



# MDIA5007

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≠mci f`Ugg][ ba Ybh]g`gi Va ]hYX`UZf`hY`Xi Y`XUH`Z`U`dYbU`micZ) i` dYf`XUmif]bW X]b[ `GUh`fXUmž`Gi bXUm UbX`di V`]W`c`]XUm]k`j`VY`ja dcgYX": cf`a`cfY`]bZ`fa Uh]cb`cb`gi Va ]gg]cb`cZ`UH`k`cf`z`W`bgi`h`hY`: 5GG UggYgga Ybhdfc`h`W`g`Uh`[hfdg.#gUa "Ufng"i bkg "YXi "Ui #gh XYbhg#fYgci fWg#dc`WYg!\[ i \]XY`\]bYg#](#)

BchY. `Mci f`hi`hcf`W`bbch[ ]j`Y`mci`YI`H`bg]cbg"5dd`m`h`fci [ \ `gdYWU`W`bg]XYfU]cb`k`]h`hY`fY`Yj`Ubh XcW`a`YbhU]cb" `Gh`XYbh7`YbhU`a`i`ghj`Yf]ZmU`XcW`a`YbhU]cb"

3`^See[Y`\_`W`fe`i`[^TWbgf`fZ`dagYZ`FGD@;F:@žB`SY[Sde\_`† [ `U`gV[ `Y`eW`Zb`SY[Sde\_`† [e`dW`Sd`VW`Se`S eW]age`Td`S`UZ`a`XWZ[US`^Ua`VgUf`S`V`i`[^TWd`W`dW`fa`fZWE`UZaa`^aX3`dfe`S`V`?`W`[Sie`9`d`h[S`UW`a`X]UW`z`

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8YHU]`g. !WUgg`k f]HYb`YI YfV]gY"J YfVU`UbX`k f]HYb`ZYXVUW`fj ]U`a Uf\_]b[ `fi Vf]Wk ]`VY`dfcj ]XYX"

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8YHU]`g. H\]g`dcf]Z`c`]bj`c`]Yg`U`%) \$\$`k`cfX`k`f]HYb`fYdcf]cb`U`\_YmUgdYW]cZa`YX]U`Yh`]Wg`UbX`Uk`z`d`i`g`  
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K YY_(. :%%A UfVX !`%+ A UfVX	GYa ]bUf	<p>7 cbZ]XYbh]U`]mUbx`Df]j UWñi</p> <p>HYI hVcc_ F YUX]b[ fDYUfgcb UbX Dc`XYb`&amp;\$%- 7 \UdhYf`- .? YYd]b[ `GYWYhg. `7 cbZ]XYbh]U`]mUbx Gci fWgždd"" %%!` )` ' ..</p> <p>GYy`A ccX`Y žcf`fYwŁa a YbXYX`fYUX]b[ g"</p>
K YY_). :% `A UfVX !`&( A UfVX	GYa ]bUf	<p>8YZJa Uh]cb`</p> <p>HYI hVcc_ F YUX]b[ fDYUfgcb UbX Dc`XYb`&amp;\$%- 7 \UdhYf` , .8YZ]bX]b[ `8YZJa Uh]cbždd"&amp;` +!` \$ ,</p> <p>GYy`A ccX`Y žcf`fYwŁa a YbXYX`fYUX]b[ g"</p>
K YY_*. :&) `A UfVX !`" % A UfVX	GYa ]bUf	<p>: fYY`GdYYWŁ`UbX`&lt; UHY`@Uk g</p> <p>HYI hVcc_ F YUX]b[ fDYUfgcb UbX Dc`XYb`&amp;\$%- 7 \UdhYf`%\$. `5bh`HYffcf]ga` UbX`&lt; UHY`@Uk gždd"" )` !` - +`</p> <p>: fca`A ccX`Y ; cWŁB`&amp;\$%)`fi fYY`GdYYWŁ`UbX`&gt;ci fbU`]ga` ]b`hLY`&amp;%gh7Ybhi fmž]b`&gt;`6U]bVf]X[ YžB` ; cW`@`HnbUb`fYXgŁ? VW[S`S`V`&lt;agd`S`[e_žC I`DžA`Y`Vci`fbYždd` ( , ) !`(- %</p> <p>GYy`A ccX`Y žcf`fYwŁa a YbXYX`fYUX]b[ g"</p>
K YY_+. :%5df]`!`+`5df]`	GYa ]bUf	<p>žhY`YWñi`U`DfcdYfmiUbX`9bhfYdfYbYi`fg\]d</p> <p>HYI hVcc_ F YUX]b[ fDYUfgcb UbX Dc`XYb`&amp;\$%- 7 \UdhYf`%%`žhY`YWñi`U`DfcdYfmi`DfchYW]b[ `mci`f`k`cf_`UbX`i`g]b[ `hY`k`cf_`cZchYfgždd""`(\$%!( ( )</p> <p>GYy`A ccX`Y žcf`fYwŁa a YbXYX`fYUX]b[ g"</p>
K YY_); :; `5df]`!`%( `5df]`	GYa ]bUf	<p>7 fYUh]j`Y`A`YX]U`UbX`hLY`@Uk` .`HY`]b[ `DYcd`Yf]g`Ghcf]Yg`</p> <p>F YUX]b[ g` : fca`A ccX`Y` fhY`]b[ `DYcd`Yf]g`Ghcf]Yg`cb` : ]a`fž5f]g`@Uk`7`YbhfY`cZ5i`ghfU`]U</p>

