

# MDIA3007

A YX]U'UbX'5 fHg' bHYfbg\]d

HYTa Z&\$&%



7 ci fgY`Cj Yfj ]Yk

GhJZZ'7 cbhJWw'8 YhU]`g

7 cbj Ybcfg

B Ua Y	9a Uj`	5j Uj`UVj`]m	@cWUjcb	D\cbY
9a a U'5"'>UbY	<a href="#">Ya a U"UbY4 i bgk "YXi "Ui</a>	6mUddc]bfa Ybh		

GW\cc`7 cbhJWw'Zcfa Uhjcb

GW\cc`cZh\Y'5fmg'UbX'A YX]U

F cca "' %&ž@j Y`" žF cVYfhK YVghYf'6i ]X]b[ 'f] %Ł

D\cbY. 'f\$&Ł-' , ) '( , ) \*

9a Uj: [gUa 4 i bgk "YXi "Ui](#)

K YVg]hY: [k k k "Ufmg"i bgk "YXi "Ui #gUa](#)

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

I B G K `5fngž8Yg][ b`UbX`5fWk]fYWhi fY? Ybg]b[ hcb`UbX`DUX]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]W`hY`Z`cZci`f`bU`h]cb`UbX`W`a`a`i`b]hYg"

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`g`bX\]\[ Ybci`g`g`f`U`h`\[`m](#)

7ci fgY'8YHJ]`g

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

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

H\]g`Wci fgY'cZYfYX`Vmi`h`Y`GWcc`cZ`h`Y'5fng`UbX`A`YX]U'dfcj`]XYg`mci`k`]h`Ub`cddcfh`b]hmitc`  
i`bXYftU`\_Y`]bXi`ghfmYb[U[`YX`YUfb]b[`h`fci`[`\`]bhYfbg\]d`cddcfh`b]h]Yg`k`]h`fY`Yj`Ubh]bXi`ghfm\cgrg`  
=XYU`n`z`mci`k`]`i`bXYftU`\_Y`Ub`]bhYfbg\]d`UzYf`mci`Uj`Y`Wca`d`YH`X`U`m`YUf`cZ`Z`!`h`a`Y`g`h`X`m`f`c`f`  
Yei`j`U`Y`b`h`5`h`h`Y`Y`b`X`c`Z`h`Y`]bhYfbg\]d`mci`k`]`d`fcj`]XY`U`gi`a`a`Uhj`Y`fYdc`fhic`Z`mci`f`YI`d`Yf]Yb`W`g`UbX`  
k`c`f`\_`YI`Ua`d`Yg`Wca`d`YH`X`Xi`f]b[`h`Y`]bhYfbg\]d`"

H\Y`]bhYfbg\]d`f`Yei`]fYg`U`h`c`h`U`Wca`a`]h`a`Y`b`h`c`Z`%\$!`%)`\$`\\`ci`fg`c`Z`k`c`f`\_`k`]h`U`\\`c`g`h`c`f`[`Ub]g`U`h`c`b`UbX`W`Ub`V`Y`  
h`U`\_`Y`b`]b`Z`f`g`h`z`g`Y`W`c`b`X`c`f`h`]f`X`h`Y`fa`z`c`f`c`j`Y`f`h`Y`gi`a`a`Y`f`d`Y`f`c`X`" `b`h`Y`fb`g`]d`c`d`d`c`f`h`b`]h`]Y`g`U`f`Y`U`X`j`Y`f`h`g`Y`X`j`]U`  
h`Y`:`5`G`G`S`K` @`S`G`5`A` `b`h`Y`fb`g`]d`d`U[`Y`.[\`h`r`d`g`##`a`c`c`X`Y`h`h`i`b`g`k`"Y`X`i`"U`i`#`W`c`i`f`g`Y`#`\]Y`k`"d`d`3`X`1`'`'`\)%`  
"5`h`Y`fb`U`h`j`Y`n`z`mci`a`Um\]b`X`Y`d`Y`b`X`Y`b`h`i`m`U`d`d`f`c`U`W`X`U`f`Y`Y`j`Ub`h`c`f`\[`Ub\]g`U`h`c`b`\]h`c`U`d`d`m`Z`c`f`Ub`\]bhYfbg\\]d`"D`f`c`f`  
h`c`g`Y`Y`\\_\]b\[`Ub`\]bhYfbg\\]d`z`mci`a`Um`k`\]g`\\`h`c`W`c`b`h`U`W`i`B`G`K`7`U`f`Y`Y`f`g`Ub`X`9`a`d`c`m`a`Y`b`h`  
!`\[\`h`r`d`g`##`k`k`"W`U`f`Y`Y`f`g`"i`b`g`k`"Y`X`i`"U`i`#`Z`c`f`\\`Y`d`U`g`g`Y`a`V`\\]b\\[`mci`f`7`J`z`W`c`j`Y`f`Y`h`Y`f`z`Ub`X`c`h`Y`f`W`ca`d`c`b`Y`b`h`g`c`Z`  
mci`f`U`d`d`\\]W`U`h`c`b`"\]\(#\)](#)

