



Queen Margaret University
EDINBURGH

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

LEVEL 3 DIET 2

MODULE CODE: I3168

MODULE TITLE: Media, Culture and Society

<u>DATE: 25/07/2016</u>	<u>TIME: 9.30AM</u>
<u>WRITING TIME: 2 hours</u>	<u>READING TIME: 5 minutes</u>

INSTRUCTIONS:

Attempt to answer 2 questions.

PAPER SETTER: Dr Jeremy Valentine

I3168 Media, Culture and Society 2015-16

Exam Questions (second attempt)

Answer 2 questions.

1. According to Hesmondhalgh and Toynbee (2008), what is wrong with the contemporary relation between media studies and social theory?
2. According to Hall and O'Shea. (2013) how does neoliberalism work as 'common sense'?
3. What are the circumstances under which supporters of Celtic FC participate in an 'imagined world' (Conner: (2014)?
4. Why is locating customer surveillance within the 21st century 'social imaginary' (Turow, McGuigan and Maris (2015) significant?
5. How does Schiffauer's (2013) study of 'The mobile phone in Siberia' demonstrate the relation between local context and global media processes of space-time compression?
6. Does Wittel's (2001) analysis of 'network sociality' demonstrate self-interest or sociability?
7. Is media convergence (Jenkins: 2004) driven by technology or culture?
8. Does marketing produce or appropriate 'digital millennials' (Serazio: 2015)?
9. Are selfies significant for the representation of gender?
10. Is internet mediated interpersonal sexual communication a form of social control?