



## MDIA5003

C b`]bY`UbX`A cV]`Y`A YX]U

7 ci fgY`Cj Yfj ]Yk

`GHJZ`7 cbhJW`8YHJ`g`

`7 cbj Ybcfg`

B Ua Y	9a Uj`			

7ci fgY'8YHJ]`g

7fYX]hDc]bhtg`\*`

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

H\]g`Wci fgY`ZcW`gYg`cb`j`Uf]ci`g`Zcfa`g`cZcb`]bY`UbX`a`cV]Y`a`YX]Už`h\Y]f`UZZ`c`fX`UbW`g`UbX`Wc`bghfU]bhtgž`h\Y`  
i`gY`UbX`bcb!i`gY`Vma`i`h`d`Y`di`V`]Wgž`UbX`h\Y`]a`dUW`icb`Wc`bH`a`dcfUfm`Wc`a`a`i`b]W]h]cb`UbX`W`h`fU`  
dfcXi`W]cb`" `#`d`f`c`j`]X`Y`g`c`d`d`c`f`h`i`b]h]Y`g`Z`c`f`g`h`i`X`Y`b`h`g`h`c`Y`b`[`U`[`Y`W`]h]W`m`i`k`]h`b`Y`k`a`Y`X]U`h`Y`c`f`m`ž`UbX`h`c`  
fY`Z`Y`W`icb`h\Y]f`c`k`b`c`V`g`Y`f`j`U`h]c`b`g`UbX`Y`i`d`Y`f]Y`b`W`g`"

Hcd]Wg`Wc`j`YfYX`]b`h`g`Wci fgY`]bW`i`X`Y`h\Y`Y`j`c`i`h]c`b`c`Z`c`b`]bY`UbX`a`cV]Y`h`W`bc`c`[`]Y`gž`a`i`h`d`Y`  
d`Y`f`g`d`Y`W]j`Y`g`c`b`X`[`]h`U`Ui`X]Y`b`W`g`#`g`Y`f`gž`b`Y`h`k`c`f`\_`Y`Z`Y`W`gž`h\Y`k`U`m`g`h`U`h`W`c`a`a`i`b]W]h]cb`d`f`c`Z`Y`g`g]cb`U`g`  
Y`a`d`c`m`ic`b`]bY`UbX`a`cV]Y`a`Y`X]U`ž`h\Y`h`Y`b`g]c`b`g`U`f`c`i`b`X`d`U`h`Z`c`f`a`d`c`]h]W`gž`W`c`d`m`f`[`\`h`ž`c`d`Y`b`g`c`i`f`W`  
d`f`c`X`i`W]c`b`ž`UbX`i`g`Y`c`Z`X`U`h`U`"

7ci fgY`@YUfb]b[ `C`i`h`W`c`a`Y`g`

%`8`Y`a`c`b`g`h`f`U`h`Y`h\Y`U`V`]h`m`i`c`W`]h]W`m`U`g`g`Y`g`g`j`U`f]c`i`g`Z`c`f`a`g`c`Z`c`b`]bY`UbX`a`cV]Y`a`Y`X]U`ž`UbX`h`c`  
]X`Y`b`h]ž`m`UbX`W`c`a`d`f`Y`Y`b`X`h\Y`X]j`Y`f`g`Y`d`i`V`]W`g`h`U`h`i`g`Y`UbX`U`W`W`g`g`c`b`]bY`a`Y`X]U`"``````  
&`7`c`b`W`d`h`U`]g`Y`h\Y`]a`dUW`ic`Z`c`b`]bY`UbX`a`cV]Y`a`Y`X]U`c`b`W`c`b`H`a`dcfUfm`Wc`a`a`i`b]W]h]cb`UbX`  
W`h`fU`d`f`c`X`i`W]c`b`"  
'`" `7`f]h]W`m`Y`j`U`i`U`h`Y`UbX`Ub`U`m`g`Y`U`W`U`X`Y`a`]W`UbX`]b`X`i`g`h`f`m`]h`Y`f`U`h`f`Y`]b`f`Y`U`h]c`b`h`c`a`cV]Y`UbX`c`b`]bY`  
a`Y`X]U`"  
(`" `5`d`d`m`i`f`Y`Y`j`U`b`h`h\Y`c`f`Y`h]W`\_`b`c`k`Y`X`[`Y`UbX`g`\_]`g`U`g`W`c`a`a`i`b]W]h]cb`g`d`Y`W]U`]g`h`g`"