:`c`f`a`c`f`Y`]b`z`c`f`a`U`h`c`b`z`j`]g`h`[\`h`r`d`g`##`k`k`"U`f`g`"i`b`g`k`"Y`X`i`"U`i`#`g`U`a`#`g`h`X`m`i`g`#`b`h`Y`fb`g`\]d`g`":`c`f`U`b`m`Y`b`e`i`\]f`\]Y`g`z`  
d`Y`U`g`Y`Y`a`U`\]`h`Y`K` @`I`b\]h`U`h`:\[5`G`G`!`K` @`4`i`b`g`k`"Y`X`i`"U`i`\]\(#\)](#)

Hc`V`Y`Y`][`]V`Y`Z`c`f`h`]g`Wci fgY`z`mci`a`i`gh`U`j`Y`U`a`]b]a`i`a`K`5`A`c`Z`\*)`"

7ci fgY`@YUfb]b[`C`i`h`Wca`Yg

%`U`j`Y`[`U]b`Y`X`Y`I`d`Y`f]Y`b`W`c`Z`]b`X`i`g`h`f`m`d`f`c`W`g`g`Y`g`Ub`X`d`f`U`W`]W`g`  
&`U`d`d`m`h`Y`c`f`Y`h`W`]W`c`b`W`d`h`g`Ub`X`d`f`U`W`]W`]g`\_]`g`[`U]b`Y`X`]b`h`Y`d`f`c`[`f`U`a`h`c`f`Y`U`!`k`c`f`X`W`c`b`h`Y`I`h`g`  
'`"U`j`Y`Y`b`Ub`W`X`h`Y`f`W`U`d`U`W`]h`m`i`Z`c`f`]b`X`Y`d`Y`b`X`Y`b`h`Y`b`[`U[`Y`a`Y`b`h`k`]h`]b`X`i`g`h`f`m`d`f`c`j`]X`Y`f`g`

HYUWX`]b[`G`h`f`U`h`[`]Y`g`

H\]g`Wci fgY`U`g`bc`Z`c`f`a`U`h`Y`U`W`X`]b[`Wca`d`c`b`Y`b`h`"

# 5ggYgga Ybh

H\]g'gi VYWh]g'i b[ fUXYX'gc'U'dUgg'jg'XYdYbXYbhcb'GUhgZUWc'fmfGM'cf'I bgUhgZUWc'fmfI @'b'a YYhb[ hY'Wci fgY'fYei ]fYa Ybhg"5b'GM[ fUXY'k ]"bchUZYW'hmci f'k Y][ \hYX'Uj YfU[ Y'a Uf\_'fK 5A 4'Vi hU': @[ fUXY k ]"'Hc'fYW'j] Y'U'GUhgZUWc'fm[ fUXY'Zcf'h\]g'Wci fgY'Z'mci 'k ]"'bYYX'hc.

