



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: 24/07/2017</u>	<u>TIME: 2.00PM</u>
<u>WRITING TIME: 2 Hours</u>	<u>READING TIME: 5 minutes</u>

INSTRUCTIONS:

Attempt two questions

PAPER SETTER:

Jeremy Valentine

I3168 Media, Culture and Society

Exam Questions 2016 – 17 Second Attempt

Attempt 2 questions

1. Why is the concept of neoliberalism important for media theory?
2. Why can neoliberalism be understood as 'common sense'?
3. Why does Conner (2014) argue that the global flows of Celtic FC are imagined?
4. Does mobile phone technology cause cultural homogenization?
5. How do customer databases manufacture, control and discipline consumers?
6. How can the recent history of the Irish film industry explain problems experienced by the Irish video games industry?
7. How does the image of Steve Jobs romanticise capitalism?
8. How does self-display on the internet produce subjectification?
9. Can internet mediated sexual desire be understood as self-expression or interpersonal surveillance?

End of Paper