



MDIA3010

DfcZygg]cbU``A YX]U`DfUWgWyg. 7 fYUhjb[žDi V`]g\]b[`UbX Di V`]Wg]b[`8][]hU``>ci fbU`]ga

HYfa 'C bY ''## '&\$&\$

7 ci fgY⁻Cj Yfj]Yk

`GHJZZ`7cbHJWh`8YHJ]`g`

'7cbj Ybcfg'

BUa Y	9a U]`	5j U]`UV]`]m	@cWUhjcb	D∖cbY
DYHYfK∖]HY	dff"k∖]hY4 i bgk "YXi "Ui	cZ]WY`\cifg.`%%)`! &"%)`da KYXbYgXUmg fbl`YUgY`YaU]`hc aU_Y`Ub Uddc]bhaYbhŁ	F cVYfh K YVghYf'! fa ' %%	

GWX.cc``7cbHJWhf=bZcfaUh]cb

Fcca" %&ž`YjY`' FcVYfhK YVghYf`6i]`X]b[

D\cbY.`f\$&Ł`-`,)`(,)*

9a U]`. <u>'gUa 4 i bgk "YXi "Ui</u>

K YVg]hY. <u>http://t</u>

H\Y'GW\cc``cZh\Y'5fhg'UbX'AYX]U'k ci `X``]_Y'hc'FYgdYWbZ ``m5W_bck `YX[Y'h\Y'HfUX]h]cbU``7ighcX]Ubgž h\Y'6YXY[U``fPYbg]b[hcb'WJa digŁž; UX][U``fD]hm'UbX'5fh/ '8Yg][b'7Ua digYgŁ'UbX'h\Y'B[ibbUk U` dYcd'Y'fБighfU`]Ub'8YZYbW': cfW'5WJXYam]b'7UbVYffUŁ'cZh\Y``UbXg'k\YfY'YUW\'WJa dig'cZIBGK ']g `cWJhYX"

7cifgY[·]8YHJ]`g

7 fYX]hDc]bhg`*`

Gi a a UfmcZh\Y'7ci fgY

€ Th]g:WcifgY:mci k]``\cbY:kcf_!fYUXmig_]``g:UggcW]UHYX:k]h\'Wcaa]gg]cb]b[ž:fYgYUfW\]b[ž:WfYUH]b[ž

5ggYgga Ybh

5ggYgga YbhHUg_g

5ggYgga YbhHJg_	K Y][\h	8iY`8UhY	GhiXYbhi@YUfb]b[CihWcaYgʻ5ggYggYX
AYX]UWcbhYbhWcbWYdh]cbž dfcXiWh]cb#YX]h]b[UbX diV`]WUh]cb%	' \$I	Bch5dd`]₩VYY	%ž&ž ž(
AYX]UWobhYbhWobWYdh]obž dfcXiWM]ob#YX]h]b[UbX diV`]WUh]ob&	')ı	Bchi5dd`]₩IJV`Y	%ž&ž ž(
AYX]UWobhYbhWobWYdh]cbž dfcXiWh]cb#YX]h]b['UbX diV`]WUh]cb''	')ı	Bch5dd`]WUV`Y	%ž&ž ž(

5ggYgga Ybh8YHJ]`g

5ggYggaYbh%`AYX]U`WcbhYbhWcbWYdh]cbždfcXiWh]cb#(X]h]b[`UbX`diV`]WUh]cb*%

GHJfhXUHY.Bch5dd`]WUV`Y

8YHU]`g. '€X]j]Xi U`%*\$\$`k cfXg`fYei]j U`YbHz": YYXVUW_j]U`@A G

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

GYY 'Wci fgY 'A ccX`Y 'g]hY 'Zcf' 'XYhU]`g"

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

5ggYgga Ybh&`A YX]U'WcbhYbhWcbWYdh]cbždfcXi Wh]cb#YX]h]b[`UbX`di V`]WUh]cb`&

GhUfhXUhY.Bch5dd`]WUV`Y

8YHU]`g. `€X]j]Xi U`% \$\$`k cfXg": YYXVUW_j]U`@A G`

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

GYY Wci fgY A ccX Y g]hY Zcf XYHU] g"

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

5ggYggaYbh'. AYX]UWcbhYbhWcbWYdh]cbždfcXiWh]cb#X3h]b['UbX'diV`]WUh]cb''

GHJfhXUHY. Bch5dd`]WUV`Y

8YHU]`g. ʿŧbX]j]Xi U`% \$\$`k cfXg`flYei]j U`YbH: YYXVUW_'j]U`@A GH\]g`]g`h\Y`Z]cbU``UggYgga k Ybh

5XX]h]cbU``XYhJ]`g.