- % " 7ca d'YH'U'h'YUgh%\$\$\ci fg'cZ'mci f']bh'fbg\jd"
- &" 7ca d'YH'fUbX'gi Va ]h'hc'h\Y': UW'hmK @'i b]f'U'H]a Yg\YYhg\ck ]b[ 'h\Y'\ci fg'mci 'k cf\_YX'Xi f]b[ mci f']bh'fbg\jd
- ' " 7ca d'YH'U'G'h XYbh: YYXVUW\_: cfa "
- (" 5g\_'mci f'gi dYfj ]gcf'hc'Wca d'YH'U'<cgh: YYXVUW\_: cfa "
- )" 7ca d'YH'UbX'gi Va ]hmci f'K cf\_'9j ]XYbW'fX'Ya cbghfU]b[ 'U'gYf]ci g'U'hYa dh'hc'Ub'gk Yf'h\Y'hUg\_fYei ]fYa Ybhg'
- \*" 7ca d'YH'UbX'gi Va ]hmci f'7f]h]W'F YZYW]cb'fX'Ya cbghfU]b[ 'U'gYf]ci g'U'hYa dh'hc'Ub'gk Yf'h\Y'hUg\_fYei ]fYa Ybhg'

5ggYgga Ybh'Ug_	K Y][ \h	8i Y'8UH	7ci fgY'@YUfb]b[ Ci h'Wca Yg'5ggYggYX
%'K cf_'9j ]XYbW	) \$i	%-#%#&,\$&%\$) .\$\$'DA	%z'
&"7f]h]W'F YZYW]cb	) \$i	%-#%#&,\$&%\$) .\$\$'DA	%z&

## 5ggYgga Ybh%'K cf\_'9j ]XYbW

5ggYgga Ybh'Yb[ h\.'A ]b]a i a 'cZ&) \$'k cfXg'f'cf'ci [ \Yei ]] U'Ybh'Zcf'bcbl'hYI hVUgYX'gi Va ]gg]cbg'4'Vi h a Uma U\_Y'i d'a cfY'cZ'h\Y'%) \$\$'hc'&) \$\$'k cfXg'fYei ]fYX'Zcf'Vch'Ugg][ ba Ybhg']b'h\]g'Wci fgY 8i Y'XUH'. %-#%#&,\$&%\$) .\$\$'DA



## 5 hYbXUbW'F Yei ]fYa YbHg

K \]Y'hYfY'UFY'bc'Zcfa U'WUggYg']bj c'j YX']b'h.]g'gi V'YWZ'mci 'a i ghVta d'YH'Uh'YUgh%\$\$\ci fg'cZmci f  
]bH'fbg\]d'UbX'k cf\_'h'fci [ \ 'hY'cbVcUfX]b[ '\_]hUbX'chYf'fYgci fW'g'dfcj ]YX'cb'hY'Wti fgY'A ccX'Y'g]H"

F Ygci fWg

DfYgWf]VYX`F Ygci fWg`

D`YUgY`k cf\_`h\fc i [ \`h\Y`cbVcUfX]b[ `\_]hmc i f i`Z]bX`cb`A ccX`Y`VYZcfY`W`a a YbW]b[ `mci f`]b]hYfbg\]d``C h\Yf  
\Y`dZ ``fYgci fWg`W]b`VY`Zci bX`cb`h\Y`W`i fgY`A ccX`Y`g]h`"

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

K Y`fYgdc bX`h`Z`Y`X`V`U`W`\_`f`Y`W`]j Y`X`j ]U`X]f`Y`W`h`Y`a U]`h`h`Y`7`ci fgY`7`cbj Y`bcf`UbX`h`Y`K` @`I` b]h`UbX  
]b`Z`fa Uh]cb`dfcj ]X`Y`X`i`b`h`Y`g`h` X`Y`bh`UbX`\`c`gh`Z`Y`X`V`U`W`\_`Z`c`fa`g`"

