



# MDIA5007

A YXJU'9hJWg'UbX'@Uk

HYfa`Cby`##`&\$&%

7ci fgY`Cj Yfj ]Yk

GhJZZ'7cbhJW`8YhJ]`g

7cbj Ybcfg

B Ua Y	9a Uj`	5j Uj`UVj]m	@cWjhcb	D\cbY
? YffjY`8Uj ]Yg	_"XUj ]Yg4 i bgk "YXi "Ui	H65	F K ` ' %%7	

GW\cc`7cbhJW`bZcfa Uh]cb

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Fcca ` "%&ž@Yj 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 "Ufng"i bgk "YXi "Ui #gUa](#)

H\Y`GW\cc`cZ`hY`5frg`UbX`A`YX]U`k ci `X`\_]Y`hc`F`YgdYW`m5W\_bck`YX[`Y`hY`HfUX]hcbU`7i`g`hcX]Ubgž`hY`6YXY[`U`fP`Ybg]b[`hcb`WJa`di`gŁž;`UX][`U`f7`]mUbX`5fhi`8Yg][`b`7`Ua`di`gYgŁ`UbX`hY`B[`i`bbUk`U`dYcd`Y`f5i`gfU`]Ub`8YZ`bVW`:`cfW`5WUXYa`m]b`7`UbVYffUŁ`cZ`hY`UbXg`k`YfY`YUW`WJa`di`g`cZI`BGK`]g`cW`hY`X"

7ci fgY'8YHJ]`g

7fYX]hDc]bHg`\*`

Gi a a UfmicZh\Y'7ci fgY

h`h]g`Vci fgY`mci`k`j`XYj`Y`cd`Ub`i`bXYfghUbX]b[ `cZh\Y`Y[ U`UbX`Yh]WJ`]ggi`Yg`h`Uh`ZUa`Y`a`YX]U  
dfcXi`W]cb`UbX`Vcbgi`a`dh]cb`"Mci`k`j`k`cf`\_`h`fci`[ \`U`gYf]Yg`cZVWgY`gh`X]Yg`h`Uh`\[ \`][ \`h`h`YgY`]ggi`Yg  
UbX`h`Y]f`]a`d`]W]h]cbg`Zcf`dfcZYgg]cbU`dfUW]W`UbX`di`V`]Wdc`]W]Hcd]W]Yi`Ua`]bYX`]b`h`g`Vci`fgY`]bWi`XY  
a`YX]U`VcbhYbhfY[ i`U]cbz`ZYXca`cZgdYYW`z`h`Y`gcW]U`UbX`\YU`h`YZZYWg`cZa`YX]U`Vcbgi`a`dh]cbz  
df]j`UW]z`UbX`ci`fbU`]gh]WYh`]Wg`"

7ci fgY`@YUfb]b[ `Ci`hVca`Yg

%` ÆYbh]Zm`\_Ym`Y[ U`UbX`Yh]WJ`]ggi`Yg`fY`Yj`Ubh]c`h`Y`a`YX]U  
&` 7`f]h]W]`m]UbU`mgY`UbX`Udd`mYh]WJ`UbX`Y[ U`ZUa`Yk`cf`\_`g`fY`Yj`Ubh]c`a`YX]U`]b`5i`ghfU`]Ub`UbX  
]bhYfbU]h]cbU`VcbhY]hg  
'`" `hVcfdcfU]h`Yh]WJ`dfUW]W`]bhc`h`Y]f`k`cf`\_]b`h`Y`a`YX]U  
(` 8Yj`Y`cd`h`Y]f`ck`b`ZUa`Yk`cf`\_`g`Zcf`Vcb]h]bi`YX`YUfb]b[ `UVci`hia`YX]U`Uk`UbX`Yh]Wg`

HYUW]b[ `GhfU]h[ ]Yg`

5ggYgga Ybh


HU\_Y'hY'Zcfa 'cZUb'UVghfUWhfjgi a a UfnE'UhhAY'hc'd'cZmci f'YggUmK \Yb'gi Va ]Hh]b[ žUbX'ig'a ]b]a i a '%) \$  
k cfXgža Ul ]a i a ' '\$\$'k cfXg"H\Y'hc'U'YggUm]bWi X]b[ 'dfcdcgU'#UVghfUWh]g&) \$\$'k cfXg'a ]b]a i a /  
&, \$\$'k cfXg'a Ul "

Hi fb]Hh]b'gYHh]b[ . H\]g'Ugg][ ba Ybh]g'gi Va ]Hh]X'h'fci [ \ Hi fb]Hh]b'UbX'ghi XYbhg'Xc'bcchgYY'Hi fb]Hh]b  
g]a ]Uf]mfYdcfng"

5ggYgga Ybh&. #!WUgg'hYgh

GHUfhXUHY. 'Bch5dd']WUV'Y

@Yb[ h. 'A Ul ]a i a 'hi hcf]U'hja Y'f&)" \ci fgŁ

8YHJ]g.

