

SWCC 07NY 5fng UbX A YXJU

T B GK 511078Y01D UOX 3MWH

# MDIA3007

A YX]U'UbX'5 fng' bHYfbg\]d

HYTa Z&\$&%



7 ci fgY`Cj Yfj ]Yk

GhJZZ'7 cbhJWw'8YhU]`g

7cbj Ybcfg

B Ua Y	9a Uj`	5j Uj`UVj`]m	@cWWh]cb	D\cbY
9a a U'5"'>UbY	<a href="#">Ya a U"UbY4 i bgk "YXi "Ui</a>	6mUddc]bfa Ybh		

GW\cc`7cbhJWw'Zcfa Uh]cb

GW\cc`cZh\Y'5fmg'UbX'A YX]U

F cca "' %&ž@]j 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 "Ufmg"i bgk "YXi "Ui #gUa](#)

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

I B G K `5fngž8Yg][ b`UbX`5fWk]fYWhi fY? Ybg]b[ hcb`UbX`DUX]b[ hcb`Wla di gYg`UfY`Vi ]hcb`5Vcf][ ]bU`  
@UbXg"K Y`dUmci f`fYgdYWhg`hc`hY`6]X][ U`UbX`; UX][ U`dYcd`Yg`k`c`UfY`hY`7i`gfcX]Ubg`cZ`hY`gY`UbXg"  
K Y`UW\_bck`YX[ Y`hY`5Vcf][ ]bU`UbX`Hc`fYg`G`fU]h`g`UbXYf`dYcd`Ygž`hY`; ]fgh5i`gfcU`Ubgžk`c`gY`UbXgž  
k ]bXg`UbX`k`U`fYg`k`Y`U`bck`g`UfYž`UbX`dUm`fYgdYWhi`hc`hY]f`i`b]ei`Y`j`U`i`Ygž`UbX`hY]f`V`b`h]bi ]b[ `UbX  
YbXi`f]b[ `W`h`fYg`k`\\]W`XYYdYb`UbX`Yb]W`hY`Z`cZci`f`bU`h]cb`UbX`W`a`a`i`b]h]Yg"

U[ Y`W`ci`f`hY`gmicZ`hY`C`Z]W`cZ`hY`D`fc`J`]W`!7`UbW`c`f`bX][ Ybci`g`[L`B`G`K`f\]`bX\]\[ Ybci`g`g`f`U`h\]`l`m](#)

7ci fgY'8YHJ)`g

I b]hg'cZ7 fYX]h\*`

Gi a a UfmicZ'h\Y'7ci fgY

H\]g'Wci fgY'cZYfYX'Vmi'h\Y'GW\cc`cZ'h\Y'5fmg'UbX'A YX]U'dfcj ]XYg'mci `k ]h'Ub'cddcfh b]hmitc  
i bXYftU\_Y']bXi g'fmiYb[ U[ YX'YUfb]b[ 'h'fci [ \ ]b'hYfbg\]d'cddcfh b]h]Yg'k ]h'fY'Yj Ubh]bXi g'fmi\cgrg"  
=XYU'nz'mci `k ]`i bXYftU\_Y'Ub']b'hYfbg\]d'UZ'f'mci `Uj Y'Wca d'Y'h\X'U'm'U'f'cZ'Z `!h]a Y'g'h X'm'f'f  
Yei ]j U'Y'b'h`5'h'h\Y'YbX'cZ'h\Y']b'hYfbg\]d'mci `k ]`d'fcj ]XY'U'gi a a Uh]j Y'fYdc'fhicZ'mci f'YI d'Y'f]YbW'g'UbX  
k cf\_YI Ua d'Y'g'Wca d'Y'h\X'Xi f]b[ 'h\Y']b'hYfbg\]d"