GYY'WcifgY'AccX`Y'g]HY'Zcf``XYHU]`g"

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

5 HYbXUbWYFYei]fYaYbhg

5HYbXUbW/`]g`fYei]fYX`UhU```gYa]bUfg`fh\YfY`UfY`bc``YWiffYgŁ'!`UhU`a]b]aia`cZ,\$`dYfW/bh'

7 ci fgY GWX YXi `Y

J]Yk WUgg ha YHJV Y

H]a YHJV`Y'

8 UhY	Hmd Y	7cbhYbh
K YY_`%`%+`: YVfi Ufm!`&% : YVfi Ufm	GYa]bUf	©`YUgY`bchih∖Y`h∖Y`aUhYf]U``dfcj]XYX`VY`ck`]g dfcj]g]cbU`ž`giVYWhic`UX↑ghaYbh'Ug`h\Y`hYfa ibZc`Xg"`FYZYf`hc`h\Y`WcifgY`AccX`Y`g]hY`Zcf`id!hc! XUhY`]bZcfaUh]cb"Q
		=bHfcXiWMjcbihcih∖YiWcifgY
		FYj]Yk`cZ@WieiadfZk`!`fUb[Y`cZUfh]WYgžbYkg jU`iYgžXYg][b`UbX``Umcih]ggiYgžd\chc`?cifbU`]gh]W Y`YaYbhg"
		=ohfcXiWMjcbihcicifïWcbhYbhaUbU[YaYbhid`UhZcfai! FYVY`AcigY
		=bhfcXiWhjcb`hc`h∖Y`XUhU`UbU`mhjWg`VUW_YbX`!`hfUW_]b[fYUXYf`Yb[U[YaYbh
		H\Y`@WieiadfZk`dcXWJgh
		6fU]bghcfa]b[`!`dfY`]a]bUfmh\ci[\hg`cb`dfca]g]b[hcd]WUfYUg`Zcf`ghcfmXYjY`cdaYbh`!`dfcZ]`Ygž dYfgcbU``fYZYWf]cbg#cVgYfjUh]cbž`]ggiYg`UbX`hfYbX ZYUhifYgž'YId`U]bYfgž'cd]b]cb`d]YWfgž'fYj]Ykgž'YhW'
K YY_`&.`&(`: YVfi Ufm'!`&, : YVfi Ufm	GYa]bUf	fdfcj]g]cbU``gWXYXi `Yžgi VYWfitc`fYj]g]cb`Ug`ghcfm XYj Y`cda Ybh]ggi Yg`i bZc`XŁ
		0 WW]1kdWh[Wi aX[eegWe['1aUS^S`V[`fWodSf[a`S^ _WW[SUahWobSYWbgT1[USXAS[delieaU[S^fdWiVeS`V babg1SdUg1fgdWziQ
		DfY`]a]bUfmghcfmi]XYU'd]HWXYg
		=ð!WUgg`ghcfmXYjY`cdaYbh'!`dfY`]a]bUfm VUW_[fcibX`fYgYUfW\žZ]bX]b[`Uddfcdf]UhY gcifWfg#U`YbhYhW
		Gi gg]b[`ci higca Y`cZci f`Wca dYh]h]cb`!`fYj]Yk]b[h\Y`cb`]bY`di V`]WUh]cbg`cZch\Yf`i b]j Yfg]hm`ci fbU`]ga XYdUfha Ybhgž`5i ghfU`]U`UbX`]bhYfbUh]cbU`

