`hY`i gY`cZ]g`ghmY`WUb`VY  
Zci bX`\YfY.

\hdg.##k k k "X]h]Y#a YX]U#]VfUfm#XcW a Ybhg#B #i &\$@]VfUfm &\$< Ufj UfXi &\$E i ]W\_ &\$; i ]XY"dXZ

5`gi a a UfmcZ]hY`UggYgga YbhUbX`i gYZ`fYgci fWg`Zcf`h]g`Wci fgY`WUb`U`gc`VY`Zci bX`]b`hY`5ggYgga Ybh  
XcW a Ybhcb`A ccX`Y"

Hi fb]h]b`gYH]b[ . H\]g`Ugg][ ba Ybh]g`gi Va ]hYX`h fci [ \ `Hi fb]h]b`UbX`gh XYbhg`Xc`bchgY`Hi fb]h]b  
g]a ]Uf]mifYdcf]g"

5ggYgga Ybh& `A YX]U'Dfc YW#D`Ub`

GhUfhXUH. `Bch5dd`]WVY`

@Yb[ h. `&\$\$\$k cFXg

8YHJ]`g. `K cf\_]b[ ]b[ fci dg`cZ(!) `YUW`]bX] ]Xi U`gh XYbhk ]`Wcbf]Vi hY`U`&\$\$\$k cFX`gYW]cb`hc`U  
, ž\$\$\$%\$ž\$\$\$k cFX`fKYdYbX]b[ `cb[ fci d`g]hY`EA YX]U'Dfc YW#D`Ub`Mci `k ]`VY`a Uf\_YX`cb`mci f`]bX] ]Xi U`  
&ž\$\$\$k cFX`Wcbf]Vi`h]cb": YYXVUW\_k ]`VY'dfcj ]XYX`]b`k f]hYb`Zcfa žh fci [ \ `U`ei U`]hU] Y`fi Vf]WUbX  
bi a Yf]WU`[ fUXY"

5XX]h]cbU`XYHJ]`g.

D`YUgY`i gY`< Ufj UfX`F YZfYbW]b[ `GhmY`Zcf`U`UggYgga Ybhg" `5`ei ]W\_`[ i ]XY`hc`hY`i gY`cZ]g`ghmY`WUb`VY  
Zci bX`\YfY.

\hdg.##k k k "X]h]Y#a YX]U#]VfUfm#XcW a Ybhg#B #H &\$@]VfUfm &\$< Ufj UfXi &\$E i ]W\_ &\$; i ]XY"dXZ

5'gi a a UfmcZhY'UggYgga YbhUbX'i gYZ `fYgci fWg'Zcf'h]g'Wci fgY'WUb'U'gc'VY'Zci bX' ]b'hY'5ggYgga Ybh XcW a Ybhcb'A ccX`Y"

Hi fb]h]b'gYh]b[ . H\]g'Ugg][ ba Ybh]g'gi Va ]hYX'h'fci [ \ 'Hi fb]h]b'UbX'ghi XYbhg'Xc' bchgYY'Hi fb]h]b g]a ]Uf]mfYdcfng"

5ggYgga Ybh' . A YX]U'Dfc YW'h'D'Ub'DfYgYbhU]cb

GhUfhXUHY. 'Bch5dd`]WV`Y

@Yb[ h. ; !%\$'a ]bi h' [ fci d'dfYgYbhU]cb

8YhU]`g. 'K cf\_]b[ ' ]b[ fci dg'cZ(!) žgh XYbhg[ ]j' Y'Ub' ; 'hc'%'\$'a ]bi h' d'fYgYbhU]cb'cb'hY]f'A YX]U'Dfc YW'h d'Ub" H\Y'a Uf\_'k ]`VY'U' [ fci d'a Uf\_": YYXVUW\_k ]`VY'dfcj ]YX' ]b'k f]h]b'Zcfa 'UbX'bi a Yf]W' [ fUXY" H\]g' ]g'hY'Z]bU'UggYgga YbhUg\_'Zcf'U'h]bXUbW'di fdcgYg"

Hi fb]h]b'gYh]b[ . H\]g' ]g'bchU'Hi fb]h]b'Ugg][ ba Ybh

5 hYbXUbW'F Yei ]fYa YbHg

h'hi hcf]U'g'mci 'k ]''UWj] Y'mYb[ U[ Y'k ]h 'W'fY 'W'ci fgY 'W'cbhYbh'hUhk ]''\Y'd'mci 'hc 'U'hU]b'7 @C '&'UbX' " "

7 ci fgY'GWXYXi `Y

[J\]Yk 'WUgg'hja YhUV'Y](#)

H]a YhUV'Y'

8UhY	HmdY	7cbhYbh
K YY_%'% : YVfi Ufm! &( : YVfi Ufm		D@95G9'G99': I @@G7 < 98I @9'C: 'H< 9 7CI FG9'CB'ACC8@9

F Ygci fWg

DfYgWf]VYX`F Ygci fWg`

D`YUgY`j ]Yk`h`Y`5ggYgga YbhXcW`a Ybhcb`A ccX`Y"

