

# MDIA3005

GcWU`' ꞑbcj Uhcb 'UbX '9b[ U[ Ya Ybh

HYTa " Z&\$&%

7 ci fgY`Cj Yfj ]Yk

GHJZZ'7 cbHJW`8YHU]`g

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B Ua Y	9a Uj`	5j U]UV]`]m	@cWU]cb	D\cbY
@ _Ugn`Gk ]UH`_	<a href="#">@'Gk ]UH` 4 i bgk "YXi "Ui</a>	8YHU]`g`UVci h cb`]bY W`bgi `HU]cbg`UFY dfcj ]XYX`cb`hY A 8 5' \$\$) `A ccX`Y W`i fgY`g]hY"	8YHU]`g`UVci h cb`]bY W`bgi `HU]cbg UFY`dfcj ]XYX cb`hY A 8 5' \$\$) A ccX`Y W`i fgY`g]hY"	Ž*%&`-' , ) , )' )

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F cca ` ` %&ž@]j Y`` žF cVYfhK YVghYf`6i ]X]b[ `if] %(`

D\cbY.`f\$&Ł`-' , ) `( , ) \*

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

I B GK `5fngž8Yg][ b`UbX`5fWk]HfWfi fY? Ybg]b[ hcb`UbX`DUXX]b[ hcb`Wla di gYg`UfY`Vi ]hcb`5Vcf][ ]bU`  
@UbXg"K Y`dUmci f`fYgdYWtg`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`UHf`g`k`Y`U`bck`g`UfYž`UbX`dUm`fYgdYWfi`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]W`hY`Z`cZci`f`bU`h]cb`UbX`W`a`a`i`b]h]Yg"

U[ Y`W`ci`f`hY`gmicZ`hY`C`Z]W`cZ`hY`D`fc`J`]W`!7`UbW`c`f`bX][ Ybci`g`[L`B`G`K`f\]`bX\]\[ Ybci`g`g`f`U`h\]`\[`m](#)

7ci fgY'8YHJ]`g

I b]hg'cZ7 fYX]h\*`

Gi a a UfmicZ\hY'7ci fgY

H\]g'Wci fgY'Yei ]dg'mci `k ]h`hY`bYW\ggUfmi\_bck`YX[ Y`UbX'g\_]`g`hc`i bXYfghUbX`ck`hc`[ YbYfUH`gcW\U`  
Yb[ U[ Ya YbhZcf'gcW\U` ]bbcj U]cbgzk \]W\`UFY`bYYXYX'a cFY`UbX'a cFY`hc`UXXfYgg`X]j YfgY`UbX  
]bWYUg]b[ `mWca d`YI` W\U`Yb[ Yg`ZUW]b[ `ci f'k cfX" `b`dUfh]W`Ufz`mci `k ]`YI d`cfY`a i`h`d`Y`UddfcUW\Yg`Zcf  
Yb[ U[ ]b[ `k ]h`X]j YfgY`di V`]W]UW`cgg`U`fUb[ Y`cZgcW\U`a YX]U" `Mci `k ]`U`gc`[ U]b`]bg][ \hg`]bhc`h`Y  
W\U`Yb[ Yg`WcbZcb]b[ `gi W\W`ggZ` `gcW\U`Yb[ U[ Ya YbhUbX`]bbcj U]cb"

7ci fgY'@YUfb]b[ `Ci hWca Yg

%` 9j U`i UH`WcbW`dhg`fY`Uh]b[ `hc`gcW\U` ]bbcj U]cb`UbX`Yb[ U[ Ya Ybh  
&" 8 Yg][ b`gcW\U`Yb[ U[ Ya Ybh]b]h]Uh]j Yg`Zcf'gcW\U` ]bbcj U]cbg  
' " 5dd`mgcW\U` ]bbcj U]cb`UbX`Yb[ U[ Ya Ybh`fY`UH`X`h`Ycf]Yg`hc`a UbU[ Y`gcW\U` ]bbcj U]cb`UbX  
Yb[ U[ Ya YbhW\U`Yb[ Yg

HYUW\]b[ `GhfUH[ ]Yg`

Gc`Ug`hc`Ybgi fY`UW]j Y`dUfh]W]dU]cbz`h]g`Wci fgY`]g`XYg][ bYX`hc`ZUW]j]UH`Vch`dfcV`Ya`UbX`dfUW]W`!VUgYX  
`YUfb]b[ " `h]g`h]i [ \h]b`Xi U`a cXY` ZUW`!hc`ZUW`UbX`cb`]bY"

# 5ggYgga Ybh

BchY. bchgi Va ]h]b[ 'U''UggYgga YbhUg\_g'k ]''fYgi 'h]b 'hY'Uk UfX]b[ 'cZU'I : 'fl bgU]gZJWc'fm: U]E'[ fUXY"