		F Yj]Yk 'cZ'X][]HJ`WcbHYbHdUW_U[YfgEZca 'YUf]Yf k YY_g Gi VV]b['UbX'`Um]b['ci hmci f'WUgga UHYgfWcdm! hck UfXg'di V`]WUH]cb!gHJbXUfX'VYbW&a Uf_g Dfca ch]b['@W ei adfZk'WcbHYbh'!]b!WUgg'YI YfW]gY 9b[U[]b['U'fYUXYfg\]d'H\fci [\ 'cb`]bY'fbYk g'YHYfgfi fH\Y @W ei adfZk'bYk g'YHYfE 8][]HJ`'WcbHYbh'VfU]bghcfa]b['!'mci f'bYI hX][]HJ` dUW_U[Y
K YY_', .'* 5df]`!'%\$5df]`	GYa]bUf	0 WW] & dWh[W aX [eegWe ['aUS^S`V [`fWd Sf[a`S^ _ WW[S UahWdSYWaXbgT {U SXS[del eaU[S^fdW Ve S`V babg 'Sd Ug fgdWdQ D]HW]b['mci f'bYI hX][]HU``WcbHYbhdUW_U[Y 8]gW gg]cb'cZfXUHUfi'ci fbU`]ga ž'XUHU j]gi U`]gUH]cb'UbX']bZc'[fUd\]Wg H\Y'@W ei adfZk'fbYk g`YHHYffi H\Y'@W ei adfZk'dcXWUgh
K YY_``% `5df]`'!`%+ 5df]`	GYa]bUf	 WW] & dWh[Wi aX [eegWe [& US^S`V [`fWd Sf[a`S^WK]S UahWdSYWaXbgT (U SXS[del eaU[S^fdW Ve S`V babg 'SdUg fgdWdQ :]bU`]gUh]cb`cZX][]HU``dUW_U[Y`!`X]gWigg]cb`UbX ZYYXVUW_`cb`XfUZng#Z]fghW hg`YHW H\Y`@Wi ei adfZk dcXWUgh H\Y`@Wi ei adfZk`bYk g`YHYf F Ydcfhicb`dfYj]ci g`gcW]U`!a YX]U`dfca ch]cb`cZ @Wi ei adfZk WcbhYbhfl UWYVcc_ž`=bgHU[fUa UbX`G9C Ł
K_YY_`%\$.`&\$`5df]``!`&(5df]`	GYa]bUf	0 WW] & dWh[W/ aX[eegWe[& aUS^S`V[`fWodSf[a`S^ _WV[SUahWodSYWaXbgT1[USXAS[deleaU[S^fdW/VeS`V babg^SdUg4fgdWo2 H65

F Ygci fWg

DfYgWf]VYX F Ygci fWfg

Bc'hYI hVcc_'Zcf'h\]g'Wci fgY

FYWca a YbXYX⁻FYgci fWYg

Mci ^{*}k]``^{*}bYYX^{*}hc ^{*}VY^{*}fYUX]b[#]Yk]b[#]ghYb]b[^{*}UWfcgg^{*}U^{*}k]XY^{*}j Uf]YhmicZ^{*}ci fbU^{*}]ga "

<YfY'UfY'gca Y'gi [[Ygh]cbg"

@cb[Zcfa "cf[ža YX]i a "Wca žh\YWcbj YfgUh]cb"Wca žh\Y`\i Z]b[hcb`dcghžH\Y`; i UfX]Ub`5i ghfU`]Už G`UhY"Wca žYhWiYhWi

H\Y`GUhi fXUmDUdYfž; ccX`K YY_YbX`UbX`BYkg`FYj]YkžGdYWfi a `UbX`HfUj Y`Yf`gYWfjcbg`]b`h\Y`GmXbYm A cfb]b[`<YfU`X`kYY_YbX`YX]hjcb`H\Y`K YY_YbX`5i glfU`]Ub`a U[Un]bY// =bei]fYf`UbX`FYj]Yk`]b`H\Y K YY_YbX`5i glfU`]Ub`@]ZY`UbX`@Y]gi fYž