F YWca a YbXYX`F Ygci fWg

7ci fgY`9j U`i Uhcb`UbX`8Yj Y`cda Ybh

ƆZcfa U`ZYXVUW`cb`h`Y`Wci fgY`k ]`VY`gci [ \h`h`fci [ \`Ub`]b!WUgg`ei YghcbbU]fY`Xi f]b[ `h`Y`Wci fgY`cZ  
h`Y`gYa Ygh`f"

: cf`Z]bU`Wci fgY`Yj U`i Uhcbz`gh XYbhg`k ]`fYW`j] Y`U`]b`hc`h`Y`A n9I dYf]YbW`gi fj Ymhck UfXg`h`Y`YbX`cZ  
h`Y`gYa Ygh`f"

Gi Va ]gg]cb`cZ5ggYgga YbhHUg\_g

Gi Va ]gg]cb`cZ5ggYgga YbhHUg\_g

Hi fb]hb`Gi Va ]gg]cb

Ʒmci`YbWci`bhYf`U`dfcV`Ya`k`Yb`U`H`Ya`dh]b[`hc`gi`Va`]hmc`i`f`Ugg][`ba`Ybh`h`fci`[`\`Hi`fb]hb`z`d`Y`UgY`  
H`Y`d`l`cb`Y`9I`H`f`b`U`Gi`ddcfh`cb`-`,`)``%`cf`Ya`U`H`Ya`cb`YI`H`f`b`U`H`f`gi`ddcfh`i`bgk`"YXi`"Ui`"Gi`ddcfh`  
`l`ci`fg`UfY`,`.\$\$Ua`-`%\$.\$\$da`cb`k`YY`XUmg`UbX`-`.\$\$Ua`-`).\$\$da`cb`k`YY`YbXg`f`l`\*)`XUmg`U`m`Y`Uf`l`"Ʒmci`  
UfY`i`bUV`Y`hc`gi`Va`]hmc`i`f`Ugg][`ba`Ybh`Xi`Y`hc`U`Z`U`h`k`]h`Hi`fb]hb`mci`a`Um`Udd`m`Z`f`Ub`YI`H`f`bg]cb`z`Vi`hmc`i`  
a`i`gh`f`Y`h]b`mci`f`h]W`Y`h`bi`a`VY`f`Z`ca`9I`H`f`b`U`Gi`ddcfh`f`U`cb[`k`]h`Ub`m`c`h`Y`f`f`Y`j`Ub`h`X`c`W`a`Y`b`h`g`l`hc`  
]b`W`i`X`Y`U`g`Y`j`]X`Y`b`W`hc`gi`ddcfh`mci`f`YI`H`f`bg]cb`Udd`]W`h]cb"Ʒmci`Ya`U`9I`H`f`b`U`Gi`ddcfh`mci`k`]`  
Ui`h`ca`U`h]W`m`f`Y`W`j`Y`U`h]W`Y`h`bi`a`VY`f`z`Vi`h]Z`mci`H`Y`d`l`cb`Y`mci`k`]`b`Y`Y`X`hc`gd`Y`W`Z`W`m`U`g`\_`Z`f`cb`Y`  
Hi`fb]hb`U`gc`d`fc`j`]X`Y`g`i`d`X`U`H`g`i`cb`h`Y`j`f`g`m`g`h`Ya`g`h`U`h`g`i`cb`H`k`]h`Y`f`"

;`Yb`Y`f`U`m`z`Ugg`Y`gga`Y`bh`h`U`g`\_`g`a`i`gh`V`Y`gi`Va`]h`Y`X`Y`Y`W`f`cb]W`m`j`]U`Y`]h`Y`f`Hi`fb]hb`cf`U`A`cc`X`Y`  
Ugg][`ba`Y`b`h`h`b`]b`g`h`U`b`W`g`k`Y`f`Y`h`l`g`]g`b`c`h`i`d`c`g`g]V`Y`z`]h`k`]`V`Y`g`h`U`H`X`i`cb`mci`f`W`ci`fg`Y`g`A`cc`X`Y`g`]h`k`]h`  
U`h`f`b`U`h]`Y`gi`Va`]gg]cb`X`Y`h]`g`"

:`cf`]b`Z`c`fa`U`h]cb`cb`l`ck`hc`gi`Va`]h`Ugg][`ba`Y`b`h`g`i`cb`]b`Y`j`]U`A`cc`X`Y`.\`h`td`g`#`g`h`X`Y`b`h`i`bgk`"YXi`"Ui`#`ack`!  
gi`Va`]h`Ugg][`ba`Y`b`h`a`cc`X`Y`"



## 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" #WUb'fU\_Y'a Ubm Zcfa gž Zca 'XY]VYfUHY'WXUhf]b[ 'hc'UWV]XYbhU`mWčdm]b[ Zca 'U'gci fW'k ]h'ci hUW\_bck 'YX[ Ya Ybh'

