

# MDIA1003

Di V`]WF Y`Uh]cbg`UbX`5Xj Yfh]g]b[ ` : ci bXUh]cbg

HYTa` z&\$&%



## 5W\_bck`YX[ Ya YbhcZ7ci blfm

I B G K `5fngž8Yg][ b`UbX`5fWk]fYWhi fY? Ybg]b[ hcb`UbX`DUXX]b[ hcb`Wla di gYg`UfY`Vi ]hcb`5Vcf][ ]bU`  
@UbXg"K Y`dUmci f`fYgdYWhg`hc`hY`6]X}[ U`UbX` ; UX][ U`dYcd`Yg`k`c`UfY`hY`7i`gfcX]Ubg`cZ`hY`gY`UbXg"  
K Y`UW\_bck`YX[ Y`hY`5Vcf][ ]bU`UbX`Hc`fYg`G`fU]h`g`UbXYf`dYcd`Ygž`hY` : ]fgh5i`gfcU`Ubgžk`c`gY`UbXgž  
k ]bXg`UbX`k`U`fYg`k`Y`U`bck`g`UfYž`UbX`dUm`fYgdYWhi`hc`hY`f`i`b]ei`Y`j`U`i`Ygž`UbX`hY`f`V`b`h]bi ]b[ `UbX  
YbXi`f]b[ `W`h`fYg`k`\\]W`XYYdYb`UbX`Yb`f]W`hY`Z`cZci`f`b`U`h`cb`UbX`W`a`a`i`b]h`Yg`"

U[ Y`W`ci`f`h`g`m`c`Z`h`Y`C`Z]W`c`Z`h`Y`D`f`c`J`]W`!`7`Ub`W`c`f`b`X][ Ybci`g`[L`B`G`K`f`g`b`X\]\[ Ybci`g`g`f`U`h`\[`m](#)



# 5ggYgga Ybh

H\]g'7ci fgY'Ci h]bY'dfcj ]XYg'cb'mi\Y'a cghVUg]W]bZ'fa Uh]cb'fY[ UfX]b[ 'h\Y'UggYgga Ybhg''8YHJ]YX ]bghfi W]cbg'Zcf'U''UggYgga Ybhg'UfY'Uj U]UV'Y'cb'A ccX'Y"

Mci 'a i ghWca d'YH'UbX'gi Va ]hU''h'fYY'UggYgga YbhUg\_g ]b'cfXYf'hc'dUgg'h\Y'Wci fgY"

5ggYgga YbhUg_	K Y][ \h	8i Y'8UH'	7ci fgY'@YUfb]b[ Ci hWca Yg'5ggYggYX
%'7Ua dU][ b'5bU'mg]g DfYgYbhU]cb	' \$i	K YY_' ]b'WUgg	%ž&ž'
&'7 ]YbhD]hW'8Yj Y'cda Ybh A ]YgħcbYg	&\$i	K YY_g') ž+ž, / '- ]b'WUgg	%ž&ž(
' "'7 ]YbhD]hW	) \$i	: f]XUmž%- 'Bcj Ya VYf'	%ž&ž(

## 5ggYgga Ybh%'7Ua dU][ b'5bU'mg]g DfYgYbhU]cb

8i Y'XUH'. 'K YY\_' ]b'WUgg

ħ[ fci dg'cZ( žgh XYbhg'XY'j Yf%) !a ]bi h' dfYgYbhU]cbg'UWWca dUb]YX'Vmgi Va ]gg]cb'cZg'XYg'hc A ccX'Yžk ]h'k f]hY'b'ZYXVUW\_ dfcj ]YX'X"

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

## 5XX]h]cbU'XYHJ]g

Hc'XYj Y'cd'gi WWggZ 'Wca a i b]WU]cb'WJa dU][ bg'cZmci f'ck bžmci '\Uj Y'hc'i bXYfghUbX'\ck 'WJa dU][ bg k cf\_' 'K cf\_]b[ ' ]b[ fci dg'cZ( žmci f'Ug\_]g'hc ]XYbh]ZmiUbX'UbU'mgY'U'Wca a i b]WU]cb'WJa dU][ b''Mci 'a i gh WkccgY'U'di V'JWFY'U]cbg'cf'UXj Yf]g]b[ 'WJa dU][ b'Z'ca 'h\Y'dUghmY'Uf'f&\$&\$!&\$&%&hUh\Ug'BC H'VYYb X]gW'ggYX' ]b'XYHJ] ]b'h\Y'YWħ fYg"