#!WUgg'k f]Hh]b'YI YfV]gY"

J YfVU'UbX'k f]Hh]b'ZYXVUW'fj ]U'a Uf\_]b[ 'fi Vf]WŁ'k ]'VY'dfcj ]XYX"

5XX]h]cbU'XYHJ]g.

H\Y'hYghk ]'VY'U'k f]Hh]b'fYgdcbgY'hc'U'gYhei Ygh]cb"C dYb'Vcc\_žVi ha i ghVY'gi Va ]Hh]X'VmihY'YbX'cZhY  
hi hcf]U"

Hi fb]Hh]b'gYHh]b[ . H\]g'Ugg][ ba Ybh]g'gi Va ]Hh]X'h'fci [ \ Hi fb]Hh]b'UbX'ghi XYbhg'Xc'bcchgYY'Hi fb]Hh]b  
g]a ]Uf]mfYdcfng"

5ggYgga Ybh' . '7ca a YbhD]YVW'UbX'7'Ugg'DfYgYbhU]h]cb

@Yb[ h. %) \$\$'k cfXg'ffYdcfhi#YggUmŁ'd'i g'H< F 99'a ]bi h'j ]XYc'fYd'UW]b[ 'hY']b'WUgg'dfYgYbhU]h]cb

8YHJ]g.

H\]g'dcfhZ'c'bj c'j Yg'U'%) \$\$'k cfX'k f]Hh]b'fYdcfhib'U'YmiUgdYWhcZa YX]U'Yh]Wg'UbX'Uk ž'd'i g'U'fYb  
a ]bi h'c'fU'dfYgYbhU]h]cb"

J YfVU'ZYXVUW'dfcj ]XYX'Zc'f'fYgYbhU]h]cbž'k f]Hh]b'ZYXVUW'dfcj ]XYX'Zc'f'VŁ'a a YbhD]YVW"

5XX]h]cbU'XYHJ]g.

F 9D@57-B; 'hY'cfU'WUgg'dfYgYbhU]h]cb. 'U'h'fYY'a ]bi h'j ]XYc'hc'VY'gi Va ]Hh]X'cb' ]bY'fcbY'Xf]j Y'cf  
A ccX'Y'XfcdVcl '!gYY'A ccX'Y'Zc'f'a cfY' ]bZc'Ł'H\Y'j ]XYc' ]g'h'Y'b'dYfW'bhicZmci f'a cbh'"H\]g' ]g'h'Y'b'dYfW'bh  
cZmci f'a Uf\_'Zc'f'h]g'UggYgga Ybh'H\Y'j ]XYc'k ]'WYU]h]j Y'mUbX'W]h]W'mX]gW gg'hY'WŁcgYb'hc'd]W

5XX]h]cbU'ž'U'fYdcfhiYggUmibc'"%Ł'g]" \$'dYfW'bhicZhY'hc'U'a Uf\_'Zc'f'h]g'UggYgga Ybh'H\Y'fYdcfhib'cb'hY

gUa Y'rcd]WUg'h\Y'j ]XYc" 'fYei ]fYg'UWUXYa ]WfYZfYbW]b[ 'UbX'Wcbj Ybh]cbg"

6c'h 'h\Y'j ]XYc'UbX'fYdcfhfYggUmBc"%&UfY'Xi Y'Uh'h\Y'gUa Y'h]a Y"

Gi Va ]gg]cb'bc'hYg. 'Xi Y'Uh'h\Y'gUa Y'h]a Y"

5 hYbXUbW F Yei ]fYa Ybhg

Gh XYbhg UfY fYei ]fYX hc UhhYbX, \$i cZWUgg"

7 ci fgY GWXYXi Y

[J Yk WUgg ha YhUVY](#)

