

# **MDIA5021**

5Xj Yfh]g]b[ 'UbX'7 fYUh]j ]hm

HYfa "Hk c "# &\$&\$

# 7 ci fgY<sup>·</sup>Cj Yfj ]Yk

## GHJZZ7cbHJWh78YHJ]`g

### 7cbj Ybcfg

BUa Y	9a U]`	5j U]`UV]`]m	@cWUhjcb	D∖cbY
>Ua Yg <sup>.</sup> K ][ [ ]bg	0 0 0	VmUddc]bha Ybh	Fcca" &&ž `YjY`'FcVYfh KYVghYf 6i]`X]b[	f\$&Ł`- ' , ) (, ) *

## GWXcc``7cbHJWhi=bZcfaUh]cb

GW&cc``cZh\Y`5fhg`UbX`AYX]U

Fcca '' &&ž'@Yj Y``' žFcVYfhK YVghYf`6i ]`X]b[`f] %(Ł

D\cbY.`f\$&Ł`- ' , ) `( , ) \*

9a U]`. <u>'gUa 4 i bgk "YXi "Ui</u>

K YVg]hY. <u>k k k "Ufhg"i bgk "YXi "Ui #gUa</u>

H\Y'GW\cc``cZh\Y'5fhg'UbX'AYX]U'k ci `X``]\_Y'hc'FYgdYWbZ ``m5W\_bck `YX[Y'h\Y'HfUX]h]cbU``7ighcX]Ubgž h\Y'6YXY[U``fPYbg]b[hcb'WJa digŁž; UX][U``fD]hm'UbX'5fh/ '8Yg][b'7Ua digYgŁ'UbX'h\Y'B[ibbUk U` dYcd'Y'fБighfU`]Ub'8YZYbW': cfW'5WJXYam]b'7UbVYffUŁ'cZh\Y``UbXg'k\YfY'YUW\'WJa dig'cZIBGK ']g `cWJhYX"

## 7ci fgY<sup>·</sup>8YHJ]`g

## 7 fYX]hDc]bhg<sup>·\*·</sup>

## Gi a a UfmcZhXY7ci fgY

H\Y`WcifgY`ZcWigYg`cb`f\Y`WfYUhjjY`UgdYWfg`cZUXjYfhjg]b[`UbX`WiffYbhihfYbXg`]b`UXjYfhjg]b["

Mci ˈk]```YUfb`\ck ˈh\Y`UXj Yff]g]b[ ˈdfcWl/ggˈk cf\_gʻZcWl g]b[ žˈ]b`dUff]W``Ufž`cb`h\Y`Zc``ck ]b[ 'UgdYWrg.

!`=XYbhjZjWuhjcb`cZWcaaib]Wuhjcb`W&U``Yb[Yg`UbX`cddcfhib]hjYg.`fYgdcbX]b[`hc`U`W]YbhVf]YZ/ !`7 fYUhjiY`ghfUhY[]Yg`UbX`dfUWjWYg`Zcf`[YbYfUhjb[`]XYUgžWcbWYdhXYg][bžghcfmihY``]b[žYachjcbU``UddYU`g UbX`d]hW&]b[`Zcf`WJadU][bg/ !`7 UadU][b`YjU`iUhjcb`aYh\cXg"

H\Y`fYei]fYaYbhg`Zcf`UbX`]adUWrcZUXjYfh]g]b[`UWfcgg`ai`h]d`Y`d`UhZcfag`UbX`UggcW]UhYX`fYei]fYaYbhg Zcf`X][]hU``]bhYfUWf]j]mž`Vc``UVcfUh]cb`UbX`Vc!dfcXiWf]cb`k]``VY`Yad\Ug]nYX"

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

%"5dd`mWfYUhjiY`ghfUhY[]YgʻUWfcggʻU`VfcUX`fUb[Y`cZUXjYfhjg]b[`aYX]U &"8YjY`cd`U`Wf]hjWU``ibXYfghUbX]b[`cZUXjYfhjg]b[`cVYWfjjYg '"7f]hjeiY`UbX`fYj]gY`mcif`kcf\_ ("Kcf\_`YZZYWfjjY`mk]h\`ZYYXVUW\_`UbX`dfYgYbhimcif`]XYUg`k]h\`WcbZjXYbWf

