# MDIA5100

HYfa ¨H\fYY¨¨##¨&$&$

# 7ci fgY Cj Yfj ]Yk

## GHUZZ 7cbHUWh 8YHU]`g

### 7cbj Ybcfg

| BUa Y | 9a U]` | 5j U]`UV]`]hm | @cWUh]cb | D\cbY |
|---|---|---|---|---|
| 9a a U 5" >UbY | Ya a U" UbY 4 i bgk "YXi "Ui | 6m Uddc]bha Ybh | %%) ž @YjY `%ž FcVYfh K YghYf | |

## GWXcc` 7cbHUWh ]bZcfa Uh]cb

GWXcc cZ h\Y 5fhg UbX A YX]U

Fcca " %&ž @YjY `" ž FcVYfh K YghYf 6i ]X]b[ fl %(Ł

D\cbY fß&Ł -', )`(, )*

9a U]` gUa 4 i bgk "YXi "Ui

K YVg]hY k k k "Ufhg i bgk "YXi "Ui #gUa

H\Y GWXcc cZ h\Y 5fhg UbX A YX]U `k ci `X `]_Y `hc `F YgdYWh `m 5W_bck `YX[ Y `h\Y `HfUX]h]cbU` `7i ghcX]Ubgž h\Y 6YXY[ U`f? Ybg]b hcb `Wa di gŁ; UX][ U`f 7m UbX 5fh/ `8Yg][ b 7Ua di gYgŁ UbX h\Y B[ i bbUk U` dYcd Y 5i ghfU]Ub 8 YZYbWY` cfW`5WUXYa m]b 7UbVYffUŁ cZ h\Y `UbXg k \YfY YUW `Wa di g cZ I BGK `]g `cWUhYX"

7ci fgY 8YHU]`g

7fYX]h Dc]bhg *

Gi a a UfmcZ h\Y 7ci fgY

H\]g Wci fgY cZ ZfYX Vm h\Y GWXcc` cZ h\Y 5fhg UbX A YX]U dfcj]XYg mci k ]h\ Ub cddcfhi b]h m hc i bXYfhU_Y ]bXi ghfmI Yb[ U[ YX YUfb]b[ `hfci [ \`]bhYfbg\]d cddcfhi b]h m]Yg k ]h\ fY Yj Ubh]bXi ghfm\cghg" ≒XYU`mž mci `k ]`i bXYfhU_Y Ub ]bhYfbg\]d UZ]Yf mci \Uj Y Wca d YhYX U mYUf cZ Z `\]a Y ghi Xmfcf Yei ]jU Ybh" 5h h\Y YbX cZ h\Y ]bhYfbg\]d mci k ]`dfcj]XY U gi a a Uhj Y fYdcfh cZ mci f Yl dYf]YbWYg UbX k cf_ Yl Ua d Yg h\Ya d YYX Xi f]b[ h\Y ]bhYfbg\]d"

H\Y ]bhYfbg\]d fYei ]fYg U hc hU` Wca a ]ha Ybh cZ %$$!%) $ \ci fg cZ k cf_ `]h\ U `\cgh cf[ Ub]gUh]cb UbX WUb VY hU_Yb ]b Z ]fgh\žgYWcbX cf h\]fX \YUfa ž cf cj Yf h\Y gi a a Yf cf]cX" ≒bhYfbg\]d cddcfhi b]h]Yg UfY UXj Yfh]gYX j ]U h\Y: 5GGK ≒@SG5A ≒bhYfbg\]d dU[ Y.\hhdg.##a ccX Y"h\"h`i bgk "YXi "Ui #Wci fgY#_]Yk "d\d3]X1' ' ) %( "5 `hYfbUh]j Y`mž mci `a Um]bXYdYbXYbh`m UddfcUW\ U `fY Yj Ub cf[ Ub]gUh]cb hc Udd`m Zcf Ub ]bhYfbg\]d" Df]cf hc gYY_]b[ `Ub ]bhYfbg\]dž mci `a Um k ]g\ hc WcbhUWhh\Y BGK 7UfYYfg UbX 9a d`cma Ybh! \hhdg.##k k k "WUfYYfg"i bgk "YXi "Ui #! Zcf \Y`d UggYa V`]b[ mci f 7J ž Wcj Yf `YhhYfž UbX ch\Yf Wca dcbYbhg cZ mci f Udd`]WUh]cb"