5ggYgga YbhUg_	K Y][ \h	8i Y'8UHŸ	7ci fgY '@YUfb]b[ Ci hWca Yg'5ggYggYX
%" F YZYW]cbg	( ) I	\$%#/#%#&\$&%%%) - 'DA	%ž &ž'
&" GcW]U`Yb[ U[ Ya Ybhd`Ub	&) I	%- #/\$#&\$&%%%) - 'DA	%ž &
' "' DfYgYbU]h]cb'cZgcW]U` Yb[ U[ Ya Ybhd`Ub	' \$I	K YY_`%\$	%ž &ž'

## 5ggYgga Ybh% F YZYW]cbg

8i Y'XUHŸ. \$%#/#%#&\$&%%%) - 'DA

F YZYW]cbg'cb'Wci fgY'WcbhYbh

%ž \$ \$'k cfXg'hcU'"

: YYXVUW\_dfcj ]YX'j ]U'@A G

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

: i ``XYHJ]g'UVci hUggYgga YbhUg\_`cbY'UfY'dfcj ]YX'cb'hY'Wci fgY'A ccX'Y'g]hŸ"

## 5ggYgga Ybh& 'GcW]U`Yb[ U[ Ya Ybhd`Ub

8i Y'XUHŸ. %- #/\$#&\$&%%%) - 'DA

%ž&\$ \$'k cfXg

GcW]U`Yb[ U[ Ya Ybhd`Ub`

: YYXVUW\_dfcj ]YX'j ]U'@A G

5XX]hcbU`XYhJ]g



F Ygci fWg

DfYgWf]VYX`F Ygci fWg`

H\Y`YI dYWX`fYgci fWg`UfY`dfcj ]XYX`cb`h\Y`A ccX`Y`Wci fgY`g]h`"fHc`UWVWgg`h\Y`g]h`z`YUX`hc.  
\hdg.##a ccX`Y`h`hi bgk "YXi "Ui #

F YWca a YbXYX`F Ygci fWg

: cf`XYHJ]g`UVci h\Y`fYWca a YbXYX`fYgci fWg`z`d`YUgY`gYY`h\Y`Wci fgY`A ccX`Y`g]h`"

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

: YXXVUW\_k ]`VY`Wc`YWX`VYZ`fYz`Xi f]b[ `UbX`UZ`Yf`h\Y`f]a Ygh`F`K Y`dUm`WUfYZ` `Uhh`b]cb`hc`!`UbX`UWh



Gi Va ]gg]cb`cZ5ggYgga YbhiHUg\_g

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

≠mci`YbWci`bHYf`U`dfcV`Ya`k` \Yb`UHfYa` dh]b[`hc`gi`Va`]hmc`i`f`Ugg][`ba`Ybhi`h`fci`[`\`Hi`fb]h]b`z`d`YUgY`  
HY`Yd`l`cbY`9I`HYfbU`Gi`ddcfhcb`-`,`)`"``"``%cf`Ya`Uj`h`Ya`icb`YI`HYfbU`HY`hgi`ddcfh4`i`bgk`"YXi`"Ui`""Gi`ddcfh`  
l`ci`fg`UfY`,`.\$\$Ua`-`-%\$.\$\$da`icb`k`YY`XUmg`UbX`-`.\$\$Ua`-`).\$\$da`icb`k`YY`YbXg`f1`\*)`XUmg`U`mY`Uf2`≠mci`  
UfY`i`bUV`Y`hc`gi`Va`]hmc`i`f`Ugg][`ba`Ybhi`Xi`Y`hc`U`Zi`h`k`]h`Hi`fb]h]b`mci`a`UmUdd`m`Zc`f`Ub`YI`HYbg]cb`z`Vi`hmc`i`  
a`i`ghf`Yh]b`mci`f`h]W`Yhbi`a`VYf`Z`ca`9I`HYfbU`Gi`ddcfh`f`U`cb[`k`]h`Ubmc`h`Yf`fY`Yj`Ubh`Xc`W`a`Yb`hg`L`hc`  
]b`Wi`XY`Ug`Yj`]XYb`V`hc`gi`ddcfh`mci`f`YI`HYbg]cb`Udd`]W]h]cb`≠mci`Ya`Uj`9I`HYfbU`Gi`ddcfh`mci`k`j`  
Ui`hca`U]W]m`f`Y`W]j`Y`U`h]W`Yhbi`a`VYf`z`Vi`h]Z`mci`HY`Yd`l`cbY`mci`k`j`b`YYX`hc`gd`Y`W]Z]W]m`Ug`\_`Zc`f`cbY`  
Hi`fb]h]b`U`gc`d`fcj`]XYg`i`d`XU`HY`g`cb`h`Y]f`gm`gh`Ya`g`h`U`h`g`cb`Hk`]h`Y`f`"

