



MDIA3007

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

HYfa 'H\fYY'##'&\$&\$

7ci fgY`Cj Yfj]Yk

GHJZZ7cbHJW`8YHJ]`g

7cbj Ybcfg

| | | | | |
|----------------|----------------------------|----------------|---------------------------------------|-------|
| B Ua Y | 9a Uj` | 5j Uj`UVj]m | @cWjhcb | D\cbY |
| 9a a U`5`">UbY | Ya a U"AbY4 i bgk "YXi "Ui | 6mUddc]bha Ybh | %%) ž`@Yj Y`%ž F cVYfh K YVghYf | |

GWcc`7cbHJW`bZcfa Uhjcb

GWcc`cZhY`5fng`UbX`A YX]U

F cca ` ` %&ž`@j Y` ž`F cVYfhK YVghYf`6i]X]b[`fj %(`

D\cbY. `f\$&Ł`- ` ,) `(,) *

9a Uj: [gUa 4 i bgk "YXi "Ui](#)

K YVg]hY: [k k k "Ufng"i bgk "YXi "Ui #gUa](#)

H\Y`GWcc`cZhY`5fng`UbX`A YX]U`k ci `X`_Y`hc`F YgdYWZ`m5W_bck`YX[Y`hY`HfUX]hcbU`7i`gtrX]Ubgž`hY`6YXY[U`fP`Ybg]b[hcb`WLa`di`gŁž;`UX][U`f7`]mUbX`5fhi`8Yg][b`7 Ua`di`gYgŁ`UbX`hY`B[i`bbUk`U`dYcd`Y`f5i`ghfU]Ub`8YZYbWV` : cfW`5WUXYa`m]b`7 UbVYffUŁ`cZhY`UbXg;k`YfY`YUW`WLa`di`g`cZI`BGK`]g`cW]hYX"

7ci fgY'8YHU]`g

7fYX]hDc]bng '*`

Gi a a UfmicZH\Y'7ci fgY

H\]g'Wci fgY'cZYfYX'VmihY'GWcc``cZH\Y'5fng'UbX'A YX]U'dfcj]XYg'mei 'k]h'Ub'cddcfh b]hmtc
i bXYfU_Y']bXi ghfmYb[U[YX'YUfb]b['hfci [\]bHYfbg\]d'cddcfh b]h]Yg'k]h'fY'Yj Ubh]bXi ghfm\cgrg"
=XYU'nz'mei 'k]``i bXYfU_Y'Ub']bHYfbg\]d'UZfYf'mei '\Uj Y'Wca d'YHYX'U'mYUf'cZZ'`!hja Y'ghi Xmftf
Yei]j U'Ybhf'`5h\Y'YbX'cZH\Y']bHYfbg\]d'mei 'k]``dfcj]XY'U'gi a a Uhj] Y'fYdcfhicZmei f'YI dYf]YbWg'UbX
k cf_ YI Ua d'Yg'Wca d'YHYX'Xi f]b['h\Y']bHYfbg\]d"

H\Y']bHYfbg\]d'fYei]fYg'U'hcU'Wca a]ha YbhcZ%%\$!%) \$\'ci fg'cZk cf_'k]h'U'\cgfhcf[Ub]gUhcb'UbX'WUb'VY
fU_Yb']b'Zfghz'gYWcbX'cf'h]fX'hYfa žcf'cj Yf'h\Y'gi a a Yf'dYf]cX''=bHYfbg\]d'cddcfh b]h]Yg'UfY'UXj Yfh]gYX'j]U
hY': 5GGSK @SG5A 'bHYfbg\]d'dU[Y.'
[\hrg.##a ccX'Y'h'hi bgk "YXi "Ui #h'ci fgY# \]yk "d\ d3\]X1' ' \) % \("5'h'fbUhj \]n'z'mei 'a Um\]bXYdYbXYbhim
UddfcUW'U'fY'Yj Ubhcfc\[Ub\]gUhcb'hc'Udd'miZcf'Ub'\]bHYfbg\\]d" Df\]cf'hc'gYY_\]b\['Ub'\]bHYfbg\\]d'z'mei 'a Umk \]g\
hc'WcbhUWh! BGK '7UfYfYg'UbX'9a d'cma Ybhi! \hrg.##k k "WJfYfYg'i bgk "YXi "Ui # 'Zcf'\Y'd'UggYa V'\]b\[
mei f'7J žWcj Yf'YhYfž'UbX'c'h\Yf'Wca dcbYbng'cZmei f'Udd'\]WUhcb"](#)

