

# **MDIA5005**

GdcfhgžAYX]UUbX7i`hifY

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

# 7 ci fgY<sup>-</sup>Cj Yfj ]Yk

### `GHJZZ`7cbHJWh`8YHJ]`g`

#### '7cbj Ybcfg'

BUa Y	9a U]`	5j U]`UV]`]m	@cWUh]cb	D∖cbY
GUa YYfU'8i ffUb]		Uddc]bha YbhŁ	K YVghYf	D`YUgY WebHUWhij]U YaU]`"

#### GWXcc``7cbHJWhi=bZcfaUhjcb

Fcca '' &&ž`Yj Y`' FcVYfhK YVghYf6i ]`X]b[

D\cbY.`f\$&Ł`-',)`(,)\*

9a U]`. <u>'gUa 4 i bgk "YXi "Ui</u>

K YVg]hY. \hhdg.#gUa "Ufhg"i bgk "YXi "Ui

H\Y'GW\cc``cZh\Y'5fhg`UbX'AYX]U'k ci`X``]\_Y'hc`FYgdYWM2``m5W\_bck`YX[Y'h\Y'HfUX]h]cbU``7ighcX]Ubgž h\Y'6YXY[U``fPYbg]b[hcb`WUadigŁž;UX][U``f7]hmUbX'5fh%'8Yg][b`7UadigYgŁUbX'h\Y`B[ibbUkU` dYcd`Y'fБighfU`]Ub'8YZYbWY`:cfWY'5WUXYam]b`7UbVYffUŁcZh\Y``UbXg'k\YfY`YUW\'WUadig`cZIBGK`]g `cWUhYX"

## 7ci fgY<sup>·</sup>8YHJ]`g

#### 7 fYX]hDc]bhg\*\*\*

#### Gi a a UfmcZhXY7ci fgY

H\]gʻWci fgYʻ]bhfcXi WYgʻghi XYbhgʻhcʻh\YʻWʻhi fUʻždc`]h]WUʻ`UbXʻYWcbca ]Wfc`Yʻd`UmYXʻVmigdcfhi[`cVU`mʻʻ‡h U]a gʻhcʻXYj Y`cdʻh\Y]fʻi bXYfghUbX]b[`cZh\Yʻfc`Yʻd`UmYXʻVmih\Yʻa YX]Uʻ]bʻWca a YfW]U`]g]b[ʻgdcfhiUbX`]b [`cVU`]g]b[`Ui X]YbWYgʻZcf`gdcfhʻʻ‡ik]``U`gcʻXYj Y`cd`ghi XYbhgfii bXYfghUbX]b[`cZgdcfhgʻa YX]UʻUbXʻdi V`]W fY`UhjcbgʻdfUWM]WY"

Hcd]Wg`]bWi XY. h\Y`W`h fU`ždc`]h]WU``UbX`YWcbca ]Wfc`Yg`cZgdcfh/[`cVU`]gYX`gdcfhg`UbX`gdcfhg Ui X]YbWfg/gdcfhg`ZUbg/bYk 'a YX]U`]a dUWfg`cb`gdcfhg`fYdcfh]b[`UbX`di V`]WfY`Uh]cbg/[YbXYf`]b`gdcfhg`UbX gdcfhg`a YX]U`UbX`di V`]WfY`Uh]cbg/gdcfhg`VfUbX]b[`ždfca ch]cb`UbX`a Uf\_Yh]b[/UbX`fYgYUfW\`UbX`]bh/fj`]Yk hYW\b]ei Yg`Zcf`gdcfhg`k f]h]b["

#### 7cifgY`@YUfb]b[`CiHWcaYg

%" 8Ya cbglfUhY 'U'\#]hJ\U``i bXYfglUbX]b[ 'cZgdcfha YX]U'UbX'dfca ch]cb"

- &" 8Ya cbghfUhY`U`Wf]h]WU``i bXYfgHUbX]b[ `cZgdcfh'Wca a i b]WUh]cb`[ YbfYg"
- '"8Ya cbghfUhY`dfUWjWU``g\_]``g`]b`a i `hjd`Y`[YbfYg`cZWca a i b]WUhjcb

