



MDIA3009

6fUbX'7 ca a i b]WUhc bg'UbX'7 i `hi fYg

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



GWcc`cZHA Y'5ftg'UbX'A YXJU`#`I BGK `5ftg'UbX'GcWU`GWYbWg

7 ci fgY`Cj Yfj]Yk

`GHUZZ`7 cbhUWh`8YHU]`g`

`7cbj`Ybcfg`

B Ua Y	9a U]`	5j U]`UV]`]m	@cWU]hcb	D\cbY
>]b[`N\Uc]b["n\Uc4 i bkg "YXi "Ui	K YXbYgXUmg f%`.' \$!%(.' \$Ł	F cVYfh K YVghYf`&' %8	Z`*%&`-' ,) , \$**

`Hi`hcfg`

B Ua Y	9a U]`	5j U]`UV]`]m	@cWU]hcb	D\cbY
B]X]U`A Ufh]bYn	b"fUmJa Ufh]bYn4 i bkg "YXi "Ui	5j U]`UV`Y`cb fYei Ygh`D`YUgY Ya U]`]b`UXj`UbVW"		

GWXcc`7 cbhUWh`bZcfa Uh]cb

Fcca "` %&ž`Yj`Y`` `F cVYfhK YVghYf`6i]X]b[

D\cbY.`f\$&Ł`-' ,) `(,) *

9a U]`. [gUa 4 i bkg "YXi "Ui](#)

K YVg]hY. [\hhdg.#gUa "Ufhg"i bkg "YXi "Ui](#)

H\Y`GWXcc`cZhY`5fhg`UbX`A YX]U`k ci `X`_]Y`h`F YgdYWz`m5W\bck`YX[Y`hY`HfUX]hcbU`7 i ghrX]Ubgž
hY`6YXY[U`fP`Ybg]b[hcb`WJa di gŁž; UX][U`f7]mUbX`5fh/`8Yg][b`7 Ua di gYgŁ`UbX`hY`B [i bbUk U`
dYcd`Y`f5i ghfU]Ub`8YZYbVW : cfW`5WUXYa m]b`7 UbVYffUŁ`cZhY`UbXg`k \YfY`YUW`WJa di g`cZI`BGK`]g
`cWU]hYX"

7 ci fgY'8YHJ]`g

7 fYX]hDc]bqg`*`

Gi a a UfmicZ`h`Y`7 ci fgY

Gi V`Y`W`i`5`f`Y`U` `A`Y`X`J`U`

H\]g`W`i` fgY`k`]`Y`I`d`c`f`Y`f`Y`j` Ubh`h`Y`c`f`]Y`g`UbX`d`f`U`W`]W`g`c`Z`V`f`U`b`X`W`e`a` a` i` b`]W`h`c`b`g`UbX`W` `h` f`Y`g`Z`c`a` `Ub`
]b`h`f`X`]g`W`d`]b`U`f`m`d`Y`f`g`d`Y`W`]j`Y`]b`Z`c`f`a`Y`X`V`m`a`Y`X`J`U`UbX`W`e`a` a` i` b`]W`h`c`b`g`z`W` `h` f`U`g`h`X`]Y`g`z`UbX`Vi`g`]b`Y`g`g`
g`h`X`]Y`g`"M`c`i` `k`]`X`Y`j`Y`c`d`U`d`f`U`W`]W`UbX`W`]h`W`i` b`X`Y`f`g`f`U`b`X`]b`[`c`Z`h`Y`]b`W`Y`U`g`]b`[`]a`d`c`f`U`b`W` `c`Z`U`b`X`
U`d`d`f`c`U`W`X`Y`g`h`c`V`f`U`b`X`Vi`]X`]b`[`]b`g`c`W`]U`z`W` `h` f`U`z`d`c`]h`W`UbX`Y`W`e`b`c`a`]W`e`b`h`Y`l`h`g`]b`W`e`b`h`Y`a`d`c`f`U`f`m`
g`c`W`]h`Y`g`"H`Y`W`e`i` fgY`k`]`U`g`c`W`e`j`Y`f`_`Y`m`h`Y`a`Y`g`UbX`X`Y`V`U`h`g`U`V`c`i`h`h`Y`f`Y`U`h`c`b`g`]\`d`V`Y`h`k`Y`Y`b`V`f`U`b`X`]b`[
UbX`W`e`b`g`i`a`Y`f`W` `h` f`Y`z`]b`h`Y`W`i`U`d`f`c`d`Y`f`m`z`h`Y`W`X`U`b`[`]b`[`a`Y`X`]U`Y`b`j`]f`c`b`a`Y`b`h`z`UbX`h`Y`[`c`V`U`Y`W`e`b`c`a`m`