H\Y']b'hYfbg\]d'f'Yei ]fYg'U'h'c'U'Wca a ]h' Yb'hicZ%\$!%) '\$\`ci fg'cZk cf\_`k ]h'U'\c'ghicf[ Ub]gUh]cb'UbX'WUb'VY  
hU\_Yb']b]Z'f'g'h'g'Y'W'c'X'c'f'h]f'X'h'f'a z'c'f'c'j Y'f'h\Y'gi a a Y'f'd'Y'f]c'X"'=h'Yfbg\]d'cddcfh b]h]Yg'U'f'Y'U'X'j Y'f]g'Y'X'j ]U  
h\Y': 5GGSK @SG5A `=h'Yfbg\]d'd'U[ Y. [\h'f'g'##a ccXY'h'h'i b'gk "YXi "Ui #Wci fgY# \]Yk "d\d3\]X1' ' \) %/](#)  
"5'h'fbUh]j Y'nz'mci `a Um]bXYdYbXYb'h'm'Udd'f'c'U'W'U'f'Y'Yj Ub'hic'f[ Ub]gUh]cb'h'c'Udd'm'z'c'f'Ub']b'hYfbg\]d"D'f]c'f  
h'c'g'Y'Y\_]b[ 'Ub']b'hYfbg\]d'z'mci `a Umk ]g\`h'c'W'c'b'h'U'W'i B'G'K `7'U'f'Y'Y'f'g'UbX'9a d'c'm'a Ybh  
! [\h'f'g'##k k k "W'f'Y'Y'f'g'i b'gk "YXi "Ui #Z'c'f'\Y'd'U'g'g'Y'a V\]b\[ 'mci f'7'J'z'W'c'j Y'f'Y'h'Y'f'z'UbX'c'h\Y'f'Wca d'c'b'Y'b'h\]c'Z  
mci f'Udd'\]W'h\]cb"](#)

: cf'a cfY']b'z'fa Uh]cb'z]j ]g]h' [\h'f'g'##k k k "U'f'g'i b'gk "YXi "Ui #g'U'a #g'h X'm'i g#b'hYfbg\\]d'g":](#) cf'U'bm'Y'bei ]f]Y'g'z  
d'Y'U'g'Y'Ya U]'h\Y'K @I b]hUh: [5GG!K @4 i b'gk "YXi "Ui](#)

Hc'VY'Y][ ]V'Y'z'f'h]g'Wci fgY'z'mci `a i gh\Uj Y'U'a ]b]a i a `K 5A `cZ\*)"

7ci fgY'@YUfb]b[ `Ci hWca Yg

%` \Uj Y [ U]bYX'YI d'Y'f]YbW'c'Z]bXi g'f'm'd'f'c'W'g'g'Y'g'UbX'd'f'U'W'h]W'g  
&" Udd'm'h\Y'c'f'Y'h]W'W'c'b'W'd'f'g'UbX'd'f'U'W'h]W'g\_]`g [ U]bYX']b'h\Y'd'f'c[ f'Ua `h'c'f'Y'U'!k cf'X'W'c'b'h'I hg  
' " \Uj Y'Yb\UbW'X'h\Y]f'W'U'd'U'W'h]m'z'c'f]bXYdYbXYb'h'Yb[ U[ Ya Ybhk ]h' ]bXi g'f'm'd'f'c'j ]XYfg

HYUWX ]b[ `G'h'f'U'h' [ ]Yg'

H\]g'Wci fgY'\Ug'bc Z'fa U'h'Y'U'W]b[ `Wca d'c'b'Y'b'h`

# 5ggYgga Ybh

H\]g'gi VYWh]g'i b[ fUXYX'gc'U'dUgg'jg'XYdYbXYbhcb'GUhgZUWc'fmfGM'cf'I bgUhjgZUWc'fmfI @'b'a YYhb[ hY'Wci fgY'fYei ]fYa Ybhg"5b'GM[ fUXY'k ]"bchUZYW'hmci f'k Y][ \hYX'Uj YfU[ Y'a Uf\_'fK 5A 4'Vi hU': @[ fUXY k ]"'Hc'fYW'j] Y'U'GUhgZUWc'fm[ fUXY'Zcf'h\]g'Wci fgY'Z'mci 'k ]"bYYX'hc.

