



MDIA1004

BYk g: i bXUa YbHJ`g

HYfa `Hk c `#`&\$&%

7ci fgY'8YHJ]`g

7fYX]hDc]bHg '*`

Gi a a UfmcZ`hY'7ci fgY

K \YhYf`mci `UfY'U`^ci fbU`]gh`a YX]U'UXj]gcf'cf`W`bYbhdFcXi Wf`k f]hYb'UbX'Ui X]c`bYk`g'g_]`g`UfY`\][\`m
j`U'i`YX''B`Yk`g`]bZ`fa`g`Yj`YfmUfYU`cZa`YX]Uz`Z`ca`VfYU_]b[`bYk`g`Z`W]a`Yz`gdc`f`g`z`dc`]h`Wz`Vi`g]bYgg`z`g`W]b`W
UbX`\YU`h`'tc`Z]g\]cb`z`Yb`h`f`h]ba`Yb`h`z`h`Y`U`f`g`z`'h`W`bc`c[`m`UbX`'gc`W]U`'a`YX]U`j`]f`U`]m`'M`ci`''`XYj`Y`cd`'g_]`g

5ggYgga Ybh

H\Y'YI Ua 'k]`VY'fU_Y`lca Y'cdYb'Vcc_"Mci 'k]`\Uj Y'&('\ci fg'lc'Wta d'YH']h'

Hi hcf]U'g'UFY'Wta di `gcfm'`C b`m'fk c`Wlb'VY'a]ggYX"D`YUgY'gYY'h\Y'Wbj Ybcf'cf'mci f'hi hcf']Zmci 'UFY
i bgi fY"GdYW]U`Wcbg]XYfU]cb'fYei]fYX']b`WlgYg'cZa cfY'h'Ub'fk c'UVgYbWg"D`YUgY'bc'h'h\YmiUFY'&")
\ci fg'UbX'k]`VY'cb']bY"5WwYgg'j]U'7c`UVcfUH']b_g'cb'A ccX'Y"

GdYW]U`Wcbg]XYfU]cb'j]U'a ni bgk "YXi "Ui ']g'fYei]fYX'Zcf'Ubm`UH'UggYgga Ybhgž'ch\Yfk]gY'h']g')
i 'dYf'XUm'D`U[]Uf]ga 'k]`VY'fYZ'ffYX'lc'h\Y'GVX'cc`fg'Yh']Wg'cZZ]Wf"

7cbgi 'h]b['\ci fg'k]`VY'Uj U]UV'Y'ci hg]XY'h' hcf]U'hja Yg'! 'Ya U]'? Yff]Y`_"XUj]Yg4 i bgk "YXi "Ui 'Zcf'U'hja Y
lc'UffU]b[Y'Uj]fhi U'a YYh]b[]Zmci 'bYX'Y'd'k]h'h\Y'Wci fgY"

@YWh' fYg'k]`VY']j Yž']bY'fUW]j Yž'UbX'gca Yhja Yg'\Uj Y'k f]h]b['Yi YfW]gYgž'↑ gh']_Y'Ug']Zk Y'k YfY'cb
Wla di g"Mc' fi'VY']bj]h'X'lc'g\UFY' bYk g']b_gž'Ug_ 'ei Ygh]cbg'UbX'Wta a Ybhj]U'h\Y'WU'U'fYU'cf'mci 'Wlb
i gY'mci f'a]Wlc'fU'_UbX'Ug_ 'ei Ygh]cbg"

5ggYgga YbhHUg_g

5ggYgga YbhHUg_	K Y][\h	8i Y'8UH'	Gh XYbh@YUfb]b[Ci hWta Yg'5ggYggYX

hc`hY`Vf]YZ[]j Yb`]b`WUgg"

Gi Va]gg]cb`bcHfg.`]b`WUgg

Hi fb]h]b`gYH]b[. H\]g`]g`bchU`Hi fb]h]b`Ugg][ba Ybh

5ggYgga Ybh&.`K f]h]b[`UbX`fYgYUfW`hUg_

GHUfhXUH` . Bch5dd`]WV`Y

@Yb[h.`% \$\$`k cfXg`frcU`h`fYY`dUfngk

8YhU]`g.