7 ci fgY`@YUfb]b[`Ci hW`e`a`Yg

%`9`l`d`U`]b`_`Y`m`W`e`b`W`d`h`g`z`]g`g`i`Y`g`UbX`h`f`Y`b`X`g`f`Y`j` Ubh`h`c`V`f`U`b`X`W`e`a` a` i` b`]W`h`c`b`g`UbX`W` `h` f`Y`g`"
&`" `7`c`b`W`d`h`U`]g`Y`h`Y`g`[`b`]Z`W`b`W` `c`Z`V`f`U`b`X`]b`[`]b`j`U`f`c`i`g`g`Y`h`b`[`g`"
'`" `7`f`]h`W`m`Y`j`U`i`U`h`Y`ck`V`f`U`b`X`g`f`Y`U`h`Y`h`c`h`Y`]f`g`c`W`]U`z`W` `h` f`U`UbX`d`c`]h`W`W`e`b`h`Y`l`h`g`"
(`" `5`d`d`m`h`Y`c`f`Y`h`W`_`b`c`k`Y`X`[`Y`U`g`k`Y`U`g`d`f`U`W`]W`g`_`]`g`h`c`V`f`U`b`X`W`e`a` a` i` b`]W`h`c`b`g`UbX`Y`j`U`i`U`h`Y`
Y`Z`Y`W`]j`Y`b`Y`g`g`c`Z`V`f`U`b`X`W`e`a`d`U`[`b`g`"

HYUW\]b[`G`h`f`U`h`[`]Y`g`

H\]g`W`i` fgY`W`e`a`V`]b`Y`g`W`e`b`W`d`h`U`h`Y`c`f`]Y`g`UbX`d`f`U`W`]W`Y`I`U`a`d`Y`g`h`c`U`g`g`]g`h`g`h`X`Y`b`h`g`h`c`X`Y`j`Y`c`d`h`Y`]f`
i`b`X`Y`f`g`f`U`b`X`]b`[`c`Z`h`Y`f`c`Y`c`Z`]b`h`[`f`U`h`X`W`e`a` a` i` b`]W`h`c`b`g`]b`a`U`b`U`[`]b`[`V`f`U`b`X`g`]b`h`Y`
W`e`b`h`Y`a`d`c`f`U`f`m`W`e`a` a` i` b`]W`h`c`b`Ub`X`g`W`d`Y`" `h`f`Y`Z`Y`W`g`h`Y`d`c`g`]h`c`b`h`U`h`Y`l`d`Y`f`]Y`b`h`U`z`W`e`U`V`c`f`U`h`j`Y`z`d`f`U`W`]W`!
!`V`U`g`Y`X`z`UbX`f`Y`Z`Y`W`]j`Y`Y`U`f`b`]b`[`k`]`Y`d`h`Y`a` `h`c`X`Y`j`Y`c`d`h`f`U`X`Y`U`V`Y`_`b`c`k`Y`X`[`Y`UbX`g`h`f`U`h`[`]W`h`]b`_`]b`[`h`c`
U`X`j`U`b`W`e`h`Y`]f`W`]f`Y`Y`f`]b`U`f`U`d`X`m`W`X`U`b`[`]b`[`W`e`a` a` i` b`]W`h`c`b`g`Y`b`j`]f`c`b`a`Y`b`h`

5ggYgga Ybh

D`YUgY`gYY`XYUJ]YX`UggYgga Ybh[i]XY`]bYg`cb`A ccX`Y"

5ggYgga YbhHUg_g`

8YHJ`g. '&\$\$\$`k cfXgž ZYXVUW_j]U`Hi fb]hb"

5XX]h]cbU`XYHJ`g.

D`YUgY`gYY`XYHJ]YX`UggYgga Ybh[i]XY`]bYg`cb`A ccX`Y"

Hi fb]hb`gYH]b[.`H\]g`Ugg][ba Ybh]g`gi Va]H]X`h]fci [\`Hi fb]hb`UbX`gh XYbhg`Xc`bchgYY`Hi fb]hb`g]a]Uf]mifYdcfH]"

F Ygci fWg

DfYgWf]VYX`F Ygci fWg`

5j U]UV`Y`cb`A ccX`Y"

F YWca a YbXYX`F Ygci fWg

5j U]UV`Y`cb`A ccX`Y"

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

H\]g`Wci fgY`k]`i bXYf[c`Wcb]bi U`XYj Y`cda Ybh]j]U`ZYXVUW`dfcWggYg`gi W`Ug`cb`]bY`gi fj Ymg`UbX