K Y`\cdY`mci`Yb`^`m`mci`f`]b]hYfbg\]d`



Gi Va ]gg]cb`cZ5ggYgga YbhiHUg\_g

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

Ʒmci`YbWci bHYf`U`dfcV`Ya`k` \Yb`UHYa` dh]b[`hc`gi`Va`]hmc`i`f`Ugg][`ba`YbhiHfci`[`\`Hi`fb]h]b`z`d`YUgY`  
HY`Yd`cbY`9I`HYfbU`Gi`ddcfhcb`-`,`)`"``"``%cf`Ya`Uj`h`Ya`cb`YI`HYfbU`HY`hgi`ddcfh4`i`bgk`"YXi`"Ui`"Gi`ddcfh`  
`lci`fg`UfY`,`.\$\$Ua`-`-%\$.\$\$da`cb`k`YY`XUmg`UbX`-`.\$\$Ua`-`).\$\$da`cb`k`YY`YbXg`f1`\*)`XUmg`U`mY`Uf2`Ʒmci`  
UfY`i`bUV`Y`hc`gi`Va`]hmc`i`f`Ugg][`ba`YbhiXi`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`ghfYhU]b`mci`f`h]W`Yhbi`a`VYf`Z`ca`9I`HYfbU`Gi`ddcfhfU`cb[`k`]h`Ubmc`h`Yf`fY`Yj`UbhXcW`a`Yb]gk`hc`  
]bWi`XY`Ug`Yj`]XYbVW`hc`gi`ddcfhmc`i`f`YI`HYbg]cb`Udd`]W]h]cb`"Ʒmci`Ya`Uj`9I`HYfbU`Gi`ddcfhmc`i`k`]`  
Ui`hc`a`U]W]m`fYW]j`Y`U`h]W`Yhbi`a`VYf`z`Vi`h]Zmci`HY`Yd`cbY`mci`k`]`b`Y`Y`X`hc`gd`Y`W]Z]W]m`Ug`\_`Zc`f`cbY`"  
Hi`fb]h]b`U`gc`dfcj`]XYg`i`dXUHYg`cb`h`Y]f`gmghYa`g`hU`h`g`cb`Hk`]hYf`"

;`YbYfU`mz`UggYgga`YbhiUg\_g`a`i`ghVY`gi`Va`]hYX`Y`Y`Wfcb]W]m`j`]U`Y]h`Yf`Hi`fb]h]b`cf`U`A`ccX`Y`  
Ugg][`ba`Ybhi`h]b]bg]h]b]W]g`k` \YfY`h`g`]g`bchidcgg]V`Y`z`]hk`]`VY`gh`U`H`X`cb`mci`f`Wci`fgY`g`A`ccX`Y`g]h`k`]h`  
U`HYfbU]h]`Y`gi`Va`]gg]cb`XYhU]g`"

:`cf]bZcfa`U]cb`cb`\ck`hc`gi`Va`]hUgg][`ba`Ybhi`cb]bY`j`]U`A`ccX`Y`. \hhdg.#gh`XYbhi`bgk`"YXi`"Ui`#ck`!  
gi`Va`]hUgg][`ba`Ybhi`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`cZc`h`Yfg`UbX`dFYgYbh]b[ `h`Ya `Ug`mci f`ck b`" #WUb`hU`Y`a`Ubm  
Zcfa gZ`Zca `XY`]VYFUH`VX`YU]b[ `hc`UW]XYbhU`m`Wcdm]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[ `WU]h[ cf]Yg.