% \$\$`k cfXg

Gh XYb]g`XYj Y`cd`U`fYgYUfW`UbX`k f]h]b[`hUg_`dUW_U[Yz`Wca`df]g]b[`&`I`B`Yk`g`G`rcf]Yg`UbX`%`I`g`c`fh`UW`XYa`]W`fY`ZY`W`]cb`V`Ug`YX`cb`gi`dd`]YX`a`UH`f]U`UbX`W`i`fgY`fY`UX]b[g"

DYfW`bhU[Y.`&)`i

H\Y`YI Ua `k]`VY`cb`]bY`]b`hY`Zcfa U`WbhfU`YI Ua `dYf]cX"McI `k]`VY`bc]Z]YX`cZmci f`YI Ua `h]a Y`j]U`mci f
YI Ua `h]a YhUV`Y"

Hi fb]h]b`gYh]b [.`H\]g`Ugg][ba Ybh]g`gi Va]hYX`h`fci [\`Hi fb]h]b`UbX`ghi XYb]g`Xc`bch]gYY`Hi fb]h]b
g]a]`Uf]mifYdcf]g"

5 HbXUbW F Yei JfYa Ybhg

Gh XYbhg'a i ghUhbX', \$i 'cZhi hcfJU'g'hc'a YYhUhbXUbW'fYei JfYa Ybhg'cZhg'W'i fgY"

7 ci fgY'GWXYXi `Y

[J Jyk WUgg'ha YhUVY](#)

Hja YhUV`Y`

8UhY	HmdY	7cbhYbh
K YY_%'' %A Um!'(' >i bY	@YWi fY	<p>hfcXi W]cb'hc'hY`W'i fgY'UbX'bYk g'k f]h]b[`Ug U'hfUbg`UHUV`Y'a YXJU'g_]`</p> <p>@afWfgfadS`e SdWZWW fZ[e i W] 478A D7 fZW WUfgdWSe i W^Se SXWz</p> <p>DWSV[Ye, DWWdifa ? aaVWz</p> <p>@afWfZW WUfgdWUa` fW fVaW`e` af` WUW`eSd`k S`Y` i [fZ fgfadS^Ua` fW f [fZWeS_ Wi W] - Se fgfadS`e SdWdg` ` [Y TWadWfZW WUfgdW`</p>
	Hi hcfJU`	<p>M'gZhi hcfJU'g'ghUfh'h]g'k YY_`</p> <p>DfUW]WU`fgfadS`e Z4KA VWh[UWfa U'See [X[bW`ea` z3 bZa` W` afWSbbt S fST`Wf ad`Sbfab ad h[fSYW` afWbSV S` V bW SdWS^a] z</p> <p>5 ZWU] [Xkag SdWa` f Wad[bW`ea` `</p> <p>:Xkag ZShWdW]efWdW Xad[bW`ea` SffW VS` UW kag SdW] bWUfW fa SffW V [bW`ea` U'Seez5 ZWU] kagd f_ WST Wz</p> <p>>WUfgdWUa` fW fVaW`e` af` WUW`eSd`k dWSfWfa fZW i W] ie fgfadS^ZSe fgfadS`e dg` TWadWfZW WUfgdWz</p>
K YY_`&.`+'>i bY`!`%%>i bY	@YWi fY	<p>5i X]c`BYk g`UbX`DcXWUghg`</p> <p>F YUX]b[g. GYY`A ccX`Y</p> <p>>WUfgdWUa` fW fVaW`e` af` WUW`eSd`k dWSfWfa fZW i W] ie fgfadS^ZSe fgfadS`e dg` TWadWfZW WUfgdWz</p> <p>.</p>
	Hi hcfJU`	<p>BYk g`K f]h]b[`5bU`mg]g'k cf_g\cd`UbX`a cV]Y a YXJU</p> <p>DfUW]WU`fgfadS`e Z4KA VWh[UWfa U'See [X[bW`ea` z3 bZa` W` afWSbbt S fST`Wf ad`Sbfab ad h[fSYW` afWbSV S` V bW SdWS^a] z</p>

