

The 38th World Congress of the International Institute of Sociology Budapest, Hungary

JUNE 26-30, 2008

www.iisoc.org/iis2008

<u>Title of Session</u>: Sociology of Mass Communication: The Role of the Media in the International Context

Name of Session Convener(s): MENENDEZ-ALARCON, Antonio University/Organization incl. City: Butler University, Indianapolis, IN Chair: MENENDEZ-ALARCON, Antonio University/Organization incl. City: Butler University, Indianapolis, IN

I) Title of Selected Paper: The Good News about Singapore
Name/s of Author/s: Laurence Wai-Teng Leong
University/Organization incl. City: National University of Singapore

II) Title of Selected Paper: The Social Construction of Migrants' Image Name/s of Author/s: Cristiana Paladini
University/Organization incl. City: Lumsa University of Rome

III) Title of Selected Paper: Comedy and Hegemony: The Import and Reception of American TV comedy in Four European Countries

Name/s of Author/s: Giselinde Kuipers

University/Organization incl. City: University of Amsterdam

IV) Title of Selected Paper: The Role of Television in Social Communication: A Comparison Analysis of the Television Discussion Programs in Japan and Taiwan

Name/s of Author/s: Ijung Lin

<u>University/Organization incl. City</u>: Osaka Jikei Research Center of Health Care

Management, Osaka

V) Title of Selected Paper: The Reality of Advertising: A Matter of Syncronization

Name/s of Author/s: Stefania Antonioni

<u>University/Organization incl. City</u>: University of Urbino "Carlo Bo"

<u>VI) Title of Selected Paper</u>: A Comparative Analysis of Representation in the News: US in Spain, and Spain in the US

Name/s of Author/s: Antonio V. Menéndez Alarcón

University/Organization incl. City: Butler University, Indianapolis,, IN