# **MDIA1007**

# A YX]U<sup>.</sup>9blfYdfYbYi fg\]d

177



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# 7ci fgY<sup>·</sup>Cj Yfj ]Yk

## GHJZZ7cbHJWh78YHJ]`g

### 7 cbj Ybcfg

B Ua Y	9a U]`	5j U]`UV]`]m	@ctøl/bt]adtion	D\cbY
9a a U`>UbY				

#### 5W\_bck `YX[ Ya YbhcZ7ci bhfm

I BGK '5ffgž8Yg][b'UbX'5fW]]YWi fY'?Ybg]b[hcb'UbX'DUXX]b[hcb'WJa di gYg'UfY'Vi ]`hcb'5Vcf][]bU` @UbXg''K Y'dUmci f`fYgdYWg'hc'h\Y'6]X'][U``UbX'; UX][U``dYcd`Yg'k \c'UfY'h\Y'7 i ghcX]Ubg'cZh\YgY``UbXg'' K Y'UW\_bck `YX[Y'h\Y'5Vcf][]bU``UbX'HcffYg'GHfU]h=g`UbXYf'dYcd`Ygž'h\Y': ]fgh5i gHfU`]Ubgž'k \cgY``UbXgž k ]bXg'UbX'k UHYfg'k Y'U```bck 'g\UfYž'UbX'dUmfYgdYWihc'h\Y]f'i b]ei Y'j U`i Ygž'UbX'h\Y]f'Wcbh]bi ]b[`UbX YbXi f]b[`W`h fYg'k \]W\XYYdYb'UbX'Ybf]W\'h\Y``]ZY'cZci f`bUh]cb'UbX'Wca a i b]h]Yg''``

∵a U[Y'WcifhYgmicZh\Y'CZ]WY'cZh\Y'Dfc'J]WY!7\UbWY``cf`=bX][Ybcig'<u>IBGK\_foj'=bX][Ybcig'ghfUhY[m</u>

## 7cifgY<sup>\*</sup>8YHJ]<sup>\*</sup>g

#### I b]hg cZ7 fYX]h\*\*

#### Gi a a UfmcZh\Y'7ci fgY

=b`fk]g'Wci fgYžmci `k]```Ui bWk mci f`ck b`gHUffHi d"Gci bX`Ua V]h]ci g3`H\Ub\_g'hc fkY`i gY`cZUddfcUV&Yg Zfca ``YUb`gHUffHi d`UbX`XYg][ b`fk]b\_]b[ ž]hg`g]a d`Yf`fkUb`mci `a ][ \hfk]b\_"`<YfY`g`\ck `]hk cf\_g. =b`fkY`YUf`m k YY\_g`cZhYfa žmci ```XYj ]gY`UbX``Ui bWk U`VUfY!VcbYg'j Yfg]cb`cZUb`cf][ ]bU``gHUffHi d`]XYU`k \]Wk `gc`j Yg`U gdYVJZWdfcV`Ya `Zcf`U`b]WkY`[ fci d`cZW ghca Yfgži gYfg`cf`VYbYZ]WJuf]Yg"`8i f]b[ `fkY`fYghcZhYfa žmci ``` Yb[ U[ Y`]b`U`gYf]Yg`cZYI dYf]a Ybhg`hc`hYghh\Y`f]g\_]YghUggi a dh]cbg`i bXYfd]bb]b[[`mci f`d`Ubž'd]j ch]b[`mci f ]XYU`XYdYbX]b[ `cb`k \Uhmci `X]gWcj Yf"`<UbXg!cb`gi ddcfhUbX`[ i ]XUbWFk ]``VY`dfcj ]XYX`Vmmci f hYUWXYfg—U`cb[` k]h`YI dYfhg`Zfca `I BGK `g`: ci bXYf`Dfc[ fUa a Y\_Yj YfmighYd`cZhY`k Um'`+b`UXX]h]cb`hc VY]b[ `U``chcZZ bž'h]g`Wci fgY`k]```hYUWX`mci `Wf]h]WU``hfUbgZYfUV`Y`g\_]``g`gi WX`Ug`k YVg]hY`Vi ]`X]b[ ž`YI d`U]bYf j ]XYc`dfcXi Wh]cbž`]bhYfj ]Yk ]b[ ž'd]hWx]b[ ž'UbX`\ck `hc`a U\_Y`Yd]WZJ]`i fY`mci f`Zf]YbX``Mci `k ]```U`gc``YUfb`k \m YbhYdfYbYi f]U``g\_]``g`\Uj Y`VYWca Y`YggYbh]U``Zcf`Zcf[ ]b[ `U`WcbhYa dcfUfmWUfYYf`]b`hY`a YX]U`UbX Wca a i b]WUh]cbg`gYWfcf`fUbX`]b`a cghch\Yf`]bXi ghf]YgE'fY[ UfX`Ygg`cZk \YfkYfmci `k Ubhhc`k cf\_`k]fk]b`Ub YI ]gh]b[ `Wca dUbmcf`Vi ]X`mci f`ck b`Ya d]fY`Zfca `fkYf'[ fci bX`i d"