#### HYUW ]b[ GHfUH []Yg

H\]gʻWcifgYʻk]``VYʻXY`]jYfYX`j]UʻZJWY!hc!ZJWYʻkYY\_`m`YWifYgʻUbXʻhihcf]Uʻgʻʻ=hfYZYWgʻhXʻHYUW\]b[ fUh]cbU`Yʻh\Uh[fUXiUHYgfidfUW]WYʻk]h\]bʻh\YʻZJY`X`k]``fYei]fY`UbʻUXjUbWYXʻh\YcfYh]WU``UbXʻdfUW]WU` i bXYfghUbX]b[`cZh\YʻYjc`j]b[`gdUVY`cZgdcfhgʻaYX]Uʻk]h\]bʻh\YʻZJY`XgʻcZaYX]UʻUbXʻWcaaib]WUh]cbgʻ``H\]g WcifgY`k]```Ugg]ghighiXYbhgʻ]bʻXYjY`cd]b[`Wf]h]WU``fYgYUfW.`UbX`Wcaaib]WUh]cbʻUbXʻhYUakcf\_`g\_]``gʻh\Uh k]``Yb\UbWYʻh\Y]f`dfUWf]WYʻUgʻaYX]UʻdfcZYgg]cbU`g"

# 5ggYgga Ybh

6ch UggYgga Ybhg A I GH VY gi Va ]hh Xžcf mci k ]``Ui hca Uh]WU mZU] h Y Wci fgY"

@UHY`dYbU`hmi)`i `dYf`XUm"

=Zmci kci X``]\_Y`hc`X]gWigg`h\Y`UggYgga Ybhg`ci hg]XY`cZ`hihcf]U`gž`d`YUgY`UHHYbX`h\Y`Wcbgi `HJh]cb \cif.`H\ifgXUmg`&\$\$!'..'\$`da ""D`YUgY`Ya U]``VYZcfY\UbX`hc`a U\_Y`Ub`Uddc]bha Ybh"

#### 5ggYgga YbhHUg\_g

5ggYgga YbhHJg_	K Y][∖h	8iY`8UHY	GhiXYbhi@YUfb]b[ CihWcaYgʻ5ggYggYX
DfUWjWU``K f]hjb[`HUg_`	)\$1	&&#\$'#&\$%-`\$(.\$\$`DA</td><td>%ž&</td></tr><tr><td>FYgYUfWX`9ggUm</td><td>) \$I</td><td>&-#\$(#&\$%-`\$(.\$\$`DA</td><td>%ž&</td></tr></tbody></table>	

#### 5ggYgga Ybh8YHJ]`g

5ggYgga Ybh'% DfUWjWU`K f]hjb[ HUg\_

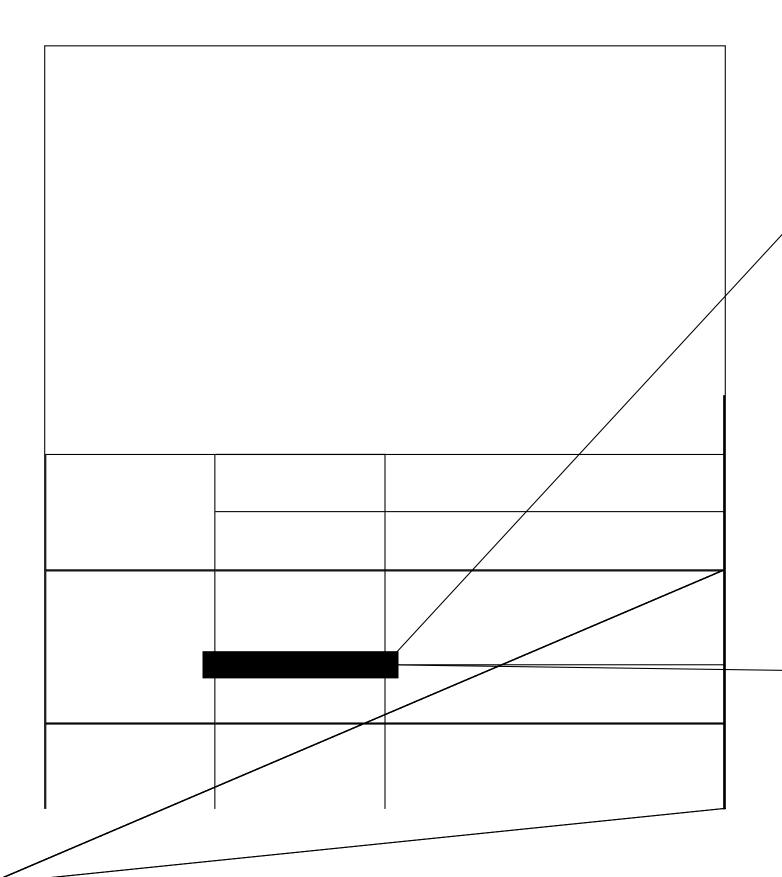
#### GHUfh'XUhY.'