Hja YhUVY

8UhY	HmdY	7cbhYbh
K YY_%%) : YVfi Ufm! %- : YVfi Ufm	GYa ]bUf	A ]g]bZcfa Uh]cb UbX`8]g]bZcfa Uh]cb  ÷hfcXi W]cb hc hY Wci fgY"  F YUX]b[ g  F YZf hc A ccX`Y UbX`hY`gYW]cb`ff YUX]b[ gffhY [ fYYb`][ gUk` ]VcbŁZcf UWWgg`hc`fYUX]b[ g`Zcf`h]g k YY_`UbX`UXX]h]cbU`fYUX]b[ g`hc`hY`hY`hcc_`]b Z h fY`k YY_g`"Mci`Xc`bchbYXX`hY`hY`hcc_`Zcf k YY_`%` D`YUgY`Ybgi`fY`mci` \Uj`Y`UWWgg`hc`hY hY`hcc_`DYUfgcbZA`"UbX`Dc`XYbZA`"&\$%-`FZW <agd`S`fefe`9g[VWfa`?`W[S`>Si`f`GmXbYmž5`/`I Uj`U]UV`Y`Uh`hY`I`BGK`Vcc_g`cd`"C`hYf`fYUX]b[ g UfY`Uj`U]UV`Y`j`]U`A`ccX`Y`"@cc_`Zcf`hY`[`fYYb`][`gUk ]Vcb`i`bXYf`ff`YUX]b[ gfi  `5`W`dmk`]`U`gc`VY`Uj`U]UV`Y`]b`hY`"VfUfmc`b`\\[`\ XYa`UbX`"D`YUgY`Ya`U`]`a`Y`]Zmci`UfY`Uj`]b[ X]Z]W`hY`g`UWWgg]b[`U`hY`hcc_`"
K YY_&.&&: YVfi Ufm!`&`* : YVfi Ufm	GYa ]bUf	<YU`h`U`k`UbX`Yh]Vg`]b`hY`WcbhYa`dcfUfm a`YX]U`Ybj`]fcb`a`Ybh  F YZf hc A ccX`Y`Zcf`fYUX]b[ g"
K YY_`.)`%A`UfW`!`.) A`UfW`	GYa ]bUf	F Ydcfh]b[` \UhY`]b`hY`WcbhYa`dcfUfma`YX]U Ybj`]fcb`a`Ybh`  F YZf hc A ccX`Y`Zcf`F`YUX]b[ g`"  BchY.`mci`b`YXX`hY`hY`hcc_`fDYUfgcb`UbX Dc`XYb`&\$%-`ŁVmh]g`k`YY_`"
K YY_`(.`.)`A`UfW`!`%& A`UfW`	GYa ]bUf	7cbhYa`dh]b`U`[`cVU`a`YX]U`Ybj`]fcb`a`Ybh  HhY`hcc_`fYei`]fYX`!`gYY`A`ccX`Y`"  GYY`A`ccX`Y`Zcf`UXX]h]cbU`fYUX]b[ g"
K YY_)`.)`A`UfW`!`%-	GYa ]bUf	÷hY`Y`Wfi`U`DfcdYfm`Uk`ž`bYk`g`UbX`WfYUh]j`Y`

A UfWx		a YX]U HYI hWcc_`fYei ]fYX/gYY`A ccX`Y""5`gc`gYY A ccX`Y`Zcf`Z fH\Yf`cb`]bY`fYUX]b[ `g"
K YY_`*.`&&`A UfWx`!`&` A UfWx	F YUX]b[	F YUX]b[ `K YY_`"
K YY_`+.`&-`A UfWx`!`& 5df]`	5ggYgga Ybh	ᄁ`WUgg`k`f]hYb`hYgh!`gYY`A`ccX`Y`Zcf`XYHJ]`g"
K YY_`,`.)`5df]`!`-`5df]`	5ggYgga Ybh	8i`Y`hc`h`Y`di`V`]W\c`]XUmcZ9UghYf`A`cbXUnž`d`YUgY i`gY`h`g`h`a`Y`hc`gi`Va`]hmc`i`f`j`]XYc`dfYgYbH]cb`UbX fYdcfhfYggUmbc""%Ł`Vm`A`cbXUm`A`]Xb][`h)`5df]" D`YUgY`gi`Va`]hVY`ZcfY`]Zmc`i`UfY`[`c]b[`Uk`UmZcf 9UghYf"
K YY_`-`.`%&`5df]`!`%* 5df]`	GYa`]bUf	Df]j`UWri]b`WcbhYa`dcfUfma`YX]U` F YUX]b[ `g`j`]U`HYI`hWcc_`UbX`A`ccX`Y`
K YY_`%\$.`%-`5df]`!`&` 5df]`	5ggYgga Ybh	9ggUm`k`cf_g`cdg



