



MDIA2002

5bU`mg]b[`A YX]U`7 ca a i b]WU]cb

HYfa `Hk c` `##`&\$&%

7ci fgY`Cj Yfj JYk

GHJZZ7cbHJW`8YHU`g

7cbj Ybcfg

B Ua Y	9a Uj`	5j Uj`UVj`]m	@cWJhcb	D\cbY
DYHf`K \]Hf	df`k \]H4 i bgk "YXi "Ui	VmUddc]bHfYa Ybh fY"["j]U`Ncca ž G_mdY`YHwŁ	F cVYfh K YVghYf 6i]X]b[`! F cca `` %%	b#J

GW`cc``7cbHJW`bZcfa Uhjcb

GW`cc``cZ`hY`5fng`UbX`A`YX]U

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

D\cbY. fB&Ł-` ,) `(,) *

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

K YVg]Hf. [k k k "Ufng"i bgk "YXi "Ui #gUa](#)

H\Y`GW`cc``cZ`hY`5fng`UbX`A`YX]U`k ci `X``_Y`h`F YgdYVW`m5W`bck`YX[Y`hY`HfUX]hcbU``7i ghcX]Ubgž
hY`6YXY[U`fP`Ybg]b[hcb`WJa di glž; UX][U`f7]mUbX`5fh/`8Yg][b`7 Ua di gYgŁ`UbX`hY`B [i bbUk U`
dYcd`Y`f5i gfhU]Ub`8YZybW` : cfW`5WUXYa m]b`7 UbVYffUŁ`cZ`hY`UbXg`k \YfY`YUW`WJa di g`cZI`BGK`]g
`cWJHfX"

5ggYgga Ybh

5ggYgga YbhHUg_g

		GYY`A ccX`Y`Zcf`XYHJ]g`cZ`YVW` fY`ž`h` hf]U` dfYdUfUhf]cbgž`h` hf]U``UWVj]]h]Yg`UbX`UggYgga Ybhf hUg_g"
K YY_ ; . %> `> i `m! `& `> i `m	A cXi `Y	H\Y`UfhcZhfUj Y`k f]h]b[`!`dUfh`% GYY`A ccX`Y`Zcf`XYHJ]g`cZ`YVW` fY`ž`h` hf]U` dfYdUfUhf]cbgž`h` hf]U``UWVj]]h]Yg`UbX`UggYgga Ybhf hUg_g"
K YY_ - . `& `> i `m! " \$> i `m	A cXi `Y	H\Y`UfhcZhfUj Y`k f]h]b[`!`dUfh`& GYY`A ccX`Y`Zcf`XYHJ]g`cZ`YVW` fY`ž`h` hf]U` dfYdUfUhf]cbgž`h` hf]U``UWVj]]h]Yg`UbX`UggYgga Ybhf hUg_g"
K YY_ %\$. `& `5i [i gh! `* 5i [i gh	A cXi `Y	H\Y`UfhcZhfUj Y`k f]h]b[`!`dUfh`' GYY`A ccX`Y`Zcf`XYHJ]g`cZ`YVW` fY`ž`h` hf]U` dfYdUfUhf]cbgž`h` hf]U``UWVj]]h]Yg`UbX`UggYgga Ybhf hUg_g"

F Ygci fWg

DfYgWf]VYX`F Ygci fWg`

H\YfY`]g`bc`hY`hcc_""Mci`UfY`YI`dYWfX`UWfYgg`U`k`]XY`fUb[`Y`cZ`ei`fbU`]gh]Wgci`fWg`Zcf`hY`Wci`fgY`!`df]bh`ghmY`UbX`VfcUXWgh

F YWca a YbXYX`F Ygci fWg

H\YfY`]g`bc`hY`hcc_""Mci`UfY`YI`dYWfX`UWfYgg`U`k`]XY`fUb[`Y`cZ`ei`fbU`]gh]Wgci`fWg`Zcf`hY`Wci`fgY`!`df]bh`ghmY`UbX`VfcUXWgh