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

7cdm]b[ .i g]b[ 'hY'gUa Y'cf'j Yfmg]a ]Uf'k cfXg'hc'hY'cf][ ]bU`hYI 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 UfhUbX'XYg][ b'dfc'YWgž Ug'k Y`Ug dfYgYbhU]cbg'k \YfY'gca YcbY'dfYgYbhg'UbchYf'g' ]XYUg'cf'k cfXg'k ]h'ci hW'YX]h'

#Uddfcdf]UHY'dUfUd\fUg]b[ .7 \Ub[ ]b[ 'U'Z'k 'k cfXg'UbX'd\UgYg'k \]Y'a cghm'fYU]b]b[ 'hY'cf][ ]bU'gfi W'fY'UbX'#f'dfc[ fYgg]cb'cZ]XYUg'cZhY'cf][ ]bU'Z'UbX' ]bZcfa 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 hW'YX]h'UbX'hc d]Y]W]b[ 'hc[ Y'hYf'ei chYg'UbX'dUfUd\fUgYg']bhc'U'bYk 'k \c'Yžk ]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'g'hi XYbhVYZc'fY'hY'Xi Y'XUHY'žcf'Zc'f'hY'di fdcgY'cZ'hYa d'U[ ]Uf]g]b[ 'UhUbmi]a Yž'dUm]b[ 'UbchYf'dYfgcb'hc'dYfZc'fa 'Ub'UWUXYa ]W]Ug\_žghU' ]b[ 'cf'UW'ei ]f]b[ UbchYf'dYfgcb'g'UWUXYa ]Wk cf\_'UbX'Wčdm]b[ ]ž'cZ]f]b[ 'hc'Wč'a d'YH'UbchYf'dYfgcb'g'k cf\_'cf'gYY\_]b[ dUma YbhZc'f'Wč'a d'Y]b[ 'UWUXYa ]Wk cf\_"

#Uddfcdf]UHY'W]hU]cb.'7 ]b[ 'gci fW'g'k \]W\Uj Y'bchVYYb'fYUXžk ]h'ci hUW\_bck 'YX[ ]b[ 'hY'"gYWčbXUfm' gci fW'Zca 'k \]W\_ bck 'YX[ Y'cZ'hYa '\Ug'VYYb'cVhU]bYX"

8i d']WU]cb'f'fY'Z'd`U[ ]Uf]ga "L'gi Va ]h]b[ 'mci f'ck b'k cf\_ž]b'k \c'Y'cf']b'dUf'žk \YfY']h\Ug'dfYj ]ci g'm VYYb'dfYdUfYX'cf'gi Va ]h]YX'Zc'f'UbchYf'UggYgga Ybhcf'Wč'i fgY'Uhl BGK 'cf'UbchYf'i b]j Yfg]m'

7cffYW'fYZYfYbW]b[ 'dfUW]W'g.

- DUfUd\fUg]b[ žgi a a Uf]g]b[ žYggUmk f]h]b[ 'UbX'h]a Y'a UbU[ Ya Ybh
- 5ddfcdf]UHY'i gY'cZUbX'Uhf]Vi h]cb'Zc'f'U'fUb[ Y'cZa UHYf]U'g' ]bWi X]b[ 'hYI hž]a U[ Ygž Zc'fa i 'UY'UbX WčbW'drg"

#X]j ]Xi U'Ugg]ghUbW' ]g'Uj U]UV'Y'cb'fYei YghZca 'H\Y'@YUfb]b[ '7YbhY'f'f'hd.## k k "Wi bgk "YXi "Ui #"  
Gh XYbhg'UfY'U'gc'fYa ]bXYX'h.UhWfYZ 'h]a Y'a UbU[ Ya Ybh]g'Ub ]a dcfUbhidUfhicZgh XmiUbX'cbY'cZ'hY ]XYbh]ZYX'Wli gYg'cZd'U[ ]Uf]ga ]g'dccf'h]a Y'a UbU[ Ya Ybh'Gh XYbhg'g'lc'i 'X'U'ck 'gi Z]W]Ybh]a Y'Zc'fYgYUfW'ž'XfU]h]b[ 'UbX'dfcdYf'fYZYfYbW]b[ 'cZgci fW'g' ]b'dfYdUf]b[ 'U'UggYgga Ybh]h'a g"

I BGK '@]VfUfm'U'gc'\Ug'hY'9@G9'hc'Uj U]UV'Y'hc'Ugg]ghmci 'k ]h'mci f'gh XmiUhl BGK "'9@G9' ]g XYg][ bYX'hc' ]b]fcXi W'byk 'gh XYbhg'hc'gh Xn]b[ 'Uhl BGK 'Vi h]h'WUb'U'gc'VY'U' [ fYUhfYZYg\Yf'Xi f]b[ 'mci f'gh Xn'

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

- UbU'mgY'hc'd]Wgž'd'Ub'fYgdcbgYg'UbX'cf[ Ub]gY'fYgYUfW'Zc'f'UWUXYa ]Wk f]h]b[ 'UbX'chYf'UggYgga Ybh]Ug\_g

- i bXYfgHUbX'mci f'f][ \hg'UbX'fYgdcbg]V] ]hYg'Ug'U'gh XYbhUhl BGK
-

