



MDIA3008

ggi Yg'UbX'7 f]g]g'7 ca a i b]WU]cb

HYfa 'Hk c''##'&\$%-



GWcc''cZHA Y'5ftg'UbX'A YX]U''##'I BGK ''5ftg'UbX'GcWU''GWYbWg

7ci fgY`Cj Yfj JYk

`GHUZZ7cbhUWhi8YHUJ`g`

`7cbj Ybcfg`

B Ua Y	9a Uj`	5j Uj`UVj]jm	@cWjhcb	D\cbY
DYHf`F cVYfng	d`^fcVYfng4 i bgk "YXi "Ui	6miUddc]bha Ybh	K YVgHf`&' %D	

`Hi hcfg`

B Ua Y	9a Uj`	5j Uj`UVj]jm	@cWjhcb	D\cbY
B jXjU`F UntU`A UfhjbYn	b`fUntJa UfhjbYn4 i bgk "YXi "Ui	6miUddc]bha Ybh		
>cbUh\Ub`: cmY	^ZcmY4 i bgk "YXi "Ui	6miUddc]bha Ybh		
A UfmJa `5`Uj `]B]U				

7 ci fgY'8YHJ`g

7 fYX]hDc]bng`*`

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

Gi V`Y`W`h`5`f`Y`U`?` W`W`S

H`\\g`W`c`i` fgY`Y`i` U`a`]`b`Y`g`h`Y`]`b`h`f`X`]`g`W`d`]`b`U`f`m`i`U`b`X`'`f`Y`'`U`h`c`b`U`'`b`U`h`'`f`Y`'`c`Z`]`g`g`i` Y`g`'`U`b`X`'`W`]`g`]`g`'`W`c`a` a` i` b`]`W`h`c`b`
Z`f`c`a`'`W`c`b`W`d`h`i` U`'`U`b`X`'`d`f`U`W`]`W`'`d`Y`f`g`d`Y`W`h`j` Y`g`"

g`g`i` Y`g`'`a` U`b`U`[`Y`a` Y`b`h`]`g`'`U`'`a` U`b`U`[`Y`f`]`U`'`d`f`c`W`g`g`'`h`U`h`U`W`g`'`h`c`'`d`f`c`j`]`X`Y`'`U`'`f`Y`g`d`c`b`g`Y`'`g`h`f`U`h`[`m`U`b`X`'`Y`U`f`m`k` U`f`b`[`
h`c`c`'`Z`c`f`]`g`g`i` Y`g`'`h`U`h`\\`U`j` Y`'`h`Y`'`d`c`h`b`h`U`'`h`c`'`]`a` d`U`W`h`c`f`[`U`b`]`g`U`h`c`b`g`" `H`\\Y`'`g`i` W`W`g`g`Z`'`'`a` U`b`U`[`Y`a` Y`b`h`c`Z`]`g`g`i` Y`g`
f`Y`X`i` W`g`'`h`Y`'`_`Y`'`\\`c`c`X`'`c`Z`W`]`g`]`g`" `7`f`]`g`]`g`'`a` U`b`U`[`Y`a` Y`b`h`]`g`'`h`Y`'`f`Y`'`U`h`X`'`d`f`c`W`g`g`'`]`b`j`c`'`j`]`b`[`'`h`Y`'`X`Y`j` Y`'`c`d`a` Y`b`h`U`b`X`
U`d`d`]`W`h`c`b`'`c`Z`g`h`f`U`h`[`]`Y`g`'`U`]`a` Y`X`'`U`h`\\`Y`'`d`]`b`[`'`U`b`'`c`f`[`U`b`]`g`U`h`c`b`'`g`i` W`W`g`g`Z`'`'`m`X`Y`U`'`k`]`h`'`U`'`g`i` X`X`Y`b`'`U`b`X`'`b`Y`[`U`h`j` Y`
Y`j` Y`b`h`"

g`g`i` Y`g`'`U`b`X`'`W`]`g`]`g`'`W`c`a` a` i` b`]`W`h`c`b`'`f`Y`Z`f`g`'`h`c`'`h`Y`'`D`F`!`g`d`Y`W`]`Z`W`d`f`U`W`]`W`g`'`h`U`h`Y`a` Y`f`[`Y`'`Z`f`c`a`'`h`Y`g`Y`'`d`f`c`W`g`g`Y`g`"