### HYUW ]b[ GhfUhy[ ]Yg

Ghi XYbhgʻk]``VYʻfYei ]fYXʻhcʻUhhYbXʻUʻhk cʻ\ci fʻgYa ]bUfʻYUVXʻk YY\_"`GYa ]bUfgʻUfYʻXYg][ bYX'hcʻ]bhfcXi VV U``ghi XYbhgʻ]bʻUʻVcbg]ghYbhk Umhcʻh\YʻfY`Yj Ubhh\Ycf]YgždfUVhJVVgʻUbX'hcc`g"`H\YmfY`m\YUj ]`mcb YI Ua d`YgʻcZVcbhYa dcfUfmUXj Yfh]g]b[ `hcʻdfUVhJVU``mXYa cbghfUhYʻh\Ycf]Ygʻ]bʻdfUVhJVVf`]bʻfYU` UXj Yfh]g]b[ `g]hi Uh]cbg"

H\Y`gYa ]bUf`Zcfa Uh`]g`UXcdhYX`hc`VYhhYf`g]a i`UhY`h\Y`U[YbWnYI dYf]YbWYžk ]h\`h]a Y`gdYbhVf]YZ]b[ ghi XYbhg`cb`k YY\_`mUgg][ba Ybhg`UbX`UggYgg]b[`h\Y`YZYWh]j YbYgg`cZh\Y]f`WfYUh]j Y`fYgdcbgYg"'H\Y ga U``Yf`[fci dg`[]j Y`h]a Y`Zcf`ZYYXVUW\_`UbX`fYZYWh]cb`cb`fY`Yj Ubhdf]bW]d`Yg`UbX`h\Ycfm'`Ghi XYbh dUfh]W]dUh]cb`k]``VY`fYei ]fYX`h\fci [\ci hgYa ]bUfg"

7 fYUhj Y'g\_]``gʻUfY'VYghXYj Y`cdYX'h\fci [\`h\Y]f'V&bghUbhUdd`]WUhjcb"'H\YfYZcfYžk YY\_`m'Vf]YZgʻUfY XYg][ bYX'hc`dfcj ]XY`ghi XYbhg`k ]h\`Ub`cddcfhi b]hmhc`X]gWcj Yf'UbX'XYj Y`cd`h\Y]f`ck b`WfYUhjj Y'dfcV`Ya ! gc`j ]b[ `ghm`Yg`UbX'g\_]``g"

Ghi XYbhgʻUfYʻUʻgcʻYbWci fU[YXʻhcʻUWfj]YʻmWcʻ`YWfiUgʻa Ubmd]YWfgʻcZUXjYffj]g]b[ʻWcaai b]WUfjcbʻUgʻh.Ym WUbʻZfcaʻUʻX]jYfgYʻfUb[YʻcZgci fWfgž'hcʻ\_YYdʻUVfYUghcZWcbhYadcfUfmiWUadU][bgʻUbXʻUXjYffj]g]b[ʻ]ggi Yg UbXʻYb\UbWYʻh\Y]fʻdfUWfjWU``i gYʻcZh\Yʻh\Ycf]YgždfcWfggYgʻUbXʻhcc`gʻWcjYfYX`]bʻh\YʻWci fgY"

# 5ggYgga Ybh

## 5ggYgga YbhHUg\_g

5ggYgga Ybh'tUg_	K Y][ \h	8iY`8UHY	GhiXYbhi@YUfb]b[ CihWcaYgʻ5ggYggYX
Cb`]bY`fYZYWAjjY`kf]hjb[`HUg_`	)	%&#\$*#&\$&\$`\$,.\$\$`DA</td><td>%ž&</td></tr><tr><td>7 f]h]WU``UbU`mg]g`</td><td>(\$1</td><td>%+#\$+#&\$&\$`\$, .\$\$`DA</td><td>%ž&ž ž(</td></tr><tr><td>DcfhZc`]c'</td><td>) \$I</td><td>' %#\$+#&\$&\$`\$, .\$\$`DA</td><td>%ž&ž ž(</td></tr><tr><td>D]hvx ·</td><td>)  </td><td>\$+#\$, #&\$&\$`\$, .\$\$`DA</td><td>&ž(</td></tr></tbody></table>	

## 5ggYgga Ybh8YHJ]`g

5ggYgga Ybh% Cb`]bY fYZYWhjj Y k f]hjb[ 'HJg\_

GHUfh XUHY.

