PRAGMATIC ANALYSIS ON JOKES SPOKEN BY PARTICIPANTS OF 8 OUT OF 10 CATS DOES COUNTDOWN

THESIS

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2019**

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THESIS

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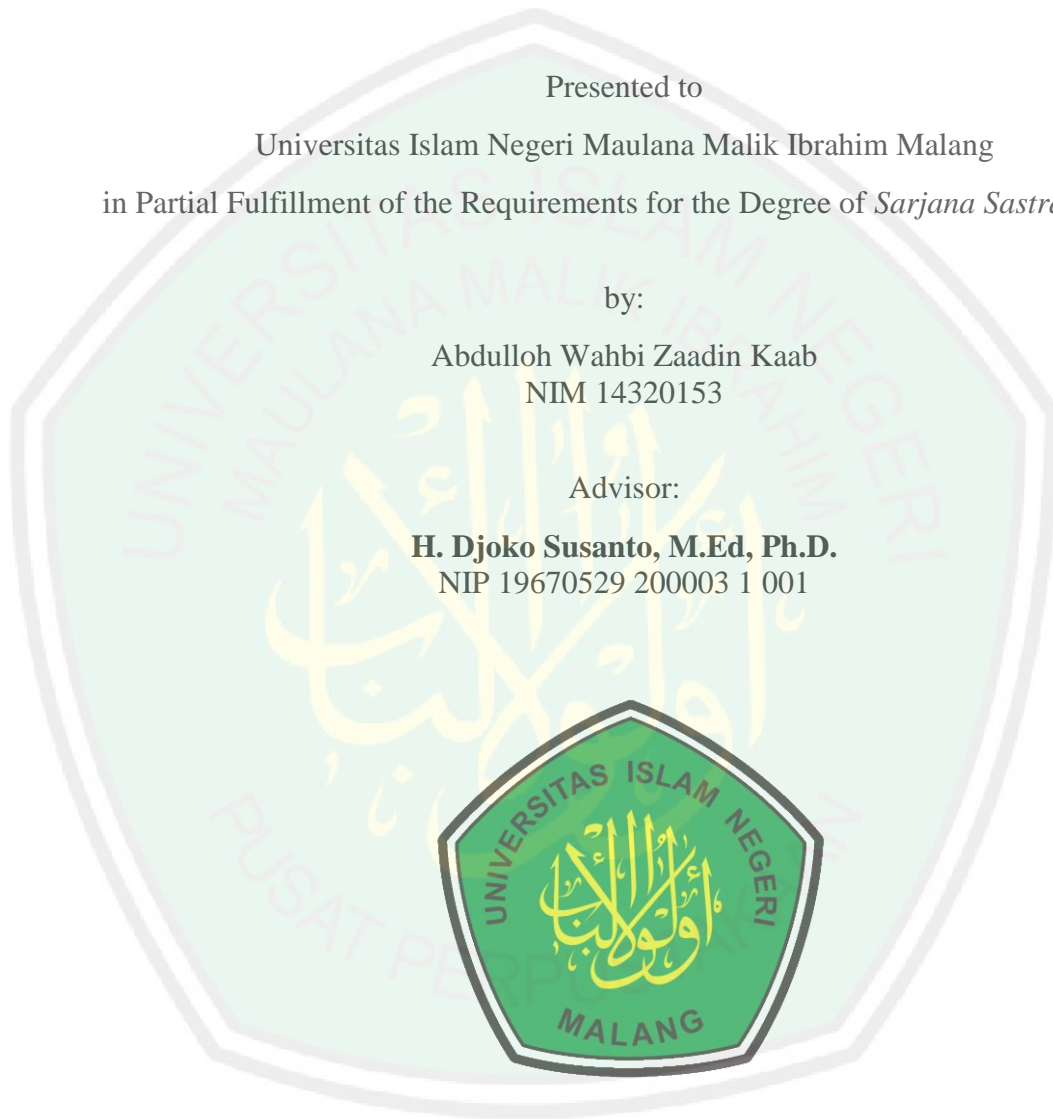
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MALANG
2019**

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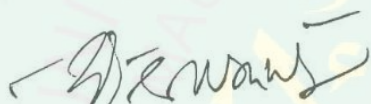Abdulloh Wahbi Zaadin Kaab
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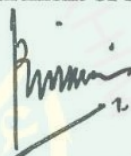
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