#### 7cifgY`@YUfb]b[`CiHWcaYg

- % 9II dd)]b, YWY 6WWbfdfW`dfomYXd/idmiYAX'd/mmiYbfdfYjd ffYbY'r ffog&]du]\$XHUbX`cb[c]b[`]bXi grfm W.Ub[Y`UbX`X][]HU`X]gfi dh]cb
- &" 7 f]h]WU``mYI Ua ]bY`UbX`Udd`mUddfcUVXYg`Zfca ``YUb`gfUfHi d`UbX`XYg][b`f\]b\_]b[

## 5gggyggga Ybh

>i ghU'ei ]W\_`\YUXg!i d`h\Uh5ggYgga YbhHUg\_`Hk c`Zcf`h\]g`Wci fgY`]bWi XYg`U`@YUXYfg\]d'/ `DUfh]W]dUh]cb Wca dcbYbhh\UhfUEfYei ]fYg`k YY\_`mYbhf]Yg`UbX`fVEk]``VY`YI hfYa Y`mX]Z]W``hhc`Wca d`YhY`]Zmci `Xcbfh Wca Y`hc`h\Y`cb`]bY``YWi fYg`UbX`h hcf]U`g`Zcf`h\]g`Wci fgY`Uhh\Y]f`gW\YXi `YX`h]a Yg`fgYY`h\Y`5hhYbXUbWY gYW]cb`Zcf`a cfY`]bZcE"

5ggYgga YbhHJg_	K Y][∖h	8iY`8UHY	7cifgY`@YUfb]b[ CihWcaYgʻ5ggYggYX
%"`7 UgY`Gh Xm	(\$1	\$,\$# <b>%#X###\$#\$\$\$\$\$\$\$)\$\$\$\$\$\$</b> AA	

## 5HYbXUbW/FYei]fYaYbhg

<YfY`UhA YX]U`9blfYdfYbYi fg\]d`WYblfU`ž`U```h hYg`UbX``YWi fYg`k]```VY`cb`]bY`]b`H' "

K \]`Y`]Hg`UWY`kY`WUb`U```\_YYd`YXiWUH]cb!]b[`]b`cif`D>g`UbX`VYX`\U]fžh\]g`WcifgY`]g`HYIHfYaY`mi`\UbXg! cbžk\]W\`aYUbg`mcifi``bYYX`hc`Wcaa]hhc`Wca]b[`hc`h\Y`cb`]bY``YWHifYg`UbX`hihYg`Uhh\Y`h]aYg h\YmfY`gW\YXi`YX"

Dfca]gY'kYfi`aU\_Y']hkcfh\mcifk\]Y\*\*f7\YW\_'cihh<u>]g'W]d</u>'!'h\Y'IF@]g <u>hhdg.#kkk"XfcdVcI"Wca#g#fai\$m[\_\$d\*`V]&#aX]U%\$\$+i &\$kY`WcaYi &\$&&&'ad(3X`1\$`</u>!'Zcf'U'gbYU\_ dfYj]Yk'cZk\Uhfgi']b'ghcfY""'L

6YghYgh

9a a U

7 ci fgY Wcbj Ybcf UbX gHJfhi d bYfX

#### FYgci fWg

•

#### DfYgWf]VYX F Ygci fWYg

D`YUgY`gYY`WcifgY`AccX`Y`g]hY"`

#### FYWca a YbXYX<sup>-</sup>FYgci fWYg

D`YUgY`gYY`WcifgY`AccX`Y`g]hY"

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

A cghcZh\Y`ZYYXVUW\_`Zfca `ghi XYbhg`UVci hh\Y`&\$&\$`]hYfUh]cb`cZA 8=5%\$\$+`k Ug`gi dYf`dcg]h]j Y\*`K Y`X]Xž \ck Yj`YfžfYWY]j Y`gca Y`Wca a Ybhg`UVci h``