: cf a cfY ]bZcfa Uh]cb ž j]g]h\hhdg.##k k k "Ufhg"i bgk "YXi "Ui #gUa #ghi Xml i g#]bhYfbg\]dg" : cf UbmYbei ]f]Ygž d YUgY Ya U]`h\Y K ≒@I b]hUh h.\ 5GG!K ≒4 i bgk "YXi "Ui

Hc VY Y`][ ]V`Y Zcf h\]g Wci fgY ž mci `a igh\Uj Y U a ]b]a i a K 5A cZ *) "

7ci fgY @YUfb]b[ Ci hWca Yg

%" \Uj Y [ U]bYX Yl dYf]YbWY cZ ]bXi ghfmdfcWYggYg UbX dfUWh]WYg
&" Udd`m h\YcfYh]WU` WcbWY dhg UbX dfUWh]WU` g_]`g [ U]bYX ]b h\Y dfc[ fUa a `hc fYU`!k cf`X WcbhYl hg
'" \Uj Y Yb\UbWYX h\Y]f WUdUW]hmžcf ]bXYdYbXYbh Yb[ U[ Ya Ybh k ]h\ ]bXi ghfmdfcj]XYfg

HYUWX]b[ GhfUhY[ ]Yg

H\]g Wci fgY \Ug bc Zcfa U` hYUWX]b[ Wca dcbYbh

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GHUfhXUHY.

8YHU]`g.

Ghi XYbhg k ]``dfYgYbhU gUa d Y cZ fYdcfhg cbž cf `]b_g hc cf] ] bU k cf_ i bXYfHU_Yb dfcXi WX Xi f]b[ UbX Zcf h\ Y di fdcgYg cZ h\Y ]bhYfbg\]d" H\]g a Umi VY U \c ]gh Wk f]hh Yb XcW a Ybh fY[ bYk g ghcfmž W]Ybh dfcZ]Y YhW cf fYWcfXg cZfYgYUfW\ i bXYfHU_Yb hc dfYdUfY cf U XcW a Ybh j Ybh dfcWWgg ]b h\ Y \cgh cf[ Ub]nUh]cbž fYdcfh]b[ cb h\Ug_g i bXYfHU_Ybž XYgW f]dh]cb cZk cf_ cw ]b fY Uh]cb hc U Uf[ Yf dfcWWggž cf a ]Uf]][ Y]h g\ci `X dfcj ]XY Yj ]XYbWW cZdfUWh]WU `k cf_ i bXYfHU_Yb Xi f]b[ h\Y d UWY a Ybh H\]g g\ci `X VY U`a ]b]a i a cZ &) $ k cfXg Vi h a Uma U_Y i d`a cfY cZh\Y Wca V]bYX hchU`cZ %) $$!&) $$ k cfXg Zcf Vch\ UggYgga Ybh Wca dcbYbhg"

; fUX]b[ k ]``VY GUh]gZUWhcfm#IbgUh]gZUWhcfm cb`m UbX bc Zi fh\Yf ZYYXVUW_ k ]``VY dfcj ]XYX"

F Ygci fWg

DfYgWf]VYX F Ygci fWg

F YWa a YbXYX F Ygci fWg

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

K Y fYgdcbX hc ZYYXVUW_ fYWj]j YX j U X]fYWh]Ya U] hc h Y 7ci fgY 7cbj Ybcf UbX h Y K @I b]h UbX ]bZcfa Uh]cb dfcj ]XYX ]b h Y ghi XYbhUbX cghZYYXVUW_ Zcfa g"

K Y cdY mci Yb cmmci f ]bhYfbg \]d

Gi Va ]gg]cb ˙cZ˙5 ggYgga Ybh˙HUg_g

Hi fb]h]b ˙Gi Va ]gg]cb

# 5WYXYa ]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"`÷h\Ub`h\U_Y`a`Ubm
Zcfa`gž`Zca``XY`]VYfUhY`W\YUh]b[``h`hc`UWW]XYbhU`·m`W`cdm]b[``Zca``U`gci`fWŸ`k`]h\ci`h`UW_bck``YX[`Ya`Ybh"

I BGK``[`fci`dg`d`U[`]Uf]ga``]bhc`h\Y`Zc``ck`]b[``WUhY[`cf]Yg.