@Yb[h\.'%&\$\$!%)\$\$\*kcfXg

8YHU]`g. '%) \$\$!k cfX k f]hb[ 'HJg\_": YYXVUW\_'dfcj ]XYX j ]U @A G "

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

D`YUgY`gYY`AccX`Y`Zcf`XYHU]`YX`]bgHi W1]\$	‰	‰	‰	c	‰
--	---	---	---	---	---



# FYgci fWfg

### DfYgWf]VYX F Ygci fWYg

DfYgWf]VYX`F Ygci fWYg

BchY. h\Y'Zc``ck]b['dfYgWf]VYX'fYgcifWYg'UfY'Y!Vcc\_g'UjU]`UV`Y'Zfca h\Y'IBGK ``]VfUfm

6cmYžF"f&\$\$\*Ł

#### Gi Va ]gg]cb cZ5ggYgga YbhHUg\_g

### Gi Va ]gg]cb cZ5ggYgga YbhHUg\_g

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

Zmci YbW2YjbH/ffbW/dfb/KKYai &dXb/bUEfHYa dh]b[ 'hc 'gi Va ]hmci f'Ugg]Y [Wa\_YWb/bbafk/b[ih 'Hi fb]h]bž'd'YUgYh Z``Gi ddchU HYYd\cbY'9I HYfbU``Gi ddcfhcb'-', ) '' ' %cf'Ya U]``h\Ya 'cb'YI HYfbU`HY`hgi ddcfh4 i bgk "YXi "Ui '''Gi ddcfh \ci fg'UfY', .\$\$Ua '-'%\$.\$\$da 'cb'k YY\_XUmg'UbX'-.\$\$Ua '-') .\$\$da 'cb'k YY\_YbXg'fl \*) 'XUmg'U'mYUft'''=Zmci UfY'i bUV'Y'hc 'gi Va ]hmci f'Ugg][ ba YbhXi Y'hc 'U'ZUi `hik ]h\`Hi fb]h]b'mci 'a UmUdd`mZcf'Ub'YI HYbg]cbž'Vi hmci a i ghfYhU]b'mci f'h]W\_Yhbi a VYf'Zca '9I HYfbU``Gi ddcfhfU`cb[ 'k ]h\`Ubmch\Yf'fY`Yj UbhXcW a YbhgE'hc ]bWi XY'Ug'Yj ]XYbWY'hc 'gi ddcfhmci f'YI HYbg]cb'Udd`]WUh]cb'''=Zmci 'Ya U]``9I HYfbU``Gi ddcfhmci 'k ]``

#### 5WUXYa ]W<cbYghmUbX^D`U[ ]Uf]ga

D`U[]Uf]ga `]g`i g]b[ 'h\Y`k cfXg`cf`]XYUg`cZch\Yfg`UbX`dfYgYbh]b[ 'h\Ya `Ug`mci f`ck b"`+i\WUb`hU\_Y`a Ubm Zcfa gžZfca `XY`]VYfUhY`W\YUh]b[ 'hc`UVW]XYbhU``mWcdm]b[ 'Zfca `U`gci fWf`k ]h\ci hUW\_bck `YX[ Ya Ybh'

I BGK '[fci dg'd`U[]Uf]ga ']bhc'h\Y'Zc``ck ]b['WUhY[cf]Yg.

7 cdm]b[..'i g]b['thY'gUa Y'cf'j Yfmg]a ]`Uf'k cfXg'tc'thY'cf][]bU`'thYI h`cf']XYU'k ]th`ci hUW\_bck `YX[]b['thY gci fVW'cf'i g]b['ei ctUt]cb'a Uf\_g"'th\]g'U`gc'Udd`]Yg'tc']a U[Ygž'Ufh'UbX'XYg][b'dfc'YWtgž'Ug'k Y``'Ug dfYgYbtUt]cbg'k \YfY'gca YcbY'dfYgYbtg'Ubct\Yf'g']XYUg'cf'k cfXg'k ]th`ci hWfYX]t'

■Uddfcdf]UhY`dUfUd\fUg]b[..7\Ub[]b[`U`ZYk`k cfXg`UbX`d\fUgYg`k \]`Y`a cghmfYhU]b]b[`h\Y`cf][]bU` ghfi Whi fY`UbX#cf`dfc[fYgg]cb`cZ]XYUg`cZh\Y`cf][]bU`ž`UbX`]bZcfa Uh]cb`k ]h\ci hUW\_bck `YX[ Ya Ybh`H\]g`U`gc Udd`]Yg`]b`dfYgYbhUh]cbg`k \YfY`gca YcbY`dUfUd\fUgYg`Ubch\Yf\*g`]XYUg`cf`k cfXg`k ]h\ci hWfYX]hUbX`hc d]YW]b[`hc[Yh\Yf`ei chYg`UbX`dUfUd\fUgYg`]bhc`U`bYk`k \c`Yžk]h\ci hUddfcdf]UhY`fYZYfYbW]b["