## 5ggYgga Ybh&'7 ]YbhD]hW'8Yj Y'cda YbhA ]YgħcbYg

8i Y'XUH'. 'K YY\_g') ž+ž, / '- ]b'WUgg

K YY\_'miUg\_g'XYj Y'cd]b[ 'h\Y'Z]bU''UggYgga YbhZcf'k \]W'gh XYbhg'gi Va ]hk cf\_]!b]dfc[ fYgg'UbX'fYW]j Y j YfVU'Z'fa Uh] Y'ZYXVUW\_]b'hi hc f]U"

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

## 5XX]h]cbU'XYHJ]g

: cf'Zci f'k YY\_g'mci 'k ]''[ Yh\h\Y'cddcfh b]mhc'XYj Y'cd'mci f'h\]b\_]b[ ' ]b'h'fa g'cZ\_YmiUgdYWg'cZmci f'd]hW' ħ'WUggžmci 'k ]''[ Yh\h\Y'W'UbW'hc'XYa cbghfU'Y'mci f'i bXYfghUbX]b[ 'cZ'h\YgY'W]h]W'Y'Ya Ybhg'' ħ'k YY\_g ) ž+ž, 'UbX'-'mci 'k ]''cc\_'Uh\h\YgY'Wca dcbYbhD]Uf]g'cZ'h\Y'd'Ubž'UbX'ci h]bY'mci f' ]XYUg'Zcf'YUW' ]b fY[ UfXg'hc'h\Y]f'Uddfcdf]U'YbYggžghfYb[ h\g'UbX'Ubm]b\YfYbhk YU\_bYgg"

5ggYgga Ybh' . '7`Ybhd]hW

8i Y`XUHY. : f]XUmž%- 'Bcj Ya VYf'

5`&ž) \$\$!k cfX'dfUW]W]`k f]hb[ 'hUg\_`hUhi]bW] XYg`U`W]Ybhd]hW`UbX`WcbhYbhYI Ua d`Yg`gi Va ]hYX`hc  
Hi fb]hbžk ]h`k f]hYb`ZYXVUW\_"

5XX]hcbU`XYHJ]g

Mci`k ]`VY`Vf]YZX`VmU`W]Ybhc`U`di V`]WfY`Uh]cbg`g]h Uh]cb" Mci f`hUg\_`]g`hc`dfcXi W`U`d]hW`hc`hY`W]Ybh  
Zcf`Ub`YZZ`W]j`Y`di V`]WfY`Uh]cbg`WJa dU][ b" H\Y`7`Ybhd]hW`k ]`Vi ]`X`cb`hY`XYj`Y`cda YbhYWJa cb`h&

# 5 hYbXUbW`F YeI ]fYa YbHg

Gh XYbHg`UFY`gfcB[ `mYbWci fU[ YX`fc`UthYbX`U`WUggYg`UbX`fYj ]Yk`YWth`fY`fYWcfX]b[ g"

## 7 ci fgY`GW`YXi `Y

[J \]Yk`WUgg`ha`YhUV`Y](#)