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

⊕Zfa`U`UbX`Zfa`U`gi`fj`Ymg`k`]`VY`i`bXYfU`_Yb`UhgYj`YfU`dc]bhg`Xi`f]b[`hY`Wci`fgY`hc`[`U]b`U`gYbgY`cZ`gh`XYbhYb[`U[`Ya`Ybhk`]hZ`UbX`i`dH`_Y`cZ`hY`Wci`fgY`"H\YgY`k`]`VY`i`gYX`hc`Xf]j`Y`UX`↑`gha`Ybhg`hc`Wci`fgY`Wc`bhYbh`UbX`XY`]j`YfnZ`Ug`Uddfcdf]UH`""H\Y`Wci`fgY`k`]`U`gc`VY`gi`V`YWZ`Uh]hg`Wc`bW`g]cbZ`hc`Yj`U`i`Uh]cb`j`]U`hY`A`m9I`dYf]YbW`dfcW`gg`"Gh`XYbh`cVgYfj`Uh]cbgZ`Wc`bW`fbg`UbX`Wf]h]Wga`cZZ`fYX`]b`dfYj`]ci`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 YbhiH'fci [\ 'Hi fb]h]bž'd'YUgY
HY'Yd\cbY'9I HYfbU'Gi ddcfhcb'-',) " ' ' %cf'Ya U] 'H'Ya 'cb'YI HYfbU'HY'fgi ddcfh4 i bgk "YXi "Ui "'Gi ddcfh
\ci fg'UfY', .\$\$Ua '—%\$.\$\$da 'cb'k YY_XUmg'UbX'-. \$\$Ua '—) .\$\$da 'cb'k YY_YbXg'fI *) 'XUmg'U'mYUfI" Ʒmci
UfY'i bUV'Y'hc'gi Va]hmc i f'Ugg][ba YbhiXi Y'hc'U'ZU' 'hk]H'Hi fb]h]b' mci 'a UmUdd'm'Zcf'Ub'YI HYbg]cbž'Vi hmc i
a i ghfYHU]b' mci f'h]W_Yhbi a VYf'Z'ca '9I HYfbU'Gi ddcfhfU'cb['k]H'UbmcH'Yf'fY'Yj UbhXcW a YbHgE'hc
]bWi XY'Ug'Yj]XYbVW'hc'gi ddcfhmci f'YI HYbg]cb'Udd']W]h]cb" Ʒmci 'Ya U] '9I HYfbU'Gi ddcfhmci 'k]
Ui 'ca UH]WU'`mfYW]j Y'U'h]W_Yhbi a VYfž'Vi h]Zmci 'HY'Yd\cbY' mci 'k]'`bYYX'hc'gdYW]Z]WU'`mUg_ 'Zcf'cbY"
Hi fb]h]b'U'gc'dfcj]XYg'i dXUH'g'cb'H'Y]f'gmgh'Ya 'ghU'hi g'cb'Hk]HYf"

; YbYfU'`mž'UggYgga YbhiHUg_g'a i ghVY'gi Va]HYX'Y'YW'fcb]WU'`mj]U'Y]H'Yf'Hi fb]h]b'cf'U'A ccX'Y
Ugg][ba YbH' 'b]bgHUbVW'g'k \YfY'H']g]g' bchdcgg]V'Yž]hk]'VY'ghUH'X'cb' mci f'Wci fgY'g'A ccX'Y'g]HY'k]H
U'HYfbUH] Y'gi Va]gg]cb'XYHU]g"

: cf]bZ'fa UH]cb'cb'\ck 'hc'gi Va]hUgg][ba YbHg'cb']bY'j]U'A ccX'Y. \`hdg.#gh XYbH'i bgk "YXi "Ui #ck!
gi Va]hUgg][ba YbH'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`d`fYgYbh]b[`h`Ya`Ug`mci`f`ck`b`" `#WUb`hU`_`Y`a`Ubm`
Zcfa`gZ`Zca`X`Y`]VYfU`h`V`X`Y`U`h]b[`h`c`U`W`W`X`Y`b`h`U`m`i`W`c`d`m]b[`Z`ca`U`g`ci`f`W`k`]h`ci`h`U`W`_`b`c`k`Y`X[`Ya`Y`b`h`

I`B`G`K` `[`f`ci`d`g`d`U[]Uf]ga `]b`h`c`h`Y`Z`c`ck`]b[`W`U`h`Y`[`c`f]Y`g.

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`

- 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`]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.##gi V'Y'W'i \]X'Y'g""\]VfUfm'i bgk "Y'X'i "U'i #' \]gY#\]V'ci h' \]gY](#)

