



Queen Margaret University
EDINBURGH

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

LEVEL 1 DIET 2

MODULE CODE: I1146

MODULE TITLE:Media Industries

<u>DATE: 26/07/2017</u>	<u>TIME: 2.00PM</u>
<u>WRITING TIME: 1 hour</u>	<u>READING TIME: 5 minutes</u>

INSTRUCTIONS:

Answer any 3 questions, in separate answer books.

PAPER SETTER: Robert Munro

Media Industries I1146 2016-17 Exam Diet 2

One hour.

Answer any 3 questions, from 1-4 below.

Cinema

1. Drawing upon relevant scholarship, explain how the following aspects of the contemporary Hollywood film industry work: Production, Distribution, Exhibition.

Gaming

2. Drawing upon relevant scholarship, consider what the structures and production processes of the global games industry are and how have these developed in recent years?

Popular Music

3. Drawing on Shuker (2013) and other relevant scholars, explain some of the key issues in the production and consumption of contemporary popular music.

Social Media

4. With reference to Freedman (2012), and other relevant scholarship, describe some of the differences and similarities between social media and traditional media.