: cf'a cfY']bZcf'a Uhcbžj]g]h'[\hrg.##k k "Ufng'i bgk "YXi "Ui #gUa #ghi Xmi g#bHYfbg\\]dg"](#): cf'UbmYbei]f]Ygž
d'YUgY'Ya U]'h\Y'K @! b]hUh: [5GG!K @4 i bgk "YXi "Ui](#)

Hc'VY'Y][]VY'Zcf'h]g'Wci fgYž'mei 'a i gh\Uj Y'U'a]b† a i a 'K †A 'cZ*) † † † † †

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

5ggYgga Ybh

H\]g'gi VYWi]g'i b[fUXYX'gc'U'dUgg']g'XYdYbXYbhcb'GUh]gZUWc'fmfGMŁ'cf'I bgU]gZUWc'fmfI @Ł]b'a YYh]b[hY'Wci fgY'fYei]fYa Ybhg''5b'GM[fUXY'k]''bchUZYWmci f'k Y][\hX'Uj YfU[Y'a Uf_'fK 5A Ł'Vi hU': @[fUXY k]''

7ci fgY'fYei]fYa Ybhg']bWl XY.

- 7ca d'Yh]cb'cZU'a]b]a i a 'cZ%\$\$'\ci fg'cZd'UW'a YbhGi Va]gg]cbg'cZUggYgga Ybh]Ug_g%' / '&

| | | | |
|--|--|--|--|
| | | | |
| | | | |
| | | | |

k YfY'd'UWfX']b' f]b' [YbYfU' hYfa g'cb'nž'k]h'ci h'bu'a]b['L'UbX' h'Y]f'fc'Y'k]h']b']h'f]]L']XYbh]Z]Yg' U'fY'Yj Ubhfc'Y
]b' h'Y'cf[Ub]nU]cb' U'hc'f'W'cgY' h'c' 'Yb'f'm' 'Yj Y' 'UbX' h'Y'g_]`g' UbX' U'f'f]vi h'g' b'Y'Y'X'X' h'c' V'c'a d'Y'f'gi V'k' U'f'c'Y/
f]]L' U'X'X'f'Y'ggY'g' \c'k' h'Y' h'm'd'Y' c'Z'k' c'f_ 'h'Y'm' \Uj Y' i' b'X'Y'f'U_ Y'b' #d'f'c'X'i V'W'X' X'i f]b['h'Y]f'd'U'W'f'a Y'bh'V'c'b'f]vi h'g'
h'c' h'Y]f' \c'g'h'c'f[Ub]nU]cb' UbX' #c'f'f'Y'Yj Ub'ha Y'X]U']b'X'i g'f'm' #b' h']g' 'U'gh'V'c'a d'c'b'Y'bh'gh' X'Y'bh'g'g' \c'i 'X'Y'i d']W'f'h'm'
f'Y'Z'Y'W'ic'b'gi V'k']Z]W'c'f'g' U'g' h'Y' \c'g'h' #b'X'i g'f'm' U[Y'b'X'U'ž' V'k' U' 'Y'b[Y'g' UbX']b'bc'j U'h'c'bg' 'Z'c'f' h'Y' \c'g'h' #b'X'i g'f'm'ž'
ei Y'g'h'c'bg' c'Z'Y'h']W'g' k' \]W' 'a' U'm'U'f]g'Y']b' f'Y' U'h'c'b' h'c' h']g' k' c'f_ ž'ei Y'g'h'c'bg' c'Z]b'X'i g'f'm'g'f'U' b'X'U'f'X'g'ž']b'X'i g'f'm'
d'f'c'W'g'g'Y'g'c'f'a Y'X]U' 'Z'c'fa g' "5' W'X'Y'a]W'f'Y'Z'f'Y'b'W' 'g' \c'i 'X'V'Y' 'a' U'X'Y'ž'i g]b['h'Y' < U'f] U'f'X' 'g'm'g'h'Y'a ž'UbX' U'
a]b]a i a 'c'Z'ž' Y'g'Y'd'U'f'U'h' 'U'W'X'Y'a]W'g'c'i f'W'g'i g'Y'X'ž' h'c'gi d'd'c'f'h' #l' d'U]b' #X'Y'ž' b'Y' h'Y' f'Y'Yj Ub'h'V'c'b'W'd'f'g' "H' \Y'
f'Y'Z'Y'W'ij Y' Ub'U'm'g]g' U'g' U'k' \c'Y'g' \c'i 'X'V'Y' U'a]b]a i a 'c'Z') \$ \$ 'k' c'f'X'g'Vi h'ia U'm'ia U_Y' i d'a c'f'Y' c'Z'h'Y'
V'c'a V]b'Y'X' h'c' h'U' c'Z'%) \$ \$! &) \$ \$ 'k' c'f'X' 'ja]h'c'f'V'c'h' U'gg'Y'g'ga Y'bh'V'c'a d'c'b'Y'bh'g"