H]a`YhUV`Y`

8UH`	HmdY`	7cbhYbh`
K`YY`_%`%`GYdhYa`VYf` !`%+`GYdhYa`VYf`	@YWth`fY` a`Yh`	%o`





		Wc^ RqV WVUSRT\z
	5ggYgga Ybh	5ggYgga Ybh&.: ]fgh7`jYbhD]hW`8Yj Y`cda Ybh A ]YgtrcbYz]b`WUgg"
K YY_`*.`%`C WcVYf! &&C WcVYf	F YUX]b[	BC`@97HI F 9`CF`HI HCF`5@G`5G`K`99?`*`-G`5`F`958`B;`K`99?`
K YY_`+.`&)`C WcVYf! &-`C WcVYf	@YWi fY	9`Ya Ybhg`fH`E` `GhfUH[ mUbX`HUW]Wg`  Di V`jWfY`Uh]cbg`UbX`UXj Yfh]b[ `dfcZYgg]cbU`g`bYXX`hc`h`b`_`ghfUH[ ]W]`mUbX`hUW]W]`m`H\Ym`bYXX`hc`i`bXYfghUbX`h`Y`V][ `d]Wi`fY`UbX`_`bck` \ck`hc`a`U`_`Y`h`Y`f][ \hWxc]Wg`]b`h`Y`YI`YW`h]cb`cZU`W]a`dU][ `b`H\]g`k`YY`_`zk`Yfi`cc`_`WcgY`mUhi`h`Y`X]ZYfYbW`VYfk`YYb`ghfUH[ mUbX`hUW]Wg`hc`a`U`_`Y`WYUf`k` \mk` \Uha`UhYfg`a`cgh]g`ghfcb[ `ghfUH[ ]W`h`b`_`b[ "`Mci`fi`VY`]b]fcXi`WX`hc`h`Y`k`cf`_`cZ`ghfUH[ ]ghg`k`]h`b`W`a`a`i`b]W]h]cbg`U[ YbWniUbX`W`bg]XYf`]hg`d`UW`k`]h`b`h`Y`DF`UbX`UXj Yfh]b[ `dfcW`gg"
	Hi hc]U`	;`_`f`e`cR]d] R`W`cd` ^`V`ScZ`WU]ZTf`ddZ`_`W`dVRUZ`Xd`R`_`U`T`_`TVa`e]j` `f`h`Z]`h` `c\`_`_`eV`dVT`_`U` `Wj` `f`c`UVgV]` a`^`V`_`e`^`Z]Vde`_`Vdz`
	5ggYgga Ybh	5ggYgga Ybh&!`GYW`bX`7`jYbhD]hW`8Yj Y`cda Ybh A ]YgtrcbYz]b`WUgg"
K YY_`,` `.%Bcj Ya VYf! )`Bcj Ya VYf	@YWi fY	9`Ya Ybhg`fH`E` `A`YggU[ Yg`UbX`Gtrcf]Yg`  -b`K`YY`_`g`)`UbX`+`zk`Y`YUfbYX` \ck`]a`dcffUbh`a`YUb]b[ ]a`U`_`b[ `UbX`dYfgi`Ug]cb`UfY`hc`di`V`jW`fY`Uh]cbg`UbX`UXj Yfh]b[ "`H\]g`k`YY`_`zk`Y`W`bg]XYf` \ck`hc`W`e`bbYWhk`]h`Ub`Ui`X]YbW`]b`dfUW]W]"`#g`fUfY`mYbci` [ \`hc` \Uj`Y`U`k`]h]m]hU[ `]bY`cf`WYj`Yf`]a`U[ Y.`mci`bYXX`hc`h`Y`U`g]hcfmUbX`mci`bYXX`hc`ghU[ Y`h`UhY`]"`b[ "`K`Y`k`]"`cc`_`Uh` \ck`g]hcfmY`]"`b[ `k`cf`_`gz`Z]ca`g]fi`Wi`f]b[ `bUffU]h] Yg`hc`dck`YfZ` `k`f]h]b[ "`6i`hk`Y`k`]"`U`gc`Ug`_` \ck`g]hcf]Yg`UfY`ghU[ YXzk`]h`U`dUfh]W`Uf`ZcW`g`cb`h`Y`hYbX`hc`k`UfXg`YI`dYf]Ybh]U`W]a`dU][ `bg`"
	Hi hc]U`	8` ]j` h`Z`_`X`d` ^`V`U]ZTf`ddZ`_`W`de`g`eV]]Z`_`X`R`_`U`^`VddRXZ`_`X`eTY`_`Z]f`Vd]j` `f`h`Z]`UVgV]` a`j` `f`c`e]ZU`T]Z]_`ea]Z]Y`UVgV]` a`^`V`_`e`^`Z]Vde`_`V`Z`_`e]V`h`VW` \`d`f`e`cR]d]z`
	5ggYgga Ybh	5ggYgga Ybh&!`H\]fX`7`jYbhD]hW`8Yj Y`cda Ybh A ]YgtrcbYz]b`WUgg"

K YY\_- .; 'Bcj Ya VYf!  
%&Bcj Ya VYf

@YWhi fY

9`Ya Ybhg'fH E `A YX]U': cfa g

H\Y`VYgha YggU[ Y`a YUbg'bcH]b[ `]Z]hXcYgb'h  
WbbYWhk ]h`hY`f][ \hdYcd`Y""H\Uha U\_Yg'hY`  
Y` h `cZXY`j YfmUh`YUghUg ]a dcfUbhUg'hY`h YRe`

F Ygci fWg

DfYgWf]VYX`F Ygci fWg`

BchUj U]UV`Y

F YWca a YbXYX`F Ygci fWg

BchUj U]UV`Y

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

K Y`UfY`Wca a ]hYX`hc`ja dfcj`]b[ `A 8-5%\$\$` `UbX`\Uj Y`VYbY]hYX`[ fYUhm]ca`ghi XYbhZYXVUW`cb`hY`  
Wci fgY`" `b`UXX]h]cb`hc`hY`A m9I dYf]YbW`gi fj Yng`WcbXi`WYX`Uh`hY`YbX`cZYUW`gYa YghYfz`hYfY`k`]"`VY`Ub`  
cddcfh`b]m]cf`ZYXVUW`a`]X!gYa YghYf`Mci`UfY`U`gc`k`Y`Wca`Y`hc`Ya`U]`cf`j`]g]ha YzDYhYf`F`cVYfngz`UhUbm`  
dc]bh`hc`fU]gY`gdYW]Z]W`cbW`fbg"