- % " 7ca d'YH'U'h'YUgh%\$\$\ci fg'cZmci f']bh'fbg\jd"
- &" 7ca d'YH'fUbX'gi Va ]h'hc'h\Y': UW'hmK @'i b]f'U'H]a Yg\YYhg\ck ]b[ 'h\Y'\ci fg'mci 'k cf\_YX'Xi f]b[ mci f']bh'fbg\jd
- ' " 7ca d'YH'U'Gh'XYbh: YYXVUW\_: cfa "
- (" 5g'\_mci f'gi dYfj ]gcf'hc'Wca d'YH'U'<cgh: YYXVUW\_: cfa "
- )" 7ca d'YH'UbX'gi Va ]hmci f'K cf\_'9j ]XYbW'fX'Ya cbghfU]b[ 'U'gYf]ci g'U'h'Ya dh'hc'Ub'gk Yf'h\Y'hUg\_fYei ]fYa Ybhg'
- \*" 7ca d'YH'UbX'gi Va ]hmci f'7f]h]W'F YZYW]cb'fX'Ya cbghfU]b[ 'U'gYf]ci g'U'h'Ya dh'hc'Ub'gk Yf'h\Y'hUg\_fYei ]fYa Ybhg'

5ggYgga Ybh'Ug_	K Y][ \h	8i Y'8UH	7ci fgY'@YUfb]b[ Ci h'Wca Yg'5ggYggYX
%'K cf_'9j ]XYbW	) \$i	%-#%#&,\$&%\$).\$\$'DA	%z'
&"7f]h]W'F YZYW]cb	) \$i	%-#%#&,\$&%\$).\$\$'DA	%z&

## 5ggYgga Ybh%'K cf\_'9j ]XYbW

5ggYgga Ybh'Yb[ h\.'A ]b]a i a 'cZ&) \$'k cfXg'f'cf'ci [ \Yei ]] U'Ybh'Zcf'bcbl'h\i h'VUgYX'gi Va ]gg]cbg'4'Vi h a Uma U\_Y'i d'a cfY'cZ'h\Y'%) \$\$'hc'&) \$\$'k cfXg'fYei ]fYX'Zcf'Vch'Ugg][ ba Ybhg']b'h\]g'Wci fgY 8i Y'XUH'. %-#%#&,\$&%\$).\$\$'DA



## 5 hYbXUbW'F Yei ]fYa YbHg

K \]Y'hYfY'UFY'bc'Zcfa U'WUggYg']bj c'j YX']b'h.]g'gi V'YWZ'mci 'a i ghVta d'YH'Uh'YUgh%\$\$\ci fg'cZmci f  
]bH'fbg\]d'UbX'k cf\_'h'fci [ \ 'hY'cbVcUfX]b[ ' ]hUbX'chYf'fYgci fW'g'dfcj ]YX'cb'hY'Wci fgY'A ccX'Y'g]H"

F Ygci fWg

DfYgWf]VYX`F Ygci fWg`

D`YUgY`k cf\_`h\fc i [ \`h\Y`cbVcUfX]b[ `\_]hmc i f i`Z]bX`cb`A ccX`Y`VYZcfY`W`a a YbW]b[ `mci f`]b]hYfbg\]d``C h\Yf  
\Y`dZ ``fYgci fWg`W]b`VY`Zci bX`cb`h\Y`W`i fgY`A ccX`Y`g]h`"

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

K Y`fYgdc bX`h`Z`Y`X`V`U`W`\_`f`Y`W`]j Y`X`j ]U`X]f`Y`W`h`Y`a U]`h`h`Y`7`ci fgY`7`cbj Y`bcf`UbX`h`Y`K` @`I` b]h`UbX  
]b`Z`fa Uh]cb`d`f`c`j ]X`Y`X`i`b`h`Y`g`h` X`Y`bh`UbX`\`c`gh`Z`Y`X`V`U`W`\_`Z`c`fa`g`"