DYfgdYWfj Y`]b`h\Y`5i glfU`]Ub`:]bUbWJU`FYj]Yk`kYY_YbX`YX]hJcb`H\Y`A cbh\`mžH]a YžBYk gkYY_žH\Y 5hUbhJWžH\Y`BYk`GhUhYga UbžK]fYXžI HB9`FYUXYfžA ch\Yf`>cbYgž<UfdYffg`A U[Un]bYžH\Y`BYk Mcf_YfžYhWžYhW`A Uf]Y`7`U]fYž9``Yž; E`fUbX`g]a]`Uf`k ca Yb'g`UbX`a Ybfg`a cbh\`ma U[Un]bYgŁ/Fc``]b[GhcbY`fUbX`ch\Yf`Ufhg!UbX!YbhYffU]ba Ybha U[g`UbX`kYVg]hYgŁ

: ci f[·]7 cfbYfg/G]I hmA]bi hYg[·]fUbX[·]ch Yf[·]]b!XYdh [·]VfcUXWJgh[·]ci fbU[·]]ga Ł

5bmicZh\Y`YIWY``YbhifUX]c`XcW`aYbhUfmidfc[fUag`UjU]`UV`Y`Ug`dcXWUghg`cb`567`FUX]c`BUhJcbU` f<u>\hhdg.#k k "UVWbYh'Ui #UX]c#dcXWUghg#</u>:!`Y"["`6UW<u>[</u>fci bX`6f]YZ]b[ž: i hi fY`HYbgYžH\Y`<YU`h\`FYdcfhž H\Y`GWJYbWY`G\ck žFYUf`J]g]cb/UbmcZh\Y`a i `h]hi XY`cZdcXWUghg`UjU]`UV`Y`cb`]bY`5bX`gc`cb

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

K YʻUWNji Y`m'Yj U`i UhYʻh\]gʻWci fgYʻUbXʻfYgdcbXʻhcʻghi XYbhZYYXVUW_ʻk \YfYj Yfʻdcgg]V`Y"`: cfa U``i b]j Yfg]hm Yj U`i Uh]cbʻgi fj Ymgʻk]``VYʻi bXYfhU_YbʻUhh\YʻYbXʻcZh\YʻgYa YghYf": YYXVUW_ʻZfca ʻghi XYbhgʻ]gʻk Y`Wca YʻUh Ubmh]a Y`!`]bʻdYfgcbžVmYa U]`žVm`YhhYf"

Gi Va]gg]cb cZ5ggYgga YbhHUg_g

Gi Va]gg]cb cZ5ggYgga YbhHUg_g

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

#mci YbWci bHYf'U'dfcV'Ya 'k \Yb'UHYa dhjb['hc'gi Va]hmci f'Ugg][ba YbhH\fci [\ 'Hi fb]hjbž'd'YUgY HY'Yd\cbY'9I HYfbU'`Gi ddcfhcb'- ' ,) '' ' '%cf'Ya U]`'h\Ya 'cb'YI HYfbU'HY'hgi ddcfh4 i bgk "YXi "Ui '"'Gi ddcfh \ci fg'UfY', .\$\$Ua '-'%\$.\$\$da 'cb'k YY_XUmg'UbX'-.\$\$Ua '-') .\$\$da 'cb'k YY_YbXg'fl *) 'XUmg'U'mYUfŁ"'#mci UfY'i bUV'Y'hc'gi Va]hmci f'Ugg][ba YbhXi Y'hc'U'ZJi 'hk]h.'Hi fb]hjb'mci 'a UmUdd`mZcf'Ub'YI HYbg]cbž'Vi hmci a i ghfYhU]b'mci f'hjW_Yhbi a VYf'Zfca '9I HYfbU'`Gi ddcfhfU'cb['k]h.'Ubmch\Yf'fY'Yj UbhXcW a YbhgE'hc]bWi XY'Ug'Yj]XYbWY hc'gi ddcfhimci f'YI HYbg]cb'Udd`]WUh]cb"'#mci 'Ya U]`'9I HYfbU'`Gi ddcfhimci 'k]`` Ui hca UhjWU'`mfYWY]j Y'U'hjW_Yhbi a VYfž'Vi h]Zmci 'HY'Yd\cbY'mci 'k]``bYYX'hc'gdYWJZWU``mUg_'Zcf'cbY" Hi fb]hjb'U`gc'dfcj]XYg'i dXUHYg'cb'h\Y]f'gmgHYa 'gfUhi g'cb'Hk]hYf"