Gh XYbhZYXVUW`]g`Yj U`i UhYX`]b`fY`Uh]cb`hc`hY`"YUfb]b[ `cV`YW]j`Yg`cZ`hY`Wci fgY`UbX`WX`Ub[ Yg`UfY`  
]a`d`Ya`YbhYX`hc`ja dfcj`Y`hY`YI`dYf]YbW`UbX`ci`hWca`Yg`Zcf`ghi`XYbhg`":`cf`YI`Ua`d`Yz`]b`&\$%+`hY`Z]bU`  
UggYgga`Ybhk`Ug`fYXi`WX`]b`k`Y][`h`UbX`Vfc`\_Yb`]bh`hc`c`Wca`dcbYbhg`VUgYX`cb`ZYXVUW`]ca`ghi`XYbhg`]b`  
&\$%\*"

Gi Va ]gg]cb 'cZ5ggYgga YbhiHUg\_g

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

Ʒmci 'YbWci bHYf'U'dfcV'Ya 'k \Yb'UH'Ya dh]b[ 'hc'gi Va ]hmc i f'Ugg][ ba YbhiH'fci [ \ 'Hi fb]h]bž'd'YUgY  
HY'Yd\cbY'9I HYfbU'Gi ddcfhcb'-', ) " ' ' %cf'Ya U] 'H'Ya 'cb'YI HYfbU'HY'fgi ddcfh4 i bgk "YXi "Ui "'Gi ddcfh  
\ci fg'UfY', .\$\$Ua '—%\$.\$\$da 'cb'k YY\_XUmg'UbX'-. \$\$Ua '—) .\$\$da 'cb'k YY\_YbXg'fI \*) 'XUmg'U'm'YUfI" Ʒmci  
UfY'i bUV'Y'hc'gi Va ]hmc i f'Ugg][ ba YbhiXi Y'hc'U'Zi 'hk ]H'Hi fb]h]b'mci 'a UmUdd'm'Zcf'Ub'YI HYbg]cbž'Vi hmc i  
a i ghfYHU]b'mci f'h]W\_Yhbi a VYf'Z'ca '9I HYfbU'Gi ddcfhfU'cb[ 'k ]H'UbmcH'Yf'fY'Yj UbhXcW a YbHg'k'hc  
]bWi XY'Ug'Yj ]XYbVW'hc'gi ddcfhmc i f'YI HYbg]cb'Udd'jW]h]cb" Ʒmci 'Ya U] '9I HYfbU'Gi ddcfhmc i 'k ]  
Ui 'ca UH]WU'm'fYW]j Y'U'h]W\_Yhbi a VYfž'Vi h]Zmci 'HY'Yd\cbY'mci 'k ]'b'YX'hc'gd'YW]WU'm'Ug\_ 'Zcf'cbY"  
Hi fb]h]b'U'gc'dfcj ]XYg'i dXUH'g'cb'H'Y]f'gmgh'Ya 'ghU'g'cb'Hk ]H'Yf"

; YbYfU'mž'UggYgga YbhiUg\_g'a i ghVY'gi Va ]H'YX'Y'YW'fcb]WU'mj ]U'Y]H'Yf'Hi fb]h]b'cf'U'A ccX'Y  
Ugg][ ba YbH' 'b]bg]UbVW'g'k \YfY'H'g ]g'bc]hd]cgg]V'Yž'hk ]'VY'gh'UH'X'cb'mci f'Wci fgY'g'A ccX'Y'g]H'k ]H  
U'HYfbUH] Y'gi Va ]gg]cb'XYHU]g"

: cf]bZ'fa UH]cb'cb'\ck 'hc'gi Va ]h]Ugg][ ba YbHg'cb]bY'j ]U'A ccX'Y. \H'dg.#gh XYbH'i bgk "YXi "Ui #ck!  
gi Va ]h]Ugg][ ba YbH'a ccX'Y

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

D`U[ ]Uf]ga `]g`i g]b[ `h`Y`k cfXg`cf]XYUg`cZchYfg`UbX`dFYgYbh]b[ `h`Ya `Ug`mci f`ck b`" #WUb`hU`Y`a Ubm  
Zcfa gZ`Zca `XY`]VYfUHY`WXUUh]b[ `hc`UW]XYbhU`mWcdm]b[ `Zca `U`gci fW`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.