;`YbYfU`mz`UggYgga`YbhiUg\_g`a`i`gh`VY`gi`Va`]h`Y`X`Y`Y`W`f`cb]W]m`j`]U`Y`]h`Y`f`Hi`fb]h]b`cf`U`A`cc`X`Y`  
Ugg][`ba`Yb`h`h`b]bg`h`Ub`V`W`g`k` \Y`fY`h`l`g`]g`b`ch`d`c`gg]V`Y`z`]h`k`]`VY`g`h`U`H`X`cb`mci`f`W`ci`fg`Y`g`A`cc`X`Y`g`]h`k`]h`  
U`HY`fb`U`h]`Y`gi`Va`]gg]cb`XY`h]g`"

:`cf`]b`Z`fa`U`h]cb`cb`l`ck`hc`gi`Va`]h`Ugg][`ba`Yb`hg`cb`]b`Y`j`]U`A`cc`X`Y`.\`h`d`g`#`gh`XYb`h`i`bgk`"YXi`"Ui`#`ck`!  
gi`Va`]h`Ugg][`ba`Yb`h`a`cc`X`Y`"

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

D`U[ ]Uf]ga `]g`i g]b[ `h`Y`k cfXg`cf]XYUg`cZc`h`Yfg`UbX`dFYgYbh]b[ `h`Ya `Ug`mci`f`ck`b`" `#WU`b`hU`\_Y`a`U`bm`  
Z`c`fa`g`z`Z`ca` `XY`]VY`fU`h` `W`X`Y`U`h]b[ `h`c`U`W`Y`X`Y`b`h`U`m`W`c`d`m]b[ `Z`ca` `U`g`ci`f`W` `k` ]h`ci`h`U`W`\_`b`c`k` `Y`X[ `Y`a` `Y`b`h`

I BGK ` [ fci dg`d`U[ ]Uf]ga `]b`h`c`h`Y`Z`c`ck`]b[ `W`U`h` [ cf]Yg.

7 c`d`m]b[ .`I` g]b[ `h`Y`g`U`a`Y`c`f`j`Y`f`m`g]a` ]U`f`k`c`f`X`g`h`c`h`Y`c`f][ ]b`U` `h`Y`h`c`f`]X`Y`U`k` ]h`ci`h`U`W`\_`b`c`k` `Y`X[ ]b[ `h`Y`  
g`c`i`f`W` `c`f`i`g]b[ `e`i`c`h`U`h`c`b`a`U`f`\_`g`" `H` `]g`]b`W`i`X`Y`g`W`c`d`m]b[ `a`U`h`f`U`g`z`]X`Y`U`g`c`f`W`c`b`W`d`h`g`Z`ca` `U`V`c`c`\_`z`U`f`h`W`Y`z`  
f`Y`d`c`f`h`c`f`c`h`Y`f`k`f`]h`Y`b`X`c`W`a`Y`b`h`z`d`f`Y`g`Y`b`h`U`h`c`b`z`W`c`a`d`c`g]h`c`b`z`U`f`k`c`f`\_`z`X`Y`g][ b`z`X`f`U`k`]b[ `z`W`f`W` ]h`m`z`W`c`a`d`i`h`f`  
d`f`c[ `f`U`a` `c`f`g`c`Z`k`U`f`Y`z`k`Y`V`g]h`Y`z`]b`h`f`b`Y`h`z`c`h`Y`f`Y`Y`W`f`c`b]W`f`Y`g`c`i`f`W`z`c`f`U`b`c`h`Y`f`d`Y`f`g`c`b`f`g`U`g`g][ `b`a`Y`b`h`k` ]h`ci`h`  
U`d`d`f`c`d`f]U`h` `U`W`\_`b`c`k` `Y`X[ `Y`a` `Y`b`h`