H`\\f`c`i` [`\\`U`'`f`U`b`[`Y`'`c`Z`W`g`Y`'`g`h` X`]`Y`g`z`h`]`g`'`W`c`i` fgY`'`k`]`'`Y`i`d`'`c`f`Y`'`\\`c`k`'`]`g`g`i` Y`g`'`U`b`X`'`W`]`g`]`g`'`]`a` d`U`W`h`i`d`c`b`
c`f`[`U`b`]`g`U`h`c`b`g`'`U`W`f`c`g`g`'`h`Y`'`V`i`g`]`b`Y`g`g`z`'`W`c`a` a` i` b`]`m`z`'`[`c`j` Y`f`b`a` Y`b`h`z`'`U`b`X`'`b`c`h`Z`c`f`!`d`f`c`Z`]`h`g`Y`W`c`f`g`z`'`U`b`X`'`k`]`'`Y`b`[`U`[`Y`'`]`b`
X`Y`d`h`'`k`]`h`'`h`Y`'`f`c`Y`'`c`Z`]`g`g`i` Y`g`'`U`b`X`'`W`]`g`]`g`'`]`a` U`b`U`[`Y`a` Y`b`h`U`b`X`'`W`c`a` a` i` b`]`W`h`c`b`'`]`b`'`g`h`f`U`h`[`]`W`d`'`U`b`b`]`b`[`"

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

%` 7`c`b`W`d`h`i` U`]`g`Y`'`h`Y`'`g`[`]`b`]`Z`W`b`W`'`U`b`X`'`Z`'`b`W`]`c`b`g`'`c`Z`]`g`g`i` Y`g`'`U`b`X`'`W`]`g`]`g`'`W`c`a` a` i` b`]`W`h`c`b`'`]`b`'`U`b`
c`f`[`U`b`]`g`U`h`c`b`U`'`g`Y`h`]`b`[`"
&`" `D`f`c`j`]`X`Y`'`X`Y`h`U`]`Y`X`'`U`b`U`'`m`g`Y`g`'`c`Z`]`g`g`i` Y`g`'`U`b`X`'`W`]`g`]`g`'`W`c`a` a` i` b`]`W`h`c`b`'`U`h`U`'`W`c`b`W`d`h`i` U`'`U`b`X`'`g`h`f`U`h`[`]`W`Y`j` Y`"
'`" `I` b`X`Y`f`g`h`U`b`X`'`h`Y`'`_`Y`m`d`f`]`b`W`]`d`'`Y`g`'`V`Y`\\`]`b`X`'`X`Y`g`[`]`b`]`b`[`'`U`b`X`'`X`Y`j` Y`'`c`d`]`b`[`'`U`'`W`]`g`]`g`'`W`c`a` a` i` b`]`W`h`c`b`'`d`'`U`b`"
(`" `H`\\]`b`_`g`h`f`U`h`[`]`W`'`m`i`U`V`c`i` h`h`Y`'`f`c`Y`#`g`'`c`Z`j` U`f`]`c`i`g`'`d`i`V`]`W`g`'`U`b`X`'`g`h`U`_`Y`\\`c`'`X`Y`f`g`'`]`b`]`g`g`i` Y`g`#`W`]`g`]`g`
W`c`a` a` i` b`]`W`h`c`b`'`W`]`g`Y`g`"

5ggYgga Ybh

H\]g'57C5'XcW a Ybh]g]bhYbXYX'df]a Uf]miUg'U'dc']WmXcW a Ybh! d'YUgY'fYZf'hc'h\Y
7ca dfY\Ybg]j Y'7ci fgY'; i]XY'gYW]cb'cb'h\Y'A ccX'Y'g]h'Zcf'Wca d'Yh']bZcfa Uh]cb'cb'h\Y'Wci fgY"

5ggYgga YbhHUg_g'

5ggYgga YbhHUg_	K Y][\h	8i Y'8UH'	Gh XYbh@YUfb]b[Ci hWca Yg'5ggYggYX
G\cfh9ggUmi	&)	8i Y'XUH' h'W	%ž(ž)
DfYgYbh]cb'	&)	Bch5dd']WUVY	%ž&ž(ž)
7 f]h]W]`5bU'mg]g'CF'7 f]g]g 7ca a i b]W]h]cb'D'Ub') \$	8i Y'XUH' h'W	%ž&ž ž(ž)

5ggYgga Ybh8YHJ]`g

5ggYgga Ybh% 'G\cfh9ggUm

GhUfhXUH'. K YY_('

@Yb[h. , \$!%\$\$\$k cfXg

8YHJ]`g. H\]g'UggYgga Ybh]g]bhYbXYX'hc'hYghmci f'XYj Y'cd]b['i bXYfg]UbX]b['cZh\Y'fY'UH'X'Z' bW]cbg'cZ
]ggi Yg'UbX'W]g]g'Wca a i b]W]h]cbg'5B8'mci f'UV]]m]hc'Wca a i b]W]h' h\]g'WYUf'mUbX'YZYW]j Y'nf': YYXVUW
k]'VY'dfcj]XYX'j]U'@A G", \$!%\$\$\$k cfXg"

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

7\ccgY'CB9'YggUmei Ygh]cb'hc'fYgdcBx'hc.