; fUX]b['k]' 'VY' G'U'h]g'Z]W'c'f'm' # bg'U'h]g'Z]W'c'f'm'c'b'm'UbX' 'bc' ž' f'h'Y'f'Z'Y'X'V'U'W_ 'k]' 'VY' d'f'c'j]X'Y'X"

Hi fb]h]b'g'Y'h]b[. 'H' \]g']g' b'c'h'U'Hi fb]h]b'U'gg][ba Y'bh

F Ygci fWg

DfYgWf]VYX`F Ygci fWg`

F YWca a YbXYX`F Ygci fWg

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

K Y`fYgdcX`hc`ZYXVUW`fYWf]j YX`j]U`X]fYWhYa U]`hc`hY`7ci fgY`7cbj Ybcf`UbX`hY`K`=@| b]ř UbX
]bZcfa Uh]cb`dfcj]XYX`]b`hY`gh XYbhUbX`\cghZYXVUW`Zcfa g"

K Y`\cdY`mci`Yb^mimci f]bhYfbg\]d`

Gi Va]gg]cb 'cZ5ggYgga YbhiHUg_g

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

Ʒmci 'YbWci bHYf'U'dfcV'Ya 'k \Yb'UH'Ya dh]b['hc'gi Va]hmc i f'Ugg][ba YbhiH'fci [\ 'Hi fb]h]bž'd'YUgY
HY'Yd\cbY'9I HYfbU'Gi ddcfhcb'-',) " ' ' %cf'Ya U] 'H'Ya 'cb'YI HYfbU'HY'fgi ddcfh4 i bgk "YXi "Ui "'Gi ddcfh
\ci fg'UfY', .\$\$Ua '—%\$.\$\$da 'cb'k YY_XUmg'UbX'-. \$\$Ua '—) .\$\$da 'cb'k YY_YbXg'fI *) 'XUmg'U'mYUfI" Ʒmci
UfY'i bUV'Y'hc'gi Va]hmc i f'Ugg][ba YbhiXi Y'hc'U'Zi 'hk]H'Hi fb]h]b'mci 'a UmUdd'm'Zc'f'Ub'YI HYbg]cbž'Vi hmc i
a i ghfYHU]b'mci f'h]W_Yhbi a VYf'Z'ca '9I HYfbU'Gi ddcfhfU'cb['k]H'UbmcH'Yf'fY'Yj UbhXcW a YbHgE'hc
]bWi XY'Ug'Yj]XYbVW'hc'gi ddcfhmc i f'YI HYbg]cb'Udd'jW]h]cb" Ʒmci 'Ya U] '9I HYfbU'Gi ddcfhmc i 'k]
Ui 'ca UH]WU'm'fYW]j Y'U'h]W_Yhbi a VYfž'Vi h]Zmci 'HY'Yd\cbY'mci 'k]'b'YX'hc'gdYW]Z]WU'mUg_ 'Zc'f'cbY"
Hi fb]h]b'U'gc'dfcj]XYg'i dXUH'g'cb'H'Y]f'gmgh'Ya 'ghU'g'cb'Hk]HYf"