K Y`\`cdY`mci`Y`b`^`m`mci`f`]b]hYfbg\]d`



Gi Va ]gg]cb`cZ5ggYgga YbhiHUg\_g

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

≠mci`YbWci bHYf`U`dfcV`Ya`k` \Yb`UHYa` dh]b[`hc`gi`Va`]hmc`i`f`Ugg][`ba`YbhiHfci`[`\`Hi`fb]h]b`z`d`YUgY`  
HY`Yd\cbY`9I`HYfbU`Gi`ddcfhcb`-`,`)`"``"``%cf`Ya`Uj`h`Ya`icb`YI`HYfbU`HY`hgi`ddcfh4`i`bgk`"YXi`"Ui`""Gi`ddcfh`  
\ci`fg`UfY`,`.\$\$Ua`-`-%\$.\$\$da`icb`k`YY`XUmg`UbX`-`.\$\$Ua`-`).\$\$da`icb`k`YY`YbXg`f1`\*)`XUmg`U`mY`Uf2`≠mci`  
UfY`i`bUV`Y`hc`gi`Va`]hmc`i`f`Ugg][`ba`YbhiXi`Y`hc`U`ZU`ihk`]h`Hi`fb]h]b`mci`ia`UmUdd`mZc`f`Ub`YI`HYbg]cb`z`Vi`hmc`i`  
a`i`ghfYhU]b`mci`f`h]W`Yhbi`a`VYf`Zca`9I`HYfbU`Gi`ddcfhfU`cb[`k`]h`Ubmc`h`Yf`fY`Yj`UbhXcW`a`Ybhtg`k`hc`  
]bWi`XY`Ug`Yj`]XYbVW`hc`gi`ddcfhmc`i`f`YI`HYbg]cb`Udd`]W]h]cb`"≠mci`Ya`Uj`9I`HYfbU`Gi`ddcfhmc`i`k`j`  
Ui`hca`UH]WU`mifYW]j`Y`U`h]W`Yhbi`a`VYf`z`Vi`h]Zmci`HY`Yd\cbY`mci`k`j`bYYX`hc`gdYW]Z]WU`mUg`Zc`f`cbY`  
Hi`fb]h]b`U`gc`dfcj`]XYg`i`dXUH`g`cb`h`Y]f`gmghYa`ig`hU`h`g`cb`Hk`]HYf`"

;`YbYfU`mz`UggYgga`YbhiUg\_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`Ybhi`h]b]bg]h]bVW`g`k`\YfY`h`lg`]g`bchidcgg]V`Yz`]hk`j`VY`ghUHYX`cb`mci`f`Wci`fgY`g`A`ccX`Y`g]h`k`]h`  
U`HYfbU]h]`Y`gi`Va`]gg]cb`XYhU]g`"

:`cf]bZcfa`Uh]cb`cb`\ck`hc`gi`Va`]hUgg][`ba`Ybhtg`cb]bY`j`]U`A`ccX`Y`.\`hhdg`#gh`XYbhi`bgk`"YXi`"Ui`Ack`!  
gi`Va`]hUgg][`ba`Ybhta`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`dFYgYb]b[ `h`Ya `Ug`mci`f`ck`b`" `#WUb`hU`\_Y`a`Ubm`  
Zcfa`gZ`Zca`XY`]VYfUHY`WX`YU]b[ `hc`UW]XYb]U`m`Wc]dm]b[ `Zca`U`gci`fW`k`]h`ci`hUW`bck`YX[ Ya`Yb]h`

I BGK ` [ fci`dg`d`U[ ]Uf]ga `]b]c`h`Y`Zc`ck`]b[ `WU]h[ cf]Yg.

7c]dm]b[ .`I`g]b[ `h`Y`gUa`Y`cf]j`Yfm]g]a`]Uf`k`cfXg`hc`h`Y`cf][ ]bU`hY`hcf]XYU`k`]h`ci`hUW`bck`YX[ ]b[ `h`Y`  
gci`fW`cf`i`g]b[ `ei`c]h]cb`a`Uf`g`"H`]g`]bW]i`XYg`Wc]dm]b[ `a`U]Yf]U`gZ]XYUg`cf`Wc]bW]d]hg`Zca`U`Vcc`Z`U]f]WY`Z`  
fYdc]f]hcf`c]h`Yf`k`f]hYb`XcW`a`Yb]Z`dFYgYb]h]cb]Z`Wc]a`dcg]h]cb]Z`U]f]k`cf`Z`XYg][ bZ`XfUk`]b[ Z]W]fW`]h]m]Z`Wc]a`di`hYf`  
dfc[ fUa`cf`gc]Zk`UfY`Zk`YVg]hY`Z]b]hYfb]Y]Z`c]h`Yf`Y`Y`W]fcb]W]fYgci`fW`Z`cf`Ubch`Yf`dYfgcb]f]g]Ugg][ ba`Ybhk`]h`ci`h`  
Uddfc]df]U]h`UW`bck`YX[ Ya`Yb]h`