HYUW\]b[ `G`h`f`U`h`Y`[`]Y`g`

H\Y`Wci fgY`k`]`V`Y`h`U`i`[`\`h`Z]W`W`!`h`c`!`Z]W`W`]b`U`Y`W`h`f`Y`d`i`g`g`Y`a`]b`U`f`Y`b`j`]f`c`b`a`Y`b`h`c`Y`b`W`c`i`f`U`[`Y`W`c`g`g`!  
d`c`]b`U`h]c`b`c`Z]X`Y`U`g`UbX`\_`b`c`k`Y`X`[`Y`"

H\`f`c`i`[`\`V`c`h`]b`!`W`U`g`g`UbX`c`i`h`c`Z]W`U`g`g`U`W`]j`]h]Y`gž`g`h`i`X`Y`b`h`g`k`]`V`Y`Y`b`W`c`i`f`U`[`Y`X`h`c`W`c`b`g]X`Y`f`h\Y`]b`\_`g`  
V`Y`h`k`Y`Y`b`W`c`a`a`i`b]W]h]cb`h\Y`c`f`m`UbX`c`b`]bY`UbX`a`cV]Y`a`Y`X]U`d`f`U`W`]W`"

G`h`i`X`Y`b`h`g`k`]`V`Y`Y`i`d`Y`W`Y`X`h`c`Y`i`d`Y`f]a`Y`b`h`k`]h`j`U`f]c`i`g`c`b`]bY`UbX`a`cV]Y`a`Y`X]U`c`i`h`g]X`Y`c`Z]W`U`g`g`]b`  
d`f`Y`d`U`f`U`h]c`b`Z`c`f`h\Y]f`U`g`g`[`]b`a`Y`b`h`g`"


@Yb[ h. %) \$\$'k cfXg

8YHJ`g. %) \$\$'k cfXg"K f]HYb`ZYXVUW`h\fc i [ \ `Hi fb]hb"

5XX]h]cbU`XYHJ`g.

D`YUgY`fYZf`h`z`f\Yf`XYHJ`YX`[ i ]XY`bYg`UbX`gi ddcfhfYgci fW`g`cb`A`ccX`Y`"

Hi fb]hb`gYH]b[ . H\]g`Ugg][ ba Ybh]g`gi Va ]HYX`h\fc i [ \ `Hi fb]hb`UbX`gh XYbhg`Xc`bchgYY`Hi fb]hb`g]a ]Uf]mfYdcfrg"

F Ygci fWg

DfYgWf]VYX`F Ygci fWg`

5j U]UV`Y`cb`A`ccX`Y`"

F YWca a YbXYX`F Ygci fWg

5j U]UV`Y`cb`A`ccX`Y`"

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

H\]g`Wci fgY`k`j`i` bXYf[ c`Wcb]bi U`XYj Y`cda Ybh]j ]U`ZYXVUW`dfcWggYg`gi W`Ug`a`m9l dYf]YbW`gi fj Ym  
UbX`Wc`Y[ ]U`fyj ]Yk`"K`Y`k`j`U`gc`Wc`YWh]bZcfa U`ZYXVUW`]b`hY`Zcfa`cZUbcbrma`ci`g`gi`[ [ Ygh]cbg`UbX  
Wca a Ybfg`h`fci [ \ci`h`hY`Wci fgY`"K`Y`UddfYW]UfY`mci`f`ZYXVUW`UbX`hU`Y`hYa`j`YfmgYf]ci`g`m`H\Ub\_  
mci`]b`UXj`UbW`Zc`f`Wc`!WfYUh]b[ `hY`Wci fgY`E`