• ghufhli d'hYUa 'a Ya VYfg'bchdi ``]b[ 'h\Y]f'k Y][ \h/

## Gi Va ]gg]cb cZ5ggYgga YbhHUg\_g

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

=Zmci YbWci bhYf'U'dfcV'Ya 'k \Yb'UhYa dhjb[ 'hc'gi Va ]hmci f'Ugg][ ba YbhN fci [ \ 'Hi fb]hjbžd'YUgY HYYd\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''=Zmci 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]cbžVi 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 YbhgŁhc ]bWi XY'Ug'Yj ]XYbWY'hc'gi ddcfhmci f'YI HYbg]cb'Udd`]WUh]cb'''=Zmci 'Ya U]``9I HYfbU``Gi ddcfhimci 'k ]`` Ui hca UhjWU``mfYWY]j Y'U'hjW\_Yhbi a VYfžVi 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'gmgHa 'gfUh g'cb'Hk ]hYf"

; YbYfU``mž'UggYgga YbhHUg\_g`a i ghVY`gi Va ]HYX`Y`YWfcb]WU``mj ]U`Y]H\Yf`Hi fb]h]b`cf`U`A ccX`Y Ugg][ ba YbH'`=b`]bgHUbWfg`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"`=h\WUb`hU\_Y`a Ubm Zcfa gžZca `XY`]VYfUhY`W\YUh]b[`hc`UWW]XYbhU``mWcdm]b[`Zfca `U`gci fW'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[**. 1 g]b[ 'h\Y'gUa Y'cf'j Yfmig]a ]`Uf'k cfXg'hc'h\Y'cf][ ]bU``hYI hcf']XYU'k ]h\ci hUW\_bck `YX[ ]b[ 'h\Y gci fW'cf'i g]b[ 'ei chUh]cb'a Uf\_g"'H\]g']bWi XYg'Wcdm]b[ 'a UhYf]U`gž']XYUg'cf'WcbW'dhg'Zfca 'U'Vcc\_ž'Ufh]WYž fYdcfhcf'ch\Yf'k f]hhYb `XcW a Ybhž'dfYgYbhUh]cbz'Wca dcg]h]cbz'Uffk cf\_ž'XYg][ bz'XfUk ]b[ ž'W]fW ]hfmz'Wca di hYf dfc[ fUa 'cf'gcZrk UfYž'k YVg]hYž']bhYfbYhz'ch\Yf'Y'YWfcb]WfYgci fWVzcf'Ubch\Yf'dYfgcbfg'Ugg][ ba Ybhk ]h\ci h Uddfcdf]UhY'UW\_bck `YX[ Ya Ybh'

=DUddfcdf]UhY'dUfUd\fUg]b[..7\Ub[]b['U'ZYk 'k cfXg'UbX'd\fUgYg'k \]Y'a cghmfYhU]b]b['h\Y'cf][]bU' ]bZcfa Uh]cbžghfi WhifY'UbX#cf'dfc[fYgg]cb'cZ]XYUg'cZh\Y'cf][]bU'`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[ 'cZLh 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 XYbhZcf'h Y'di fdcgY cZh Ya 'd`U[ ]Uf]g]b[ ždUm]b[ 'Ubch Yf dYfgcb 'hc 'dYfZcfa 'Ub 'UWUXYa ]WhUg\_žgh/U`]b[ 'cf'UWei ]f]b[ 'Ubch Yf'dYfgcb'g 'UWUXYa ]Wk cf\_'Ub X Wcdm]b[ ]hž cZYf]b[ 'hc 'Wca d`Yh/'Ubch Yf'dYfgcb'g 'k cf\_'cf'gYY\_]b[ 'dUma YbhZcf'Wca d`Yh]b[ 'UWUXYa ]Wk cf\_"

**=bUddfcdf]UhY 'WjhUhjcb**. '7 jhjb[ 'gci fWYg'k \]WX \Uj Y 'bchVYYb 'fYUXž'k jh\ci hUW\_bck `YX[ ]b[ 'h\Y "gYWcbXUfm" gci fWY 'Zfca 'k \]WX '\_bck `YX[ Y cZh\Ya '\Ug VYYb cVHJ]bYX"

8id`]WUh]cb'fľgY`Zd`U[]Uf]ga "Ł

## 5WUXYa]W=bZcfaUh]cb

8i Y'hc'Yj c'j ]b['UXj ]WY'VmBGK '<YU'h\žighi XYbhg'a i gh'W\YW\_'Zcf'i dXUhYX']bZcfa Uh]cb'fY[UfX]b['cb`]bY 'YUfb]b['Zcf'U``5fhgž'8Yg][b'UbX'5fW\]hYWhi fY'Wci fgYg'h\]g'hYfa 'fj ]U'A ccX`Y'cf'Wci fgY']bZcfa Uh]cb dfcj ]XYX"Ł

: cf<sup>\*</sup>YggYbhJU<sup>\*\*</sup>gh XYbh<sup>\*</sup>]bZcfa UhJcb<sup>\*</sup>fY<sup>\*</sup>UhJb[<sup>\*\*</sup>hc.