	5ggYgga Ybh	<p>C b`]bY`A i `h]d`Y`7\c]W`E i ]n`j ]U`A ccX`Y`]b WUgg`</p> <p>B c`c fU`dfYgYbhU]cbg`h]g`k YY_`Xi Y`tc`h`Y`cb`]bY ei ]n`j ]U`A ccX`Y`]b`WUgg`"Zmci`UfY`Uk UmZcf`h]g ei ]n`Zmci`k ]`[ ] Yb`\$`Zcf`h]g`UggYgga Ybhi b`Ygg gdYW]U`W`cbg]XYfU]cb`]g`[ ] Yb`"</p>
K YY_`-`.%`5df]`!`&% 5df]`	GYa ]bUf	<p>F Y[ i `U]b[ `: U_Y`BYk g</p> <p>F YUX]b[ `Zfca`A ccX`Y` 5bXcfZfz`5`&amp;\$%`fGdfYUX]b[ `@_Y`K` ]XZ]fY. Gc`i`h]cbg`Zcf`5VU]b[ `h`Y`: U_Y`BYk g`DfcV`Ya`j`U HYW]bc`c[ m7`cb]fc`g`UbX`;`c] Yfba YbhF Y[ i `U]cbfz` : Sef[ Ye &gt;Si` &lt;agd S`Z`J`c`"*`-`b`) z`dd"%(\$%!`%(`%` `</p> <p>GYY`A ccX`Y`Zcf`fYW`a`a`YbXYX`fYUX]b[ "`</p>
K YY_`%\$`.&&`5df]`!`&, 5df]`	F YUX]b[	<p>8 i Y`tc`9UghYf`A`cbXUmz`h`YfY`UfY`BC`7`UggYg`"H\]g ]g`mci`f`F`958`B;`K`99?`"B`chei`]h`U`c`]XUmz` \ck`Yj`Yfz`Ug`mci`f`A`U`cf`5ggYgga`Ybh]g`Xi`Y` : F`-85M5df]`&amp;`*`"</p>
	5ggYgga Ybh	<p>A U`cf`9ggUmXi`Y`: F`-85M5DF`@`&amp;`Z`A`-8B`÷`&lt;`H`"</p>