; YbYfU``mž'UggYgga YbhHUg_g'a i ghVY'gi Va]HHXXYYWYfcb]WU``mj]U'Y]H\Yf'Hi fb]h]b'cf'U'A ccX`Y Ugg][ba Ybh''=b`]bgHUbWYg'k \YfY'H\]g']g'bchdcgg]V`Yž']hk]``VY'gHUHYX'cb'mci f'Wci fgY'g'A ccX`Y'g]HY'k]H\ U`HYfbUh]j Y'gi Va]gg]cb'XYHU]`g''

: cf`]bZcfa Uh]cb`cb`\ck 'hc`gi Va]hUgg][ba Ybhg`cb`]bY`j]U`A ccX`Y.`\hhdg.##gh XYbh'i bgk "YXi "Ui #\ck! gi Va]hUgg][ba Ybha ccX`Y

5WUXYa]W<cbYghmUbX^D`U[]Uf]ga

D`U[]Uf]ga `]g`i g]b['h\Y`k cfXg`cf`]XYUg`cZch\Yfg`UbX`dfYgYbh]b['h\Ya `Ug`mci f`ck b"`+i\WUb`hU_Y`a Ubm Zcfa gžZfca `XY`]VYfUhY`W\YUh]b['hc`UVW]XYbhU``mWcdm]b['Zfca `U`gci fWf`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.

7 cdm]b[..'i g]b['thY'gUa Y'cf'j Yfmg]a]`Uf'k cfXg'tc'thY'cf][]bU`'thYI h`cf']XYU'k]th`ci hUW_bck `YX[]b['thY gci fVW'cf'i g]b['ei ctUt]cb'a Uf_g"'th\]g'U`gc'Udd`]Yg'tc']a U[Ygž'Ufh'UbX'XYg][b'dfc'YWtgž'Ug'k Y``'Ug dfYgYbtUt]cbg'k \YfY'gca YcbY'dfYgYbtg'Ubct\Yf'g']XYUg'cf'k cfXg'k]th`ci hWfYX]t'

■Uddfcdf]UhY`dUfUd\fUg]b[..7\Ub[]b[`U`ZYk`k cfXg`UbX`d\fUgYg`k \]`Y`a cghmfYhU]b]b[`h\Y`cf][]bU` ghfi Whi fY`UbX#cf`dfc[fYgg]cb`cZ]XYUg`cZh\Y`cf][]bU`ž`UbX`]bZcfa Uh]cb`k]h\ci hUW_bck `YX[Ya Ybh`H\]g`U`gc Udd`]Yg`]b`dfYgYbhUh]cbg`k \YfY`gca YcbY`dUfUd\fUgYg`Ubch\Yf*g`]XYUg`cf`k cfXg`k]h\ci hWfYX]hUbX`hc d]YW]b[`hc[Yh\Yf`ei chYg`UbX`dUfUd\fUgYg`]bhc`U`bYk`k \c`Yžk]h\ci hUddfcdf]UhY`fYZYfYbW]b["

7 c``i g]cb.'k cf_]b['k]h`:ch\Yfg'Vi hdUgg]b['cZ!h\Y'k cf_'Ug'U'dYfgcb'g']bX]j]Xi U``k cf_"'7 c``i g]cb'U`gc]bWi XYg'dfcj]X]b['mci f`k cf_'hc'Ubch\Yf'gh XYbhVYZcfY'h\Y'Xi Y`XUHYžcf'Zcf'h\Y'di fdcgY'cZh\Ya d`U[]Uf]g]b['UhUbmh]a Yž'dUm]b['Ubch\Yf'dYfgcb'hc'dYfZcfa 'Ub'UWUXYa]WhUg_žghYU`]b['cf'UV&i]f]b[Ubch\Yf'dYfgcb'g'UWUXYa]Wk cf_'UbX'Wcdm]b[']hž'cZYf]b['hc'Wca d`YhY'Ubch\Yf'dYfgcb'g'k cf_'cf'gYY_]b[dUma YbhZcf'Wca d`Yh]b['UWUXYa]Wk cf_"