; YbYfU'mž'UggYgga YbhiUg_g'a i ghVY'gi Va]HYX'Y'YW'fcb]WU'mj]U'Y]H'Yf'Hi fb]h]b'cf'U'A ccX'Y
Ugg][ba YbH' 'b]bg]UbVW'g'k \YfY'H'g]g'bc]hdccg]V'Yž]hk]'VY'ghU'YX'cb'mci f'Wci fgY'g'A ccX'Y'g]H'k]H
U'HYfbUH] Y'gi Va]gg]cb'XYHU]g"

: cf]bZ'fa UH]cb'cb'\ck 'hc'gi Va]hUgg][ba YbHg'cb]bYj]U'A ccX'Y. \h'hdg.#gh XYbH'i bgk "YXi "Ui #ck!
gi Va]hUgg][ba YbH'a ccX'Y

5 WUXYa]W< cbYgmiUbX`D`U[]Uf]ga

D`U[]Uf]ga `]g`i g]b[`hY`k cfXg`cf`]XYUg`cZc`hYfg`UbX`dfYgYbh]b[`hYa `Ug`mci f`ck b``#WUb`hU`Y`a Ubm
Zcfa gZ`Zca `XY`]VYfU`h`V`X`Y`U`h]b[`h`U`W`Y`X`Y`b`U`m`W`c`d`m]b[`Z`ca `U`gci f`W`k]h`ci h`U`W`b`c`k `Y`X[`Y`a `Y`b`h`

I B G K `[fci dg`d`U[]Uf]ga `]b`h`c`h`Y`Z`c`ck]b[`W`U`h`Y`[`cf]Y`g.

7 cdm]b[.`i`g]b[`h`Y`g`U`a `Y`cf`j`Y`fmg]a]U`f`k`cf`X`g`h`c`h`Y`cf][]b`U`h`Y`h`cf`]X`Y`U`k]h`ci h`U`W`b`c`k `Y`X[]b[`h`Y`

5 WUXYa]WbZcfa Uh]cb

: cfYggYbh]U`gh XYbh]bZcfa Uh]cb fY`Uh]b[`tc.

- fYei Yghg`Zcf`YI H`bg]cb/
- `UhY`gi Va]gg]cbg`[i]XY`]bYg/
- fYj]Yk `cZa Uf_g/
- I BGK `<YU`h`UbX`GUZY`mdc`]WYg/
- YI Ua]bUh]cb`dfcW`Xi fYg/
- gdYW]U`W`bg]XYfUh]cb`]b`hY`Yj YbhicZ]`bYgg`cf`a]gUXj Ybh fY/
- gh XYbhYei]m]UbX`X]gUV`]m/
- UbX`c`hYf`YggYbh]U`UWUXYa]W]bZcfa Uh]cbz`gYY

[\hfdg.##k k k "Ufng"i bgk "YXi "Ui #W ffYbh\]gh XYbh\]UWUXYa \]W\]bZcfa Uh\]cb#dfch`W`g!\[i \]XY`\]bYg#](#)

⇒ U[Y`7 fYX]h

D\ch`W`i ffYgm]cZF cXbYm]HcXX! [\hfdg.##k k k "fcXbYntcXX"V`a #](#)

7F ⇒ CG

7F ⇒ CG`Dfcj]XYf`7cXY. \$\$\$- , ;

5W_bck `YX[Ya YbhicZ7ci bhfm

K Y`UW_bck `YX[Y`hY`6YXY[U`dYcd`Y`k `c`UfY`hY`fUX]h]cbU`W`ghcX]Ubg`cZ`hY`UbXg`cb`k `]W`I BGK
? Ybg]b[hcb`W`a di g`]g`cW]hYX"