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H`Y`d`l`cb`Y`9I`H`f`b`U`G`i`d`d`c`f`h`c`b`-`,`),`"`,`'`,`%`c`f`Y`a`U`]`h`Y`a`i`c`b`Y`I`H`f`b`U`H`Y`h`gi`d`d`c`f`h`4`i`b`g`k`"Y`X`i`"U`i`"Gi`d`d`c`f`h`  
`l`c`i`f`g`U`f`Y`,`.\$`\$`U`a`i`-`%`\$`.\$`\$`d`a`i`c`b`k`Y`Y`\_`X`U`m`g`U`b`X`i`-`.\$`\$`U`a`i`-`i`).`\$`\$`d`a`i`c`b`k`Y`Y`\_`Y`b`X`g`i`f`l`\*)`X`U`m`g`U`i`m`Y`U`f`l`"Ʒmci`  
U`f`Y`i`b`U`V`Y`h`c`gi`Va`]hmc`i`f`Ugg][`ba`Ybh`X`i`Y`h`c`U`Z`U`i`h`k`]h`Hi`fb]hb`mci`i`a`U`m`i`U`d`d`m`i`Z`c`f`U`b`Y`I`H`f`b`g]cb`z`Vi`hmc`i`  
a`i`g`h`f`Y`h`U]b`mci`f`h`W`Y`h`b`i`a`V`Y`f`Z`c`a`i`9I`H`f`b`U`G`i`d`d`c`f`h`f`U`c`b[`k`]h`U`b`m`c`h`Y`f`f`Y`Y`j`U`b`h`X`c`W`a`Y`b`h`g`l`h`c`  
]b`W`i`X`Y`U`g`Y`j`]X`Y`b`W`h`c`gi`d`d`c`f`h`mci`f`Y`I`H`f`b`g]cb`U`d`d`]W`h`c`b"Ʒmci`Y`a`U`]`9I`H`f`b`U`G`i`d`d`c`f`h`mci`k`]`  
U`i`h`c`a`U`h`W`U`m`i`f`Y`W`]j`Y`U`h`W`Y`h`b`i`a`V`Y`f`z`Vi`h`]Z`mci`H`Y`d`l`cb`Y`mci`k`]`b`Y`Y`X`h`c`g`d`Y`W`Z`W`U`m`i`U`g`\_`Z`c`f`c`b`Y`"  
Hi`fb]hb`U`g`c`i`d`f`c`j`]X`Y`g`i`d`X`U`H`Y`g`i`c`b`h`Y`]f`g`m`g`h`Y`a`i`g`h`U`h`g`i`c`b`H`k`]h`Y`f`"

;`Y`b`Y`f`U`m`z`U`g`g`Y`g`g`a`Y`b`h`U`g`\_`g`a`i`g`h`V`Y`g`i`Va`]h`Y`X`Y`Y`W`f`c`b]W`U`m`j`]U`Y`]h`Y`f`Hi`fb]hb`c`f`U`A`c`c`X`Y`  
U`g`g][`ba`Y`b`h`i`b`]b`g`h`U`b`W`g`k`Y`f`Y`h`l`g`]g`b`c`h`i`d`c`g`g]V`Y`Z`]h`k`]`V`Y`g`h`U`H`X`i`c`b`mci`f`W`c`i`f`g`Y`g`A`c`c`X`Y`g`]h`Y`k`]h`  
U`h`f`b`U`h`j`Y`g`i`Va`]gg]cb`X`Y`h`j`g"

:`c`f`]b`Z`c`f`a`U`h`c`b`c`b`l`c`k`h`c`gi`Va`]h`U`g`g][`ba`Y`b`h`g`i`c`b`]b`Y`j`]U`A`c`c`X`Y`.\`h`h`d`g`#`g`h`X`Y`b`h`i`b`g`k`"Y`X`i`"U`i`#`a`c`k`!  
gi`Va`]h`U`g`g][`ba`Y`b`h`a`c`c`X`Y`"

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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 Zcfa gž Zca`XY]VYfUHY`WXYU]b[ 'hc`UW]XYbU`mW`dm]b[ Zca`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`hY`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`Ufh`UbX`XYg][`b`dfc`YWgž`Ug`k`Y`U`g`dfYgYbU]cbg`k`YfY`gca`YcbY`dfYgYbhg`UbchYf`g`]XYUg`cf`k`cfXg`k`]h'ci hWYX]h'

#Uddfcdf]UHY`dUfUd`fUg]b[.`7`U`b[ ]b[`U`Z`k`k`cfXg`UbX`d`fUgYg`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`]bZcfa`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`hY`f`ei`chYg`UbX`dUfUd`fUgYg`]bhc`U`bYk`k`Y`c`Z`k`]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`]bWi`XYg`dfcj`X]b[`mci`f`k`cf\_]hc`UbchYf`gh`XYbhVYZc`fY`hY`Xi`Y`XU]Y`z`cf`Zc`f`hY`di`fdcgY`cZ`hY`a`d`U[ ]Uf]g]b[`Uh`Ubmi]a`Y`z`dUm]b[`UbchYf`dYfgcb`hc`dYfZcfa`Ub`UWUXYa`]W]Ug`ž`gh`U`]b[`cf`UW`ei`]f]b[`UbchYf`dYfgcb`g`UWUXYa`]Wk`cf\_]UbX`W`dm]b[`]ž`cZ]f]b[`hc`W`a`d`Y`h`UbchYf`dYfgcb`g`k`cf\_]cf`gYY\_]b[`dUma`YbhZc`f`W`a`d`Y`h]b[`UWUXYa`]Wk`cf\_]`