=ðUddfcdf]UhY`W]hUh]cb. 7]h]b[`gci fWYg`k \]W\`\Uj Y`bchVYYb`fYUXžk]h\ci hUW_bck `YX[]b[`h\Y`´gYWcbXUfm´ gci fWY`Zfca`k \]W\`_bck `YX[Y`cZh\Ya`\Ug`VYYb`cVhU]bYX"

8id`]WUh]cbffigY`Zd`U[]Uf]ga "Łigi Va]hh]b[imcifick bik cf_ži]bik \ciYicfi]bidUfhžik \YfYi]h\UgidfYj]cigim VYYbidfYdUfYXicfigi Va]hhYXiZcfiUbch\YfiUggYggaYbhicfiWcifgYiUhi BGK icfiUbch\Yfib]jYfg]hm"

7 cffYWhfYZYfYbWjb[dfUWfjWYg.

- DUfUd\fUg]b[žigi a a Uf]g]b[žiYggUmk f]h]b['UbX'h]a Yia UbU[Ya Ybh
- 5ddfcdf]UhY i gY cZUbX Uhf]Vi h]cb Zcf U fUb[Y cZa UhYf]U g]bWi X]b['hYI hz]a U[Ygz Zcfa i `UY UbX WcbWYdhg"

€DX]j]Xi U``Ugg]gHJbWF`]g`Uj U]`UV`Y`cb`fYei YghŹca `H\Y`@YUfb]b[`7 YbHY`f\Hd.#k k k "`Wi bgk "YXi "Ui #" Ghi XYbhg`UfY`U`gc`fYa]bXYX`H\UhWUfYZ ``Ha Y`a UbU[Ya Ybh']g`Ub`]a dcfHJbhdUfhcZghi XmUbX`cbY`cZh\Y]XYbh]Z]YX`WJi gYg`cZd`U[]Uf]ga `]g`dccf`Ha Y`a UbU[Ya YbH'Ghi XYbhg`g\ci `X`U``ck `gi ZZ]W]YbhHa Y`Zcf fYgYUfW\žXfUZf]b[`UbX`dfcdYf`fYZYfYbW]b[`cZgci fWfg`]b`dfYdUf]b[`U```UggYgga Ybh]Ha g"

IBGK "@]VfUfmiU`gc`\Ugʻh\Y`9@~G9`hcc``UjU]`UV`Y`hc`Ugg]ghimci`k]h\`mcif`ghiXmiUhIBGK "`9@~G9`]g XYg][bYX`hc`]bhfcXiWY`bYk`ghiXYbhg`hc`ghiXm]b[`UhIBGK `Vih]hWUb`U`gc`VY`U`[fYUhifYZfYg\Yf`Xif]b[`mcif ghiXm"

7 ca d`Yhjb['h\Y'9@~~~~~~ f]U``UbX'ei]n'k]``YbUV`Y'mci 'hc.

- UbU'mgY'hcd]Wgžd'Ub'fYgdcbgYg'UbX'cf[Ub]gY'fYgYUfWX'Zcf'UWUXYa]Wk f]hjb[''UbX'ch\Yf UggYgga YbhiHUg_g
- **`**

5WUXYa]W=bZcfaUh]cb

: cf^{*}YggYbhJU^{**}gh XYbh^{*}]bZcfa UhJcb^{*}fY^{*}UhJb[^{**}hc.

- fYei YgłgʻZcfʻYl łł/bg]cb/
 `Ułł/`gi Va]gg]cbgʻ[i]XY`]bYg/
- fYj]Yk 'cZa Uf_g/
- I BGK < YU`h`UbX`GUZYhmidc`]WjYg/
- YI Ua]bUh]cb⁻dfcW/Xi fYg/
- ٠