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

DATE: 12/12/2016	TIME: 2.00PM
WRITING TIME: 2 Hours	READING TIME: 5 minutes

INSTRUCTIONS:

Attempt two questions

PAPER SETTER:

Jeremy Valentine

I3168 Media, Culture and Society

Exam Questions 2016 – 17 First Attempt

Attempt 2 questions

1. What are the main problems that Hesmondhalgh and Toynbee (2008) identify in media theory and what solutions do they propose?

2. How does Hall and O'Shea's (2013) analysis of the notion of 'fairness' demonstrate the common sense dimensions of neoliberal hegemony?

3. Why does the notion of 'imagined world' replace the notion of 'imagined community' in Conner's (2014) account of the global flows of Celtic FC?

4. According to Schiffauer: 'A global technology like the mobile phone does not imply cultural homogenization … because it stands in a complex interrelation with its environment' (2013: 23). How is this claim verified in her account of Buryat social networks in post-socialist Siberia?

5. Zwick, D. and Knott, J.D. (2009) claim that customer databases are used to manufacture consumers in 'an uncontrolled and undisciplined space of consumer culture' (225). What are the main conditions that have given rise to this strategy and why is it categorised as a flexible means of control?

6. Why do the film and video game industries share common problems in establishing a production context in Ireland?

7. In a speech to Stanford University graduates in 2005 Steve Jobs said:

'There is no reason not to follow your heart…Don't be trapped by dogma – which is living with the results of other people's thinking. Don't let the noise of others' opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition. They somehow know what you truly want to become. Everything else is secondary' (Streeter, T., 2015: 3114)

How do Jobs's words illustrate his image of a form of capitalism which appears to value 'romantic individualism'?

8. 'The essential principle behind a user's Instagram stream is an ongoing display of self to the ambient audience' (Zappavigna, M., 2016: 277). How does this principle determine subjectification in 'mommyblogging'?

9. Is internet mediated interpersonal surveillance of sexuality a new social practice or a new mediation of established social practices?

End of Paper