		<p>5 ZWU] [Xkag SdWa` ↑ Wad[bWba` ~</p> <p>@YWi fYg`XcbfhiWc`ffYgdcBx`hc`hi`hc`f]U`g`]b`gUa` Y` k`YY`_`"</p> <p>.</p>
<p>K`YY`_`'`.%` `>i`bY`!`%` >i`bY`</p>	<p>@YWi`fY`</p>	<p>B`Yk` `A`YX]U`UbX`B`UffU]j`Y`b`Yk`g`g`m`Yg`]b`Wi`X]b[`j]`Y`V`c`[`[`]b[</p> <p>F`YUX]b[`g.`F`YZf`hc`A`ccX`Y`</p> <p>@afWfZW`WUfgdWUa`fW`f`VaWé`af`WUWéSd[k` UadWéba`V`fa`fgfad[S`^Ua`fW`f`[`fZWeS`Wi`WU]`-`Se` fgfad[S`é`SdWdg` ` [`Y`TW`adWfZW`WUfgdW`</p>
	<p>Hi`hc`f]U`</p>	<p>5i`X]c`G_]`g`k`cf`g`cd`</p> <p>DfUW]WU`f`fgfad[S`é`Ž`4`KA`V`Wh[UWfa`U`See`[X` bWba`ž`3`bZa`W`afWSbbt`S`fST`Wf`ad`Sb`fab`ad` h[`fSYW`afWbSV`S`V`bW`SdWS`^a]ž`</p> <p>5 ZWU] [Xkag SdWa` ↑ Wad[bWba` ~</p> <p>Ea`_`WU`SeeWé`SdWiVgS`^`_`aVW`Ž`Tgf`[Xkag`Z`ShW` dWY`[efWdW`Xad[`bWba`SffW`VS`UW`kag`SdW` Vj`bWUfW`fa`SffW`V`[`bWba`U`Seež`5`ZWU]`kag`d` f[_`WST`Wž`</p> <p>>WUfgdWUa`fW`f`VaWé`af`WUWéSd[k`dWSfWfa`fZW` i`WU]`ie`fgfad[S`Ž`Se`fgfad[S`é`dg`TW`adWfZW`WUfgdWž`</p>
<p>K`YY`_`(``&%`>i`bY`!`&` >i`bY`</p>	<p>@YWi`fY`</p>	<p>Gc`W]U` `a`YX]U`Ug`B`Yk`g`UbX`Gc`W]U` `a`YX]U` G`fU]h[`m`</p> <p>4d[VX`Xd`8[déf`3`eeWé`_`W`f`[`fZ[e`WUfgdW`</p> <p>F`YUX]b[`g.`F`YZf`hc`A`ccX`Y`</p> <p>@afWfZW`WUfgdWUa`fW`f`VaWé`af`UadWéba`V`fa` fgfad[S`^Ua`fW`f`[`fZWeS`Wi`WU]`-`Se`fgfad[S`é`SdW` dg` ` [`Y`TW`adWfZW`WUfgdW`</p>
	<p>Hi`hc`f]U`</p>	<p>B`Yk` `a`YX]U`UbX`b`UffU]j`Y`b`Yk`g`a`YX]U` k`cf`g`cd.`hY`h`UbX`Ui`X]c`g`m`Yg`</p> <p>DfUW]WU`h`i`hc`f]U`g` `4`KA`V`Wh[UWfa`U`See`[X` bWba`ž`3`bZa`W`afWSbbt`S`fST`Wf`ad`Sb`fab`ad` h[`fSYW`afWbSV`S`V`bW`SdWS`^a]ž`</p> <p>5 ZWU] [Xkag SdWa` ↑ Wad[bWba` ~</p> <p>Ea`_`WU`SeeWé`SdWiVgS`^`_`aVW`Ž`Tgf`[Xkag`Z`ShW` dWY`[efWdW`Xad[`bWba`SffW`VS`UW`kag`SdW`</p>

		Ua` fW f [fZWeS_ Wi WW] ž
K YY_-. '&* >i `m!" \$ >i `m	@YWi fY	Cb`]bY`@YWi fY. `7cbglfi Wj Y`>ci fbU`]ga `j Yfgi g Gd]b` F YUX]b[g, DWd fa ? aaV`ž @afWfZW`WUfgdWUa` fW fVaWe ` af` WUWeSd`k UadWeba` V fa fgfa[S^Ua` fW f [fZWeS_ Wi WW] - Se fgfa[S`e SdWdg` ` [Y TWadWfZW`WUfgdW`
	Hi hf]U`	@Y[U` ggi Y`GhcfmK cf_g`cdg` A dY[S^E fack B`dVgUf[a` UZWW] Ž` ž
K YY_%. '& 5i [i gh! `* 5i [i gh	@YWi fY	F Yj]g]cb`UbX`9I Ua `dfYdUfU]cb`
	Hi hf]U`	9X]h]b[`K cf_g`cdg` `C f][]bU`GhcfmDfcXi W]cb`

F Ygci fWg

DfYgWf]VYX`F Ygci fWg`

H9LH6CC?..`

FZW@W @W e fHuggY`ZA i fd\m/`GWA]m`&\$&\$L`
Uj U]UV`Y`j]U`h`Y`I` BGK` `Vcc_g\cd`#J]hU`Gci fW`@b_!`gYY`A`ccX`Y`Zcf`"b_"

Zmci`UfY`dfcXi W]b[`Ui X]cZ5I`857`#HM]g`U`ZYY`cb`]bY`Ui X]c`YX]h]b[`gcZk`UfY`cf`h`Y`a`cfY`UXj`UbWXX`
5I`8`#€B`]g`UWXYgg]V`Y`j]U`58C69`7`fYU]j`Y`7`ci`X`cb`h`Y`I` b]j`Yfg]m`UV`Wca`di`hfg"