#Uddfcdf]UHY`W]U]cb.`7`]b[`gci`fW`g`k`]W`U`j`Y`bchVYYb`fYUX`ž`k`]h'ci hUW\_bck`YX[ ]b[ 'hY`"gYW`bXUfm`gci`fW`Zca`k`]W`\_bck`YX[ Y`cZ`hY`a`U`g`VYYb`cV]U]bYX"

8i`d`]WU]cb`f`fY`Z`d`U[ ]Uf]ga`"L`gi`Va`]h]b[`mci`f`ck`b`k`cf\_]ž`]b`k`Y`cf`]b`dUf]ž`k`YfY`]h`Ug`dYfY`]ci`g`m`VYYb`dfYdUfYX`cf`gi`Va`]hYX`Zc`f`UbchYf`UggYgga`Ybhcf`W`ci`fgY`U`hI`BGK`cf`UbchYf`i`b]j`Yfg]m'

7c`fY`W`fYZYfYbW]b[`d`fUW]W`g.

- DUfUd`fUg]b[`žgi`a`a`Uf]g]b[`žYggUm`k`f]h]b[`UbX`h]a`Y`a`UbU[`Ya`Ybh`
- 5ddfcdf]UHY`i`gY`cZ`UbX`U]h]f]Vi`h]cb`Zc`f`U`fU]b[`Y`cZ`a`U`hYf]U`g`]bWi`X]b[`hY`i`ž`]a`U[`Ygž`Zcfa`i`UY`UbX`W`b`W`drg"

#X]j`]Xi`U`Ugg]gh`UbW`]g`Uj`U]UV`Y`cb`fYei`YghZca`h`Y`@`YUf]b]b[`7`YbhY`f`h`hd`##`k`k`"Wi`bgk`"YXi`"Ui`#`G`h`XYbhg`UfY`U`gc`fYa`]bXYX`h`Uh`WfYZ`h]a`Y`a`UbU[`Ya`Ybh]g`Ub`]a`dcfU]bh`dUf]h`cZ`gh`Xm`UbX`cbY`cZ`hY`]XYbh]Z]YX`W`li`gYg`cZ`d`U[ ]Uf]ga`]g`d`cc`f`h]a`Y`a`UbU[`Ya`Ybh`G`h`XYbhg`g`l`ci`X`U`ck`gi`Z]W]Ybh]h]a`Y`Zc`f`YgYUfW`ž`X`fU]h]b[`UbX`dfcdYf`fYZYfYbW]b[`cZ`gci`fW`g`]b`dfYdUf]b[`U`UggYgga`Ybh]h]a`g"

I BGK`@]VfUfm`U`gc`U`g`hY`9@G9`hc`U`j`U]UV`Y`hc`Ugg]ghmci`k`]h`mci`f`gh`XmU`hI`BGK`"9@G9`]g`XYg][`bYX`hc`]b]h`c`Xi`W`bYk`gh`XYbhg`hc`gh`Xn]b[`U`hI`BGK`Vi`h]h`W`b`U`gc`VY`U`[`fYU`h`fY`ZYg`Y`f`Xi`f]b[`mci`f`gh`Xn'

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

- UbU`mgY`hc`d]Wgž`d`Ub`fYg`d`cbgYg`UbX`cf[`Ub]gY`fYgYUfW`Zc`f`UWUXYa`]Wk`f]h]b[`UbX`chYf`UggYgga`Ybh]Ug\_g`

- i bXYfgHUbX'mci f'f][ \hg'UbX'fYgdcbg]V']hYg'Ug'U'gh XYbhUhl BGK
-

5 WUXYa ]WbZcfa Uhcb`

: cfYggYbhU`ghi XYbh]bZcfa Uhcb`fY`Uh]b[ `rc.

- fYei Ygh`ZcfYI hYbg]cb/
-