#### 8YHJ]`g.

&\$\$`k cfXg"`±0X]j ]Xi U``HJg\_"`A ccX`Y`Zcfi a "`DUgg# U]`f**)**ı `dUgg/&ı `ZJ]`/\$ı `bcb!gi Va ]gg]cbŁ"`: YYXVUW\_ j ]U`@A G"`

## 5ggYgga Ybh'&. '7f]h]WU``UbU`mg]g

GHJFh'XUHY.\$	‰	%	‰
	/00	/00	/00

F Ygci fWg

## DfYgWf]VYX F Ygci fWYg

6UffmžD"'f&\$%\* Ł"'H\Y'5Xj Yfh]g]b[ '7cbW/dh6cc\_ž' fX'9X]h]cbž@cbXcbž'H\Ua Yg7 '<i Xgcb"

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

5]HW ]gcbž>"f&\$\$(Ł"7iH]b['9X[Y'5XjYf]g]b[ž&bX'9X]J]cb"G]b[UdcfY.DYUfgcb'<U``" 5`hgh]Y`žHca Z'; fck ž>YUbžf&\$%\$L"5XjYf]g]b['7fYUJ]jY.GHUHY[mž7cdmžUbX'8Yg][bž'fX'YX]J]cbž@cg 5b[YYg.GU[Y'DiV']WUJ]cbg" <Y[UfImž>"'f&\$%\L"'<Y[UfImicb'5XjYf]]g]b[""@cbXcb.H\UaYg'UbX'<iXgcb" FcaUbž?"ZAUUgž>"f&\$\$\L"'<ck'hc'5XjYf]]g]b[""@cbXcb.H\UaYg'UbX'<iXgcb" GcbXcb.'<c[Ub Gi``]jUbž@"f&\$\$, L"<YmžK \]ddYžGeiYYnY'H\]g.5; i]XY'hc'7fYUJ]b['; fYUJ5XjYf]]g]b[ž'fX'9X]J]cb" <cVc\_YbžB>.'>c\b'K]YmZ'Gcbgž=bW

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

+JZcfa U``ZYYXVUW\_`UVci hih\Y`Wci fgY`]g`k Y`Wca YX`UbX`YbWci fU[YX`h\fci [\ci hih\Y`HYf` Wfg`

# Gi Va ]gg]cb<sup>·</sup>cZ<sup>·</sup>5ggYgga YbhHUg\_g

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

, Zmci `YbWci bHYf`U`dfcV`Ya `k \Yb`UHHYa dH]b[ `hc`gi Va ]himci f`Ugg][ ba YbhH\fci [ \`Hi fb]H]bž`d`YUgY HY`Yd\cbY`91 HYfbU``Gi ddcfhcb`-',)`''' %cf`Ya U]``H\Ya `cb`YI HYfbU`HY`Hgi ddcfh4 i bgk "YXi "Ui `"`Gi ddcfh

## 5WUXYa ]W<cbYghmUbX`D`U[ ]Uf]ga

D`U[]Uf]ga `]g`i g]b[`f\Y`k cfXg`cf`]XYUg`cZcf\Yfg`UbX`dfYgYbh]b[`f\Ya `Ug`mci f`ck b"`=fiWUb`hU\_Y`a Ubm Zcfa gžZfca `XY`]VYfUHY`W\YUh]b[`fc`UWN]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[. `i g]b[ `h\Y`gUa Y`cf`j Yfmig]a ]`Uf`k cfXg`hc`h\Y`cf][ ]bU``hYI h`cf`]XYU`k ]h\ci h`UW\_bck`YX[ ]b[ `h\Y

5₩UXYa]W≢bZcfaUh]cb