



Queen Margaret University
EDINBURGH

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

LEVEL 3 DIET 1

MODULE CODE: I3168

MODULE TITLE: Media, Culture and Society

<u>DATE: 16/12/2015</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

Exam Questions (first attempt)

Answer 2 questions.

1. How do Hesmondhalgh and Toynbee (2008) justify their claim that media studies needs better social theory?
2. According to Hall and O'Shea. (2013) how has neoliberalism become 'common sense'?
3. How does Conner (2014) demonstrate the geo-spatial characteristics of the 'imagined world' of Celtic FC?
4. Why, according to Turow, McGuigan and Maris (2015), is the naturalisation of customer surveillance part of the 21st Century social imaginary?
5. What consequence does Schiffauer's (2013) study of 'The mobile phone in Siberia' have for understanding the contextual determinants of space-time compression through mobile communication technology?
6. What does Wittel's (2001) study of 'network sociality' demonstrate about the instrumental nature of sociality?
7. Why does Jenkins (2004) explain the process of media convergence as a 'cultural logic'?
8. How, according to Serazio (2015), does marketing appropriate the social construction of 'digital millennials'?
9. Critically evaluate Murray's (2015) arguments for the gender significance of selfies?
10. Are internet mediated interpersonal sexual communications forms of subjective expression or mutual surveillance?