F YWca a YbXYX`F Ygci fWg

H\Y`Wci`fgY`fYei`]fYg`Vch`bU]cbU`UbX`]b]hfbU]cbU`W`ffYbhUZZ]fg`_bck`YX[`Y`k`] h

bUffUHj Y`bYk gž'gcWU`a YX]U`fYdcf]b[ž'a cV]Y`ći fbU`]ga `UbX`\\Ug`U`[fYUfYf`ZcW`g`cb`fUX]c`k`f]h]b["H\\]g
mYUf`k`Y`UfY`UXUd]b[`h`Y`Yi`Ua` `Zc`f`cb`]bY`UbX`U`gc`cZZf]b[`h`Y`cddcf]h`b]m]h`c`dfcXi`W`Ui`X]c`Ug`mci`f
a`U`ć`f`Ugg][`ba`Yb]h`

5g`A`8`5`%\$\$&`ZcW`gYg`cb`fUX]h]cbU`bYk`g`k`f]h]b[`g_]`gž`h]g`g_]`]g`cb`mVf]YZmWćj`YfYX`]b`h]g`Wći`fgY`"Hc
Ugg]ghgh`XYbtg`k`\\c`\\Uj`Y`bchdfYj`]ci`g`mgh`X]YX`bYk`g`k`f]h]b[ž`k`Y`YbWći`fU[`Y`mci``h`U`VW`gg`fYj`]g]cb
fYgci`fW`g`cb`A`ccX`Y`UbX`h`a`U`_`Y`Ub`Uddc]b]h`a`Yb]h]k`]h`h`Y`Wći`fgY`Wćbj`YbYf`fP`"XUj`]Yg4`i`bgk`"YXi`"Ui`L`

Gi Va]gg]cb 'cZ5ggYgga YbhiHUg_g

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

≠mci 'YbWci bHYf'U'dfcV'Ya 'k \Yb'UH'Ya dh]b['hc'gi Va]hirci f'Ugg][ba Ybhi'fci [\ 'Hi fb]h]bž'd'YUgY
HY'Yd\cbY'9I HYfbU'Gi ddcfhcb'- ' ,) " ' ' %cf'Ya U] 'h'Ya 'cb'YI HYfbU'HY'hgi ddcfh i bgk "YXi "Ui "'Gi ddcfh

5 WUXYa]W< cbYgmiUbX`D`U[]Uf]ga

D`U[]Uf]ga `]g`i g]b[`hY`k cfXg`cf`]XYUg`cZc`hYfg`UbX`dfYgYbh]b[`hYa `Ug`mci f`ck b" `#WUb`hU`Y`a Ubm
Zcfa gZ`Zca `XY`]VYfUHY`WXYUH]b[`hc`UWV]XYbhU`mWc`dm]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.

7 cdm]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

- i bXYfghUbx'mci f'f][\hg'UbX'fYgdcbg]V]h]Yg'Ug'U'gh XYbhUhl BGK
- VY'Uk UfY'cZd'U[]Uf]ga ž'Wc'dmf][\hž' BGK 'Gh XYbh7cXY'cZ7cbXi W'Ubx'5W'W'dhUV'Y'I gY'cZ I BGK '⇒H'F'Ygci f'W'g'Dc`]W'h
- VY'Uk UfY'cZ'Ĥ'Y'ghUbxUfXg'cZVY\Uj]ci f'YI dY'W'X'cZYj Yfmcby`]b'Ĥ'Y'I BGK 'W'a a i b]m
- `cW'Ĥ'gYfj]W'g'UbX']bZ'fa U]cb'UVci hl BGK 'UbX'I BGK '@]VfUfm

Gca Y'cZ'Ĥ'Y'gY'UfY'Ug'k]`VY'ZJa]]Uf'hc'mci ž'c'Ĥ'Y'fg'k]`VY'byk " "; U]b]b['U'gc`]X'i bXYfghUbx]b['cZU`Ĥ'Y'fY'U'Ĥ'X'UgdY'W'g'cZ9@G9'k]`Y'd'mci 'a U_Y'Ĥ'Y'a cghcZmci f'gh X]Yg'Uhl BGK ""

[\h'hd.##gi V'Y'W'i \]X'Y'g"\]VfUfm'i bgk "Y'X'i "U'i #' \]gY#\]V'ci h' \]gY](#)

5 WUXYa]W**⊖**Zcfa Uh]cb

: cf`YggYbh]U`ghi XYbh]bZcfa Uh]cb`fY`Uh]b[`tc.