



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**

<b><u>DATE: 25/04/2019</u></b>	<b><u>TIME: 9.30am</u></b>
<b><u>WRITING TIME: 1 hour</u></b>	<b><u>READING TIME: 5 minutes</u></b>

**INSTRUCTIONS:**

Answer any 3 questions, in separate answer books.

**PAPER SETTER:** Dr Robert Munro

**One hour.**

Answer any 3 questions, from 1-4 below.

**Press**

1. Drawing upon relevant scholarship, discuss ownership of the UK press (past and present), and the potential implications this has for democracy.

**Cinema**

2. Using appropriate scholarship, explain how digital technology has changed the Hollywood film industry, and consider how the increasing use of digital technology affects the exhibition of films.

**Gaming**

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

**Social Media**

4. Using appropriate scholarship discuss the continuities and change between traditional media industries and internet companies, and explain whether or not you think that Google, Facebook, Amazon etc can be described as media companies.