7cdm]b[ .`I` g]b[ `h`Y`gUa Y`cf]j Yfmg]a ]Uf`k cfXg`hc`h`Y`cf][ ]bU`hYI hcf]XYU`k ]h`ci hUW\_bck`YX[ ]b[ `h`Y`  
gci fW`cf`i g]b[ `ei`chU]cb`a Uf`g`"H`g]bW`i XYg`Wcdm]b[ `a`UHf]U`gZ]XYUg`cf`WcbW`d]g`Zca `U`Vcc`Z`Ufh]WY`Z`  
fYdcfhcf`ch`Yf`k f]hYb`XcW`a YbhZ`dFYgYbhU]cbZ`Wca`dcg]h]cbZ`Ufh`cf`Z`XYg][ bZ`XfUk ]b[ Z`W]fW ]h`mZ`Wca`di`hYf`  
dfc[ fUa `cf`gc`Zk UfY`Zk YVg]hY`Z]b]hYfbYhZ`ch`Yf`Y`Y`Wfcb]WfYgci fW`Z`cf`Ubch`Yf`dYfgcb]g`Ugg][ ba Ybhk ]h`ci h`  
Uddfcd]UHY`UW\_bck`YX[ Ya Ybh`

#Uddfcd]UHY`dUfUd`fUg]b[ .`7` \Ub[ ]b[ `U`Zk`k cfXg`UbX`d`fUgYg`k` \]Y`a`cghmFYU]b]b[ `h`Y`cf][ ]bU`  
]bZcfa U]cbZ`gh`i W`i fY`UbX`#`f`dfc[ fYgg]cb`cZ]XYUg`cZchY`cf][ ]bU`k ]h`ci hUW\_bck`YX[ Ya Ybh`H`g]U`gc`  
Udd`]Yg`]b`dFYgYbhU]cbg`k \YfY`gca YcbY`dUfUd`fUgYg`Ubch`Yf`g`]XYUg`cf`k cfXg`k ]h`ci hWYX]hUbX`hc`  
d]Y]W]b[ `hc[ Yh`Yf`ei`chYg`UbX`dUfUd`fUgYg`]bhc`U`bYk`k \c`Y`Zk ]h`ci hUddfcd]UHY`fYZYfbW]b[ "

7c`i`g]cb.`K`cf`\_]b[ `k]h`c`b`k`Y`g`i`V`i`h`g`U`g]b[ `Z`b`Z`h`k`Y`k`b`g`U`g`U`g`d`Y`g`d`b`X`j`g`i]bX]`cf`k`]`c`i`Z`ca`U`gc`  
]bW`i XYg`dfcj`X]b[ `mci`f`k`cf`\_`hc`Ubch`Yf`gh`XYbhZ`cf`h`Y`di`fdcgY`cZ`h`Ya`d`U[ ]Uf]g]b[ Z`dUm]b[ `Ubch`Yf`  
dYfgcb`hc`dYfZcfa `Ub`UWXYa ]WUg`Z`gh`U`]b[ `cf`U`W`e`i`]f]b[ `Ubch`Yf`dYfgcb`g`UWXYa ]Wk`cf`\_`UbX`Wcdm]b[  
]hZ`cZ]f]b[ `hc`Wca`d`Y`h`Ubch`Yf`dYfgcb`g`k`cf`\_`cf`g`Y`\_]b[ `dU`ma`YbhZ`cf`Wca`d`Y`h]b[ `UWXYa ]Wk`cf`\_`

#Uddfcd]UHY`W]h]cb.`7`h]b[ `gci fW`g`k` \]W` \Uj`Y`bchVYYb`fYUXZk ]h`ci hUW\_bck`YX[ ]b[ `h`Y`  
"gYWcbXUfn`gci fW`Zca`k` \]W`\_bck`YX[ Y`cZ`h`Ya` \Ug`VYYb`cVhU]bYX"

8i`d`]WU]cb`f]gY`Z`d`U[ ]Uf]ga `E`Gi`Va`]h]b[ `mci`f`ck`b`k`cf`\_`Z]b`k` \c`Y`cf]b`dUfhZk` \YfY`]h`Ug`dFY]`jci`g`m`  
VYYb`dFYdUFYX`cf`gi`Va`]hYX`Zc`f`Ubch`Yf`UggYgga`Ybhcf`Wci`fgY`Uhi`BGK`cf`Ubch`Yf`i`b]j`Yfg]m`

7c`ffYW`h`fYZY&      W`Yj      \$

5 WUXYa ]W**≠**Zcfa Uh]cb