# F Ygci fWg

## DfYgWf]VYX`F Ygci fWg`

H\Y`Wci fgY`hYI hVcc\_`]g`DYUfgcb`A ž/`Dc`XYbžA``&\$%-`FZW<agd`S`[efie`9g[VWfa`?`W[S`>Si`f`5`UbX`I`ž`GmXbYm`

H\Y`VfUfm\Ug`U`Wtdmcb`<`][` \`8Ya`UbX`i`gY`"

5`gc`gYY`@]VfUfmF`YUX]b[`g`cb`A`ccX`Yž`UWVW`ggYX`j`]U`A`ccX`Y`"

H\Y`VfUfmcZYfg`UWVW`gg`hc`a`U]b`bYk`g`g]fY`g`j`]U`gi`VgW]d]cb`cf`ZJW]j`U`Wta`

hYfbU]cbU`gcW]U`a`YX]U`]g`UWVW`dHYX`k`]h`hfUbg`U]cbg`"

## F YWta`a`YbXYX`F Ygci fWg

H\Y`Wci fgY`fYUX]b[`g`U`gc`\Uj`Y`fYWta`a`YbXYX`fYUX]b[`g`"H\YgY`UFY`dUfh]W`UFmi`gYž`"Zmci`UFY`ZcW`gg]b[`cb`U`k`YY`f]hcd]WUg`mci`f`dfYgYbU]cb`j`]XYc`UbX`fYdcfhfYggUmbc`"%ž`UbX`mci`f`a`U`cf`YggUm`fgYhcd]Wei`Ygh]cbL`"

H\Y`fYWta`a`YbXYX`W]h]cb`ghmY`]g`<Ufj`UFX`"5D5`]g`U`gc`UWVW`dHYX`"6Y`Wcbg]ghY`bh`i`gY`C`B`9`W]h]cb`ghmY`cb`n`"

H\Y`I`BGK`"VfUfmcZYfg`ZYY`UWVW`gg`hc`fYVW`bha`U`cf`a`YX]U`]b`df]bhUbX`X][`]h`YX]h]cbg`"5fW]j`Yg`UFY`Uj`U`V`Y`j`]U`h`Y`ZJW]j`U`Wta``XUHUVUgY`"

hYfbU]cbU`WtbhYI`hUbX`Wta`dUf]gcbg`cZa`YX]U`Uk`UbX`Yh]Wg`UFY`YbWci`fU[`YX`"

Zmci`UFY`\Uj`]b[`X]Z]W`hmUWVW`gg]b[`UbmYfYgci`fW`gž`d`YUgY`gYY`mci`f`h`hcf`cf`hY`Wcbj`Ybcf`fP`Yff]Y`8Uj`]YgL`"

I`BGK`Gi`ddcfh`

[K`f\]h\]b\[`:](#)

[9b\[`\]g\`@\]b\[`i`U\[`Y`UbX`7`cbj`YfgU\]cb`G`\\_`\]`g`](#)

[Gh`XYbh<YU`h`UbX`K`Y`6Y\]b\[`](#)

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

H\Y`Wci`fgY`]g`Yj`U`i`U]hX`j`]U`A`m9I`dYf]YbWV`Uh`h`Y`YbX`cZhf]a`Ygh`f`"K`Yfji`Y`fYXYg][`bYX`h`Y`Wci`fgY`hc`Z]h`k`]h`h`Y`bYk`gVXYXi`]b[`dU]hYfb`UbX`hc`fYZYVhW`ffYbhXYVU]hYg`]b`a`YX]U`UbX`Yh]Wg`k`]h`h`Y`cfYh]WU`ZUa`Yk`cf`g`"

