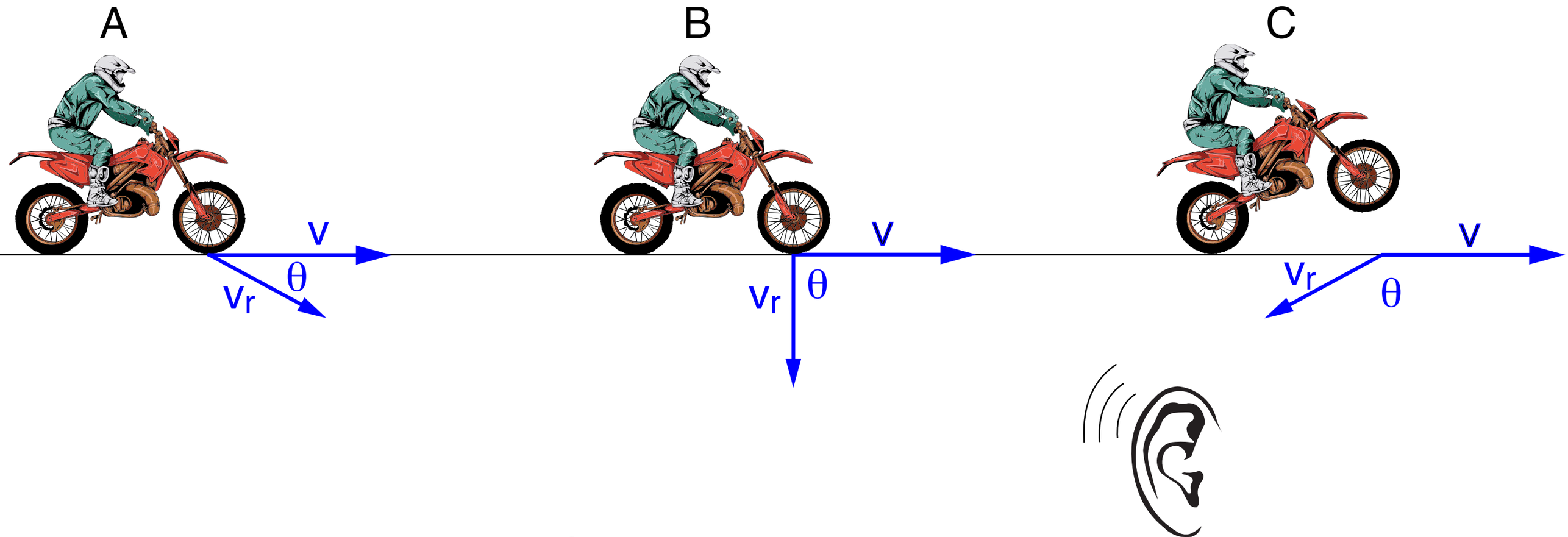

$$f_{received} = f_{emitted} \cdot \frac{c_{sound}}{c_{sound} - v\ \cos\theta}$$

the received frequency always decreases