



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: 26/04/2017</u>	<u>TIME: 2.00PM</u>
<u>WRITING TIME: 1 hour</u>	<u>READING TIME: 5 minutes</u>

INSTRUCTIONS:

Answer 3 questions altogether, from sections A-D, in separate answer books.

PAPER SETTER: Robert Munro

Answer any 3 questions from sections A, B, C or D.

SECTION A Cinema

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

SECTION B 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?

SECTION C 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.

SECTION D 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.

End of Paper