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`Ybhi`h`fci`[`\`Hi`fb]h]b`z`d`Y`UgY`  
HY`Yd`cb`Y`9I`HY`fb`U`Gi`ddcfh`cb`-`,`)`"``"``%cf`Ya`U]`h`Ya`i`cb`YI`HY`fb`U`HY`hgi`ddcfh`4`i`bgk`"YXi`"Ui`"Gi`ddcfh`  
`l`ci`fg`UfY`,`.\$\$Ua`-`-%\$.\$\$da`i`cb`k`YY`XUmg`U`bX`-`.\$\$Ua`-`).\$\$da`i`cb`k`YY`YbXg`f`l`\*)`XUmg`U`mY`Uf`l`"Ʒmci`  
UfY`i`bUV`Y`hc`gi`Va`]hmc`i`f`Ugg][`ba`Ybhi`Xi`Y`hc`U`Z`Ji`h`k`]h`Hi`fb]h]b`mci`i`a`Um`Udd`m`Z`f`U`b`YI`HY`bg]cb`z`Vi`hmc`i`  
a`i`gh`fY`h]b]mci`f`h]W`Y`hbi`a`VY`f`Z`ca`9I`HY`fb`U`Gi`ddcfh`f`U`cb[`k`]h`U`b`m`c`h`Y`f`f`Y`Y`U`b`h`X`c`W`a`Y`b`h`g`k`h`c`  
]b`Wi`XY`U`g`Y`j`]X`Y`b`W`Y`hc`gi`ddcfh`mci`f`YI`HY`bg]cb`Udd`]W`h]cb`"Ʒmci`Ya`U]`9I`HY`fb`U`Gi`ddcfh`mci`k`]`  
Ui`h`ca`U`h]W`U`m`f`Y`W`]j`Y`U`h]W`Y`hbi`a`VY`f`z`Vi`h]Z`mci`HY`Yd`cb`Y`mci`k`]`b`Y`Y`X`hc`gd`Y`W`Z]W`U`m`Ug`\_`Z`f`c`b`Y`"  
Hi`fb]h]b`U`gc`d`fc`j`]X`Y`g`i`d`X`U`h`Y`g`c`b`h`Y`]f`g`m`g`h`Y`a`i`g`h`U`h`g`c`b`H`k`]h`Y`f`"

;`Yb`Y`f`U`m`z`Ugg`Y`gga`Yb`hi`U`g`\_`g`a`i`gh`V`Y`gi`Va`]h`Y`X`Y`Y`W`f`c`b]W`U`m`j`]U`Y`]h`Y`f`Hi`fb]h]b`c`f`U`A`cc`X`Y`  
Ugg][`ba`Yb`h`i`h`]b`g`h`U`b`W`g`k` \Y`f`Y`h`l`g`]g`b`c`h`d`c`g`g]V`Y`z`]h`k`]`V`Y`g`h`U`h`X`c`b`mci`f`W`ci`fg`Y`g`A`cc`X`Y`g`]h`k`]h`  
U`h`Y`fb`U`h]`Y`gi`Va`]gg]cb`X`Y`h]g`"

:`cf`]b`Z`fa`U`h]cb`cb`\`ck`hc`gi`Va`]h`Ugg][`ba`Yb`h]g`cb`]b`Y`j`]U`A`cc`X`Y`. \`h`d`g`#`g`h`XY`b`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[ `hY`k cfXg`cf`]XYUg`cZc`hYfg`UbX`dfYgYbh]b[ `hYa `Ug`mci f`ck b" `#WUb`hU`Y`a Ubm  
Zcfa gZ`Zca `XY`]VYfUHY`WXYUH]b[ `hc`UWV]XYbhU`mWc`dm]b[ `Zca `U`gci fW`k ]h`ci hUW`bck `YX[ Ya Ybh`

I BGK `[ fci dg`d`U[ ]Uf]ga `]bhc`hY`Zc`ck ]b[ `WUHY[ cf]Yg.

7 cdm]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

- i bXYfghUbx'mci f'f][ \hg'UbX'fYgdcbg]V]h]Yg'Ug'U'gh XYbhUhl BGK
- VY'Uk UfY'cZd'U[ ]Uf]ga ž'Wc'dmf][ \hž' BGK 'Gh XYbh7cXY'cZ7cbXi W'Ubx'5W'W'dhUV'Y'I gY'cZ I BGK '⇒H'F'Ygci f'W'g'Dc`]W'h
- VY'Uk UfY'cZ'Y'ghUbxUfXg'cZVY\Uj ]ci f'YI dY'W'X'cZYj Yfmcby'j]b'h'Y'I BGK 'W'a a i b]m
- `cW'W'h'gYfj ]W'g'UbX'j]bZ'fa U]cb'UVci hl BGK 'UbX'I BGK '@]VfUfm

Gca Y'cZ'Y'gY'UfY'Ug'k ]`VY'ZJa ]]Uf'hc'mci ž'c'h'Y'fg'k ]`VY'bYk " "; U]b]b[ 'U'gc`X'i bXYfghUbx]b[ 'cZU`'h'Y fY'U'Y'X'UgdY'W'g'cZ9@-G9'k ]`'Y'd'mci 'a U\_Y'h'Y'a cghcZmci f'gh X]Yg'Uhl BGK ""

[\h'hd.##ji V'Y'W'i \]X'Y'g" \]VfUfm'i b'gk "Y'X'i "U'i #' \]g'Y#\]V'ci h' \]g'Y](#)