~~Uddfc]df]U]h`dUfUd`fUg]b[ .`7`U]b[ ]b[ `U`Zk`k`cfXg`UbX`d`fUgYg`k`Y`a`cghm]fY]U]b]b[ `h`Y`cf][ ]bU`  
]bZcfa`U]cb]Z`g]h]i`W]i`fY`UbX`#`f`dfc[ fYgg]cb`cZ]XYUg`cZ`h`Y`cf][ ]bU`k`]h`ci`hUW`bck`YX[ Ya`Yb]h`"H`]g`U`gc`  
Udd]Yg`]b`dFYgYb]h]cb]g`k`YfY`gca`YcbY`dUfUd`fUgYg`Ubch`Yf`g`]XYUg`cf`k`cfXg`k`]h`ci`h`W]YX]h]UbX`hc`  
d]Y]W]b[ `hc[ Y]h`Yf`ei`c]hYg`UbX`dUfUd`fUgYg`]b]c`U`bYk`k`Y`c`Y`Zk`]h`ci`h`Uddfc]df]U]h`fY`ZYf]b]W]b[ "~~

7c`i`g]cb.`K`cf`\_]b[ `k]h]cb]hYfg]i`V]h]g]U]g]b[ ]Z]b]Z`h`Yf`k`b]g`U]g]U]g]d]f]g]b]X`]g]i]b]X]f`cf`k`]c`i`Z]ca`U`gc`  
]bW]i`XYg`d]f]c]j`X]b[ `mci`f`k`cf`\_`hc`Ubch`Yf`g]h`XYbh]Z`f`h`Y`di`f]dcgY`cZ`h`Ya`d`U[ ]Uf]g]b[ Z]d]U]m]b[ `Ubch`Yf`  
dYfgcb`hc`dYfZcfa`Ub`UWXYa`]W]Ug`Z`g]h`U`]b[ `cf`U]W]e]i`]f]b[ `Ubch`Yf`dYfgcb`g`UWXYa`]W]k`cf`\_`UbX`Wc]dm]b[  
]hZ`cZ]Yf]b[ `hc`Wc]a`d`Y]h`Ubch`Yf`dYfgcb`g`k`cf`\_`cf`gY]\_]b[ `d]U]m]a`Ybh]Z`f`Wc]a`d`Y]h]b[ `UWXYa`]W]k`cf`\_`

~~Uddfc]df]U]h`W]h]cb.`7`h]b[ `gci`fW`g`k`Y`W]`U]j`Y`bchV]Y]b`fYUXZk`]h`ci`hUW`bck`YX[ ]b[ `h`Y`  
"gYWc]bXU]f]m`gci`fW`Zca`k`Y`W]`\_`bck`YX[ Y`cZ`h`Ya`\_`Ug`V]Y]b`cV]U]b]YX"~~

8i`d`]W]h]cb`f]f]gY`Z`d`U[ ]Uf]ga`"E`Gi`Va`]h]b[ `mci`f`ck`b`k`cf`\_`Z]b`k`Y`c`f]b`dU]f]Zk`Y`fY`]h`Ug`d]fY]`]ci`g`m`  
V]Y]b`d]fYdU]fYX`cf]g]i`Va`]h]YX`Zc`f`Ubch`Yf`UggYgga`Ybhcf`Wc]i`fgY`U]h]I`BGK`cf`Ubch`Yf`i`b]j`Yfg]m`

7c]ffYW]h]fYZY& W Yj \$

## 5 WUXYa ]WbZcfa Uh]cb

8i Y'rc'Yj c'j ]b[ 'UXj ]W'VmB GK ' < YU'hž'gh XYbhg'a i gh'WXYW'Zcf'i dXUHYX']bZcfa Uh]cb'fY[ UfX]b[ 'cb']bY  
'YUfb]b[ 'Zcf'U''5fngž8Yg][ b'UbX'5fW]f'Wf' fY'Wti fgYg'h]g'h'f'fa 'fj ]U'A ccX'Y'cf'Wti fgY']bZcfa Uh]cb  
dfcj ]XYX"Ł

: cf'YggYbh]U'gh XYbh]bZcfa Uh]cb'fY'Uh]b[ 'rc.