Gi Va ]gg]cb`cZ5ggYgga YbhHUg\_g

Gi Va ]gg]cb`cZ5ggYgga YbhHUg\_g

Hi fb]hb`Gi Va ]gg]cb

zmc i`YbWci bhYf`U`dfcV`Ya`k` \Yb`U`H`Ya` dh]b[ `hc`gi Va ]hmc i`f`Ugg][ ba YbhHfci [ \`Hi fb]hbzd`YUgY  
H`Y`d`l`cb`Y`9I`H`f`b`U`Gi` ddcfhcb`-`'` ,` )` " ` ' ` ' ` %cf`Ya` U]`H`Ya` `cb`YI`H`f`b`U`H`f`gi` ddcfh4` i` bgk` "YXi` "Ui` "Gi` ddcfh  
`l`ci` fg`UfY` ,` .` \$\$Ua` -`-%\$.` \$\$da` `cb`k` YY`\_`XUmg`U`bX`-` .` \$\$Ua` -` )` .` \$\$da` `cb`k` YY`\_`YbXg`f`l` \*` )` `XUmg`U`m`Y`U`f`l`" zmc i  
UfY`i` bUV`Y`hc`gi Va ]hmc i`f`Ugg][ ba YbhXi`Y`hc`U`ZU`i`h`k` ]H`Hi`fb]hb`mc i`a` UmUdd`m`Zc`f`Ub`YI`H`f`bg]cbz`Vi` hmc i  
a`i` ghf`Y`H]b`mc i`f`h]W`Y`h`bi`a` VYf`Z`ca` `9I`H`f`b`U`Gi` ddcfhf`U`cb[ `k` ]H`U`b`m`c`H`Y`f`f`Y`j` UbhXcW`a` Yb`hg`L`hc  
]bW`i` XY`Ug`Y`j` ]XYbW`hc`gi` ddcfhmc i`f`YI`H`f`bg]cb`Udd`]W`h]cb" zmc i`Ya`U]`9I`H`f`b`U`Gi` ddcfhmc i`k` ]`  
Ui`hc`a` Uh]W`m`f`Y`W`j`Y`U`h]W`Y`h`bi`a` VYf`z`Vi`h]Zmc i`H`Y`d`l`cb`Y`mc i`k` ]`b`Y`Y`X`hc`gd`Y`W`Z]W`m`Ug`\_`Zc`f`cb`Y`"  
Hi`fb]hb`U`gc`d`fc`j` ]XYg`i` dXUH`g`i`cb`H`Y`f`g`m`g`H`Ya` `g`H`h`g`c`b`Hk` ]H`Y`f`"

; YbYfU`mz`UggYgga YbhHUg\_g`a`i` ghVY`gi Va ]H`Y`X`Y`Y`W`f`cb]W`m`j` ]U`Y`]H`Y`f`Hi`fb]hb`cf`U`A` ccX`Y`  
Ugg][ ba Ybh`H`b` ]bg`H`b`W`g`k` \Y`f`Y`H`L`g` ]g`b`ch`id`c`gg]V`Y`Z`]h`k` ]`V`Y`g`H`Y`X`i`cb`mc i`f`W`ci` fg`Y`g`A` ccX`Y`g`]H`k` ]H`  
U`H`f`b`U`h]`Y`gi Va ]gg]cb`XY`H]`g`"

: cf`]b`Z`c`fa` Uh]cb`cb`l`ck`hc`gi Va ]hUgg][ ba Ybh`g`cb`]b`Y`j` ]U`A` ccX`Y` .` \`h`td`g` .`#`g`h` XYb`h`i` bgk` "YXi` "Ui` #`ack`!  
gi Va ]hUgg][ ba Ybh`a` ccX`Y`