"% <ck'UbX'k \m]g'ghU_Y\c'XYf'hYcfm]a dcf]UbhZcf']ggi Yg'UbX'f'W]g]g'Wca a i b]W]h]cbg"
&" <ck'UbX'k \m]UfY'a YggU[]b['ghUfY[]Yg'ja dcf]UbhZcf']ggi Yg'UbX'f'W]g]g'Wca a i b]W]h]cbg"

Mci 'UfY'YI dYWYX'hc'Yb[U[Y'k]h'h\Y'fYUX]b[g'UbX'YWh'fY'a UH'f]U'g'hc'XUH'ž'UbX'dfcj]XY'U'WYUf
WcbW'dh U'm]f][cfc]g'fYgdcBgY'Zca'Ub'UWUXYa]WdYfgdYW]j Y'"5'gci bX'hYcfYh]W]`_bck'YX[Y'k]`
dfcj]XY'h\Y'VUgY'Zcf'mci 'hc'UWci]fY'Ub'YZYW]j Y'gYbgY'cZcdYfU]cbU'fYei]fYa Ybh]Ug'k Y''Ug'hc'XYj Y'cd
U'i gYUV'Y'hc'_]hcZdfUW]W]`ghUfY[]W]UW]W]`Wca dYhYbW]Yg'Ug'mci 'YbhY'h\Y'Wca a i b]W]h]cbg#DF
]bXi ghfm'

Mci 'UfY'UXj]gYX'hc'W\ccgY'mci f'ei Ygh]cb'k]h'WUfYž'Ug'h'YmidcgY'X]ZYfYbhWU''Yb[Yg"

5ggYgga Ybh7 f]h]f]U.

- DfcdYf'UbX'Zi Ybhk f]h]b'YI dfYgg]cb
- 8Yj Y'cda YbhczU'WcbW'dh U'mWc\YfYbhUbX'h'ci [\hž'`YggUm
- DfcXi W]j Y'Yb[U[Ya Ybhž'k]h'fY'Yj UbhXYj Y'cda Ybhž'dYfgdYW]j Yg'UbX'WcbW'dh U'ZUa Yk cf_g
- 5WVU'fUH'UbX'dfcdYf'midfYgYbhYX'fYZYfYbW]b['
- DfcZYgg]cbU'j]gi U'dfYgYbh]cb'UbX'Zcfa Uh]b[

F Ygci fWg

DfYgW]VYX F Ygci fWg

<agd S^aXBgT fU DWSf[a` e DWwSdJZ

BgT fU DWSf[a` e DWw[W

f`H\]g`]g`U`ghcZgi dd`Ya YbHfmiFYUX]b[`fYgci fWgzk \]W`a UmVY`Y`dZ`]b`Xc]b[`Z`fH`Y`f`fYgYUfW`"Mci
UfYžcZVti fgYžYbWti fU[YX`hc`a`cj`Y`VYmcbX`h`YgY`gi [[YghYX`h`I`hg"

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

Mci f`ZYXVUW` [UH`Y`f`Y`X`Z`ca` h`Y`gi fj Ymg`Uh`h`Y`Y`b`X`c`Z`h`Y`g`Y`gg]cb`c`ZYfg`j U`i UV`Y`]bdi h`Mci f`

Gi Va]gg]cb`cZ5ggYgga YbhHUg_g

Gi Va]gg]cb`cZ5ggYgga YbhHUg_g

Hi fb]hb`Gi Va]gg]cb

≠mci`YbWci bhYf`U`dfcV`Ya`k`Yb`U`hYa`dh]b[`hc`gi Va`]hmcif`Ugg][`ba`Ybh`h`fci`[\`Hi`fb]hbzd`YUgY`h`Yd`cbY`9I`h`fbU`Gi`ddcfh`cb`-`,`)`''`%cf`Ya`U]`h`Ya`cb`YI`h`fbU`h`hgi`ddcfh`4`i`bgk`"YXi`"Ui`"Gi`ddcfh`ci`fg`UfY`,`.\$\$Ua`-`%\$.\$\$da`cb`k`YY`XUmg`UbX`-`.\$\$Ua`-`).\$\$da`cb`k`YY`YbXg`f1`*)`XUmg`U`m`Y`UfL`≠mci