7cdm]b[`.`i`g]b[``h\Y`gUa`Y`cf`jYfm`g]a`]Uf`k`cfXg`hc`h\Y`cf][`]bU`·h\Yl`h`cf`]XYU`k`]h\ci`h`UW_bck``YX[`]b[``h\Y

- i bXYfghUbX mci f f][ \hg UbX fYgdcbg]V]`]hmYg Ug U gh XYbh Uhl BGK

- VY Uk UfY cZ d U[ ]Uf]ga žWcdmf][ \hž I BGK Gh XYbh 7cXY cZ 7cbXi Wh UbX 5WWYdhUV`Y I gY cZ I BGK =7 H F Ygci fW Yg Dc`]Wm

- VY Uk UfY cZ h\Y gh UbXUfXg cZ VY\Uj ]ci f Yl dYWhYX cZ Yj Yfmcb Y ]b h\Y I BGK Wca a i b]hm

- cWWUhY gYfj ]WYg UbX ]bZcfa Uh]cb UVci hl BGK UbX I BGK @VfUfm

Gca Y cZ h\YgY UfYUg k ]``VY Za ]]Uf ]]Uf hc mci žch\Yfg k ]``VY bYk " ; U]b]b[ U gc]X i bXYfghUbX]b[ cZU``h\Y fY`UhYX UgdYW h g cZ 9@G9 k ]``\Y`d mci a U_Y h\Y a cgh cZ mci f ghi XYbg Uhl BGK " \hhd.##gi V YYVW[ i ]XYg" VfUfm i bgk "YXi "Ui #`]gY#UVci hY`]gY

# 5WUXYa ]W±bZcfa Uh]cb

: cf`YggYbh]U``ghi XYbh`]bZcfa Uh]cb`fY`Uh]b[ `hc.

- fYei Ygh\g `Zcf`Yl h`Ybg]cb/
- `UhY `gi Va ]gg]cbg`[ i ]XY`]bYg/
- fYj ]Yk `cZa Uf_g/
- I BGK `< YU`h\ `UbX `GU`Zhm`dc`]W]Yg/
- Yl Ua ]bUh]cb `dfcW`Xi fYg/
- gdYW]U`W`cbg]XYfUh]cb`]b`h\Y `Yj Ybh`cZ]``bYgg`cf`a ]gUXj Ybhi fY/
- ghi XYbh`Yei ]hm`UbX`X]gUV]`]hm/
- UbX`ch\Yf`YggYbh]U``UWUXYa ]W]bZcfa Uh]cb\žgYY

\hhdg.##k k k "Ufhg"i bgk "YXi "Ui #WffYbh\ghi XYbhg#UWUXYa ]W]bZcfa Uh]cb#dfchcWc`g![ i ]XY`]bYg#

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## ±a U[ Y `7 fYX]h

±a U[ Y `Wci fh\Ygm`cZ F cXbYm`HcXX`! \hhdg.##k k k "fcXbYmhcXX"Wca #

## 7 F ±7 C G

7 F ±7 C G `Dfcj ]XYf`7 cXY. `$$$-, ;

## 5W_bck `YX[ Ya Ybh`cZ`7 ci bhfm

K Y `UW_bck `YX[ Y`h\Y `6YXY[ U`dYcd`Y`k \c `UfY`h\Y `hfUX]h]cbU``Wgghc]Ubg`cZ h\Y `UbXg`cb`k \]W\ `I BGK `? Ybg]b[ hcb`WUa di g`]g``cWUhYX"