## 5 WUXYa ]W<c bYghmUbX 'D`U[ ]Uf]ga

D`U[ ]Uf]ga ]g'i g]b[ 'hY'k cfXg'cf]XYUg'cZchYfg'UbX'dfYgYbh]b[ 'hYa 'Ug'mci f'ck b" #WU b'U\_Y'a Ubm Z'fa gž Z'ca 'XY]VYfUHY'WXU]b[ 'hc'UW]XYbU`mW'dm]b[ 'Z'ca 'U'gci fW'k ]h'ci hUW\_bck 'YX[ Ya Ybh'

I BGK '[ fci dg'd`U[ ]Uf]ga ]bhc'hY'Z`ck ]b[ 'WU]Y[ cf]Yg.

7cdm]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'gci fW'cf'i g]b[ 'ei chU]cb'a Uf\_g" 'H\]g'U'gc'Udd'Yg'hc' ]a U[ Ygž UfhUbX'XYg][ b'dfc'YWgž Ug'k Y`Ug dfYgYbU]cbg'k \YfY'gca YcbY'dfYgYbhg'UbchYf'g' ]XYUg'cf'k cfXg'k ]h'ci hWYX]h'

#Uddfcdf]UHY'dUfUd\fUg]b[ .7 \Ub[ ]b[ 'U'Z'k 'k cfXg'UbX'd\UgYg'k \]Y'a cghm'fYU]b]b[ 'hY'cf][ ]bU'gfi W' fY'UbX'#f'dfc[ fYgg]cb'cZ]XYUg'cZ'hY'cf][ ]bU'Z'UbX' ]bZ'fa U]cb'k ]h'ci hUW\_bck 'YX[ Ya Ybh' 'H\]g'U'gc'Udd'Yg' ]b'dfYgYbU]cbg'k \YfY'gca YcbY'dUfUd\fUgYg'UbchYf'g' ]XYUg'cf'k cfXg'k ]h'ci hWYX]h'UbX'hc d]Y]b[ 'hc[ Y'hYf'ei chYg'UbX'dUfUd\fUgYg' ]bhc'U'bYk 'k \c'Yžk ]h'ci hUddfcdf]UHY'fYZYfYbW]b[ "

7c`i g]cb. 'k cf\_]b[ 'k ]h'chYfg'Vi hdUgg]b[ 'cZ'hY'k cf\_]Ug'U'dYfgcb'g' ]bX]j ]Xi U'k cf\_"7c`i g]cb'U'gc ]bW' XYg'dfcj ]X]b[ 'mci f'k cf\_'hc'UbchYf'gh' XYbhVYZ'fY'hY'Xi Y'XU]Yž'cf'Z'f'hY'di fdcgY'cZ'hYa d'U[ ]Uf]g]b[ 'UhUbmi]a Yž'dUm]b[ 'UbchYf'dYfgcb'hc'dYfZ'fa 'Ub'UWUXYa ]W]Ug\_ž'ghU' ]b[ 'cf'UW'ei ]f]b[ UbchYf'dYfgcb'g'UWUXYa ]Wk cf\_]UbX'W'dm]b[ ]ž'cZ]f]b[ 'hc'W'ca d'Yh'UbchYf'dYfgcb'g'k cf\_]cf'gYY\_]b[ dUma YbhZ'f'W'ca d'Y]b[ 'UWUXYa ]Wk cf\_"

#Uddfcdf]UHY'W]U]cb. 7 ]b[ 'gci fW'g'k \]W\Uj Y'bchVYYb'fYUXžk ]h'ci hUW\_bck 'YX[ ]b[ 'hY'"gYW'cbXUfm' gci fW'Z'ca 'k \]W\_]bck 'YX[ Y'cZ'hYa '\Ug'VYYb'cV]b]bYX"

8i d']W]cb'f'gY'Z'd`U[ ]Uf]ga "L'gi Va ]h]b[ 'mci f'ck b'k cf\_ž]b'k \c'Y'cf' ]b'dUfžk \YfY' ]h\Ug'dfYj ]ci g'm VYYb'dfYdUfYX'cf'gi Va ]h]X'Z'f'UbchYf'UggYgga Ybhcf'W'ci fgY'Uhl BGK 'cf'UbchYf'i b]j Yfg]m'

7cffYW'fYZYfYbW]b[ 'dfUW]W'g.