7 c``i g]cb.'k cf\_]b[ 'k ]h`:ch\Yfg'Vi hdUgg]b[ 'cZ!h\Y'k cf\_'Ug'U'dYfgcb'g']bX]j ]Xi U``k cf\_"'7 c``i g]cb'U`gc ]bWi XYg'dfcj ]X]b[ 'mci f`k cf\_'hc'Ubch\Yf'gh XYbhVYZcfY'h\Y'Xi Y`XUHYžcf'Zcf'h\Y'di fdcgY'cZh\Ya d`U[ ]Uf]g]b[ 'UhUbmh]a Yž'dUm]b[ 'Ubch\Yf'dYfgcb'hc'dYfZcfa 'Ub'UWUXYa ]WhUg\_žghYU`]b[ 'cf'UV&i ]f]b[ Ubch\Yf'dYfgcb'g'UWUXYa ]Wk cf\_'UbX'Wcdm]b[ ']hž'cZYf]b[ 'hc'Wca d`YhY'Ubch\Yf'dYfgcb'g'k cf\_'cf'gYY\_]b[ dUma YbhZcf'Wca d`Yh]b[ 'UWUXYa ]Wk cf\_"

=ðUddfcdf]UhY`W]hUh]cb. 7]h]b[`gci fWYg`k \]W\`\Uj Y`bchVYYb`fYUXžk]h\ci hUW\_bck `YX[]b[`h\Y`´gYWcbXUfm´ gci fWY`Zfca`k \]W\`\_bck `YX[Y`cZh\Ya`\Ug`VYYb`cVhU]bYX"

8id`]WUh]cbffigY`Zd`U[]Uf]ga "Łigi Va]hh]b[imcifick bik cf\_ži]bik \ciYicfi]bidUfhžik \YfYi]h\UgidfYj]cigim VYYbidfYdUfYXicfigi Va]hhYXiZcfiUbch\YfiUggYggaYbhicfiWcifgYiUhi BGK icfiUbch\Yfib]jYfg]hm"

7 cffYWhfYZYfYbWjb[dfUWfjWYg.

- DUfUd\fUg]b[žigi a a Uf]g]b[žiYggUmk f]h]b[ 'UbX'h]a Yia UbU[ Ya Ybh
- 5ddfcdf]UhY i gY cZUbX Uhf]Vi h]cb Zcf U fUb[Y cZa UhYf]U g ]bWi X]b[ 'hYI hz ]a U[Ygz Zcfa i `UY UbX WcbWYdhg"

€DX]j ]Xi U``Ugg]gHJbWF`]g`Uj U]`UV`Y`cb`fYei YghŹca `H\Y`@YUfb]b[ `7 YbHY`f\Hd.#k k k "`Wi bgk "YXi "Ui #" Ghi XYbhg`UfY`U`gc`fYa ]bXYX`H\UhWUfYZ ``Ha Y`a UbU[ Ya Ybh']g`Ub`]a dcfHJbhdUfhcZghi XmUbX`cbY`cZh\Y ]XYbh]Z]YX`WJi gYg`cZd`U[ ]Uf]ga `]g`dccf`Ha Y`a UbU[ Ya YbH'Ghi XYbhg`g\ci `X`U``ck `gi ZZ]W]YbhHa Y`Zcf fYgYUfW\žXfUZf]b[ `UbX`dfcdYf`fYZYfYbW]b[ `cZgci fWfg`]b`dfYdUf]b[ `U```UggYgga Ybh]Ha g"

IBGK "@]VfUfmiU`gc`\Ugʻh\Y`9@~G9`hcc``UjU]`UV`Y`hc`Ugg]ghimci`k]h\`mcif`ghiXmiUhIBGK "`9@~G9`]g XYg][bYX`hc`]bhfcXiWY`bYk`ghiXYbhg`hc`ghiXm]b[`UhIBGK `Vih]hWUb`U`gc`VY`U`[fYUhifYZfYg\Yf`Xif]b[`mcif ghiXm"

7 ca d`Yhjb[ 'h\Y'9@~~~~~~ f]U``UbX'ei ]n'k ]``YbUV`Y'mci 'hc.

- UbU'mgY'hcd]Wgžd'Ub'fYgdcbgYg'UbX'cf[Ub]gY'fYgYUfWX'Zcf'UWUXYa]Wk f]hjb[''UbX'ch\Yf UggYgga YbhiHUg\_g
- **`**

i bXYfgHUbX\*mci f\*f][\hg\*UbX\*fYgdcbg]V]`]h]Yg\*Ug\*U\*gh XYbhUhI BGK