



Queen Margaret University
EDINBURGH

SCHOOL OF ARTS, SOCIAL SCIENCES AND MANAGEMENT
DIVISION OF MEDIA, COMMUNICATION & PERFORMING ARTS

LEVEL 1 DIET 1

MODULE CODE: I1146

MODULE TITLE: MEDIA INDUSTRIES

<u>DATE: 06/05/2016</u>	<u>TIME: 2.00PM</u>
<u>WRITING TIME: 1 hour</u>	<u>READING TIME: 5 minutes</u>

INSTRUCTIONS:

Answer 3 questions altogether, one from each section.

PAPER SETTER: Robert Munro

Media Industries I1146 2015-16 Exam Diet 1

Answer 3 questions altogether, one from each section.

SECTION A Cinema Answer Question 1 or 2

1. Explain how the following aspects of the contemporary Hollywood film industry work: Production, Distribution, Exhibition. (Equal marks for each aspect.)
2. Using appropriate scholarship, explain how digital technology has changed the Hollywood film industry, and consider how the increasing use of digital technology affects the exhibition of films.

SECTION B Popular Music Answer Question 3 or 4

3. Drawing on Shuker (2013) and Burnett (1996), plus any other relevant scholarship, explain the key issues in the production and consumption of contemporary popular music.
4. Drawing on Jones (2002), Shuker (2013) and Ford (2003) plus any other relevant scholarship, explain the key issues in distribution and press mediation of popular music.

SECTION C Media Industries Answer Question 5 or 6.

5. Explain what Branston & Stafford (2006) argue are the similarities and differences of the media and cultural industries when compared to other industry sectors. Explain their discussion of notions of 'mainstream' versus 'alternative/independence' in media production.
6. Using appropriate scholarship, explain patterns of ownership in the global entertainment industry, and discuss how these patterns can affect the content of media and cultural products.