- DUfUd\fUg]b[ žgi a a Uf]g]b[ žYggUmk f]h]b[ 'UbX'h]a Y'a UbU[ Ya Ybh
- 5ddfcdf]UHY'i gY'cZUbX'U]f]Vi h]cb'Z'f'U'fUb[ Y'cZa U]f]U'g' ]bW' X]b[ 'hYI hž]a U[ YgžZ'fa i 'UY'UbX W'cbW'drg"

#X]j ]Xi U'Ugg]ghUbW' ]g'Uj U]UV'Y'cb'fYei YghZ'ca 'H\Y'@YUf]b[ '7YbhY'f'f'hd. ## k k "Wi bgk "YXi "Ui #"  
Gh XYbhg'UfY'U'gc'fYa ]bXYX'h.UhWfYZ 'h]a Y'a UbU[ Ya Ybh]g'Ub ]a dcfU]bhdUf]cZ'gh' XmiUbX'cbY'cZ'hY ]XYbh]Z]YX'Wli gYg'cZd'U[ ]Uf]ga ]g'dccf'h]a Y'a UbU[ Ya Ybh'Gh' XYbhg'g'lc'i 'X'U'ck 'gi Z]W]Ybh]a Y'Z'f'fYgUfW'ž'XfU]h]b[ 'UbX'dfcdYf'fYZYfYbW]b[ 'cZ'gci fW'g' ]b'dfYdUf]b[ 'U'UggYgga Ybh]h'a g"

I BGK '@]VfUfm'U'gc'\Ug'hY'9@G9'hc'Uj U]UV'Y'hc'Ugg]ghmci 'k ]h'mci f'gh' XmiUhl BGK "'9@G9' ]g XYg][ bYX'hc' ]b]f'cXi W' bYk 'gh' XYbhg'hc'gh' Xn]b[ 'Uhl BGK 'Vi h]h'WU'U'gc'VY'U' ]fYUhfYZYg\Yf'Xi f]b[ 'mci f'gh' Xn'

7ca d'Y]b[ 'hY'9@G9'h'hc'f]U'UbX'ei ]n'k ]`YbUVY'mci 'hc.

- UbU'mgY'hc'd]Wgž'd'Ub'fYgdcbgYg'UbX'cf[ Ub]gY'fYgYUfW'Z'f'UWUXYa ]Wk f]h]b[ 'UbX'chYf'UggYgga Ybh]Ug\_g





## 5 WUXYa ]WbZcfa Uhcb`

: cfYggYbh]U`ghi XYbh]bZcfa Uhcb`fY`Uh]b[ `hc.

- fYei Yghg`ZcfYI hYbg]cb/
- `UhY`gi Va ]gg]cbg`[ i ]XY`]bYg/
- fYj ]Yk `cZa Uf\_g/
- I BGK `<YU`h`UbX`GUZY`midc`]WYg/
- YI Ua ]bUh]cb`dfcVWXi fYg/
- gdYW]U`Vc]bg]XYfUh]cb`]b`hY`Yj Ybhcz]`bYgg`cf`a ]gUXj Ybh fY/
- ghi XYbhYei ]hmUbX`X]gUV`]`hm/
- UbX`chYf`YggYbh]U`UWUXYa ]W]bZcfa Uh]cbz`gYY

[\hfdg.#k k k "Ufmg"i bgk "YXi "Ui #W ffYbh\]ghi XYbh\]bZcfa Uh\]cb`dfc\]cVc`g!\[ i \]XY`\]bYg#](#)