7 cdm]b[ .`I` g]b[ `h`Y`gUa`Y`cf]j`Yfmg]a`]Uf`k`cfXg`hc`h`Y`cf][ ]bU`hY`hcf]XYU`k`]h`ci hUW`bck `YX[ ]b[ `h`Y`  
gci fW`cf`i`g]b[ `ei`c`h`h`cb`a`Uf`g`"H`]g`]bW`i`XYg`Wcdm]b[ `a`U`H`f]U`gZ`]XYUg`cf`W`b`W`d`h`g`Zca`U`V`cc`Z`U`f`h`W`Y`Z`  
fYdcfhcf`ch`Y`f`k`f]h`Y`b`XcW`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`cf`Z`XYg][ bZ`X`f`U`k`]b[ Z`W`f`W`]h`m`Z`W`c`a`d`i`h`f`  
d`f`c[ fUa`cf`g`c`Z`k`U`f`Y`Z`k`Y`V`g`]h`Z`]b`h`f`b`Y`h`Z`c`h`Y`f`Y`Y`W`f`c`b`]W`f`Y`g`ci`f`W`Z`c`f`U`b`c`h`Y`f`d`Y`f`g`c`b`f`g`U`g`g][ ba`Y`bh`k`]h`ci`h`  
U`d`d`f`c`d`f]U`h`U`W`b`c`k` `Y`X[ Ya`Y`bh`

#Uddfcdf]U]h`d`U`f`U`d`\`f`U`g]b[ .`7`\Ub[ ]b[ `U`Z`k`k`cfXg`UbX`d`\`f`U`g`Y`g`k`\]Y`a`c`g`h`m`f`Y`h]b]b[ `h`Y`cf][ ]bU`  
]bZcfa`U`h`c`b`Z`g`h`i`W`i`f`Y`U`b`X`#`f`d`f`c[ f`Y`g`g]c`b`c`Z]XYUg`c`Z`h`Y`cf][ ]bU`k`]h`ci hUW`bck `YX[ Ya`Y`bh`H`]g`U`gc`  
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`]XYUg`cf`k`cfXg`k`]h`ci`h`W`Y`X`]h`U`b`X`h`c`  
d`]Y`W]b[ `hc[ Y`h`Y`f`e`i`c`h`Y`g`U`b`X`d`U`f`U`d`\`f`U`g`Y`g`]bhc`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[ "

7c`i`g]c`b. `K`cf`\_`]b[ `k]h`c`b`h`Y`g`i`V`i`c`h`U`g]b[ `Z`b`Z`h`k`Y`f`k`d`g`U`g`U`g`d`Y`f`g`c`b`]`g`i]b`X]`cf`k`]`c`i`Z`c`a`U`gc`  
]bW`i`XYg`d`f`c`j`X]b[ `m`c`i`f`k`cf`\_`hc`U`b`c`h`Y`f`g`h`XY`b`h`Z`c`f`h`Y`d`i`f`d`c`g`Y`c`Z`h`Y`a`d`U[ ]Uf]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`a`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`cf`\_`U`b`X`W`c`d`m]b[  
]h`Z`c`Z`Y`f]b[ `hc`W`c`a`d`Y`h`U`b`c`h`Y`f`d`Y`f`g`c`b`g`k`cf`\_`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`cf`\_`

#Uddfcdf]U]h`W`h`h]c`b. `7`h]b[ `g`c`i`f`W`g`k`\]W`\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`\_`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`h]c`b`f`f`g`Y`Z`d`U[ ]Uf]ga`E`G`i`V`a`]h]b[ `m`c`i`f`ck`b`k`cf`\_`Z`]b`k`\`c`Y`cf`]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`cf`g`i`V`a`]h`Y`X`Z`c`f`U`b`c`h`Y`f`U`g`Y`g`g`a`Y`b`h`c`f`W`c`i`f`g`Y`U`h`I`BGK`cf`U`b`c`h`Y`f`i`b`j`Y`f`g]m`

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

## 5 WUXYa ]WbZcfa Uh]cb

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

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