~~Uddfcdf]U`h` `d`U`f`U`d` \`f`U`g]b[ .`7` \`U`b[ ]b[ `U`Z`k` `k`c`f`X`g` `U`b`X`d` \`f`U`g`Y`g`k` \`]Y`a`c`g`h`m`f`Y`h]b]b[ `h`Y`c`f][ ]b`U`  
]b`Z`c`fa`U`h`c`b`z`g`h`i`W`i`f`Y` `U`b`X`#`c`f`d`f`c[ `f`Y`g`g]c`b`c`Z]X`Y`U`g`c`Z`h`Y`c`f][ ]b`U` `k` ]h`ci`h`U`W`\_`b`c`k` `Y`X[ `Y`a` `Y`b`h` `H` `]g` `U`g`c`  
U`d`d`]Y`g`]b`d`f`Y`g`Y`b`h`U`h]c`b`g`k` \`Y`f`Y`g`c`a`Y`c`b`Y`d`U`f`U`d` \`f`U`g`Y`g` `U`b`c`h`Y`f`g`]X`Y`U`g`c`f`k`c`f`X`g`k` ]h`ci`h`W`f`Y`X]h`U`b`X` `h`c`  
d]Y`W]b[ `h`c[ `Y`h`Y`f`e`i`c`h`Y`g` `U`b`X`d`U`f`U`d` \`f`U`g`Y`g`]b`h`c` `U`b`Y`k` `k` \`c`Y`z`k` ]h`ci`h`U`d`d`f`c`d`f]U`h` `f`Y`Z`Y`f`b`W]b[ "~~

7 c`i` g]c`b. `K`c`f`\_`]b[ `k]h`c`b`k`Y`g`i`V`i`c`h`U`g]b[ `Z`c`Z`h`k`Y`f`k`d`g`\_`U`g`U`g`d`Y`f`g`c`b] `g`i]b`X]c`f`k`]c`i` `Z`c`a` `U`g`c`  
]b`W`i`X`Y`g`d`f`c`j`X]b[ `m`c`i`f`k`c`f`\_`h`c` `U`b`c`h`Y`f`g`h`i`X`Y`b`h`Z`c`f`h`Y`d`i`f`d`c`g`Y`c`Z`h`Y`a` `d`U[ ]U`f]g]b[ `z`d`U`m]b[ `U`b`c`h`Y`f`  
d`Y`f`g`c`b`h`c`d`Y`f`Z`c`fa` `U`b`U`W`X`Y`a` ]W`h`U`g`\_`z`g`h`U`]b[ `c`f`U`W`e`i` ]f]b[ `U`b`c`h`Y`f`d`Y`f`g`c`b`g` `U`W`X`Y`a` ]W`k`c`f`\_`U`b`X`W`c`d`m]b[  
]h`z`c`Z`Y`f]b[ `h`c` `W`c`a`d`Y`h` `U`b`c`h`Y`f`d`Y`f`g`c`b`g`k`c`f`\_`c`f`g`Y`Y`\_]b[ `d`U`m`a`Y`b`h`Z`c`f`W`c`a`d`Y`h]b[ `U`W`X`Y`a` ]W`k`c`f`\_`

~~Uddfcdf]U`h` `W`h`U`h]c`b. `7` ]h]b[ `g`c`i`f`W`g`k` \`W`k` \`U`j`Y`b`c`h`V`Y`Y`b`f`Y`U`X`z`k` ]h`ci`h`U`W`\_`b`c`k` `Y`X[ ]b[ `h`Y`  
"g`Y`W`c`b`X`U`f`n`" `g`c`i`f`W` `Z`c`a` `k` \`]W`k`\_`b`c`k` `Y`X[ `Y`c`Z`h`Y`a` ` \`U`g`V`Y`Y`b`c`V`h]b]Y`X`"~~

8i`d`]W`U`h]c`b`f`f`g`Y`Z`d`U[ ]U`f]ga` "E`G`i`V`a` ]h]b[ `m`c`i`f`c`k`b`k`c`f`\_`z`]b`k` \`c`Y`c`f`]b`d`U`f`h`z`k` \`Y`f`Y`]h` \`U`g`d`f`Y`j`c`i`g`m`  
V`Y`Y`b`d`f`Y`d`U`f`Y`X`c`f`g`i`V`a` ]h]Y`X`Z`c`f` `U`b`c`h`Y`f`U`g`g`Y`g`g`a`Y`b`h`c`f`W`c`i`f`g`Y`U`h`I`BGK` `c`f` `U`b`c`h`Y`f`i`b`j`Y`f`g]m`

7c`f`f`Y`W`h`f`Y`Z`Y`&      W` `Y`j      \$

## 5 WUXYa ]W=Zcfa Uh]cb

8i Y'rc'Yj c'j ]b[ 'UXj ]W'VmB GK ' < YU'hž'gh XYbhg'a i gh'WXYW'Zcf'i dXUHX' ]bZcfa Uh]cb'fY[ UfX]b[ 'cb' ]bY  
'YUfb]b[ 'Zcf'U''5fngž8Yg][ b'UbX'5fW]H'W'i fY'W'i fgYg'h'g'h'fa 'fj ]U'A ccX'Y'cf'W'i fgY' ]bZcfa Uh]cb  
dfcj ]XYX"Ł

: cf'YggYbh]U'gh XYbh]bZcfa Uh]cb'fY'Uh]b[ 'rc.

- fYei Ygth'Zcf'YI H'bg]cb/
-