Gi Va]gg]cb`cZ5ggYgga YbhHUg_g

Gi Va]gg]cb`cZ5ggYgga YbhHUg_g

Hi fb]hb`Gi Va]gg]cb

zmc i`YbWci bhYf`U`dfcV`Ya`k` \Yb`U`H`Ya` dh]b[`hc`gi Va]hmc i`f`Ugg][ba YbhHfci [\`Hi fb]hbzd`YUgY
H`Y`d`l`cb`Y`9I`H`f`b`U`Gi` ddcfhcb`-`'` ,`)` " ` ' ` ' ` %cf`Ya` U]`H`Ya` `cb`YI`H`f`b`U`H`f`gi` ddcfh4` i` b`gk` "YXi` "Ui` "Gi` ddcfh
`l`ci` fg`UfY` ,` .`\$\$Ua` -`-%\$.`\$\$da` `cb`k` YY`_`XUmg`U`b`X`-` .`\$Ua` -`i`)` .`\$da` `cb`k` YY`_`YbXg`f`l` *)` `XUmg`U`m`Y`U`f`l`" zmc i
UfY`i` bUV`Y`hc`gi Va]hmc i`f`Ugg][ba YbhXi`Y`hc`U`ZU`i`h`k`]H`Hi`fb]hb`mc i`a`Um`U`dd`m`Z`f`U`b`YI`H`f`b`g]cb`z`Vi`h`mc i
a`i`gh`f`Y`H]b`mc i`f`h]W`Y`h`bi`a`VY`f`Z`ca`9I`H`f`b`U`Gi` ddcfhfU`cb[`k`]H`U`b`m`c`H`Y`f`f`Y`j`U`b`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` ddcfhmc i`f`YI`H`f`b`g]cb`U`dd`]W`h]cb" zmc i`Ya`U]`9I`H`f`b`U`Gi` ddcfhmc i`k`]`
Ui`hc`a`U`h]W`U`m`f`Y`W`]j`Y`U`h]W`Y`h`bi`a`VY`f`z`Vi`h]Z`mc i`H`Y`d`l`cb`Y`mc i`k`]`b`Y`Y`X`hc`gd`Y`W`Z]W`U`m`U`g`_`Z`f`cb`Y`"
Hi`fb]hb`U`gc`d`fc`j`]X`Y`g`i`d`X`U`H`Y`g`i`cb`H`Y`j`f`g`m`g`H`Ya`i`g`h`U`h`g`i`cb`H`k`]H`Y`f`"

; YbYfU`mz`UggYgga YbhHUg_g`a`i`gh`V`Y`gi`Va`]H`Y`X`Y`Y`W`f`cb]W`U`mj`]U`Y`]H`Y`f`Hi`fb]hb`cf`U`A`cc`X`Y`
Ugg][ba Ybh`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`Y`X`i`cb`mc i`f`W`ci`fg`Y`g`A`cc`X`Y`g`]H`Y`k`]H`
U`H`f`b`U`h]j`Y`gi`Va`]gg]cb`X`Y`H]g"

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

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 hWYX]h'

#Uddfcdf]UHY'dUfUd\fUg]b[.7 \Ub[]b['U'Zk '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 hWYX]h'UbX'hc d]Y]W]b['hc[YhYf'ei chYg'UbX'dUfUd\fUgYg']bhc'U'bYk 'k \c'Yžk]h'ci hUddfcdf]UHY'fYZfYbW]b["

7c`i g]cb. 'k cf_]b['k]h'chYfg'Vi hdUgg]b['cZhY'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'Zc'f'Zc'f'hY'di fdcgY'cZhYa d'U[]Uf]g]b['UhUbmi]ha 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'Wcdm]b[]h'cZcZ]f]b['hc'Wca d'Yh'UbchYf'dYfgcb'g'k cf_]cf'gYY_]b[dUma YbhZc'f'Wca d'Yh]b['UWUXYa]Wk cf_"

#Uddfcdf]UHY'W]hU]cb.7]h]b['gci fW'g'k \]W\Uj Y'bchVYYb'fYUXžk]h'ci hUW_bck 'YX[]b['hY'"gYWcbXUfm' gci fW'Zca 'k \]W_]bck 'YX[Y'cZhYa '\Ug'VYYb'cVhU]bYX"

8i d']WU]cb'f'fY'Zd'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'Wci 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'hja 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 WcbW'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 'hja Y'a UbU[Ya Ybh]g'Ub]a dcfUbhidUfhicZgh XmiUbX'cbY'cZhY]XYbh]ZYX'Wli gYg'cZd'U[]Uf]ga]g'dccf'hja Y'a UbU[Ya Ybh'Gh XYbhg'g'lc'i 'X'U'ck 'gi Z]W]Ybh]ha 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'g'hi XmiUhl BGK "'9@G9']g XYg][bYX'hc']b'f'cXi W'byk 'gh XYbhg'hc'g'hi Xn]b['Uhl BGK 'Vi h]h'WUb'U'gc'VY'U' [fYUhfYZYg\Yf'Xi f]b['mci f'gh Xn'

7ca d'Yh]b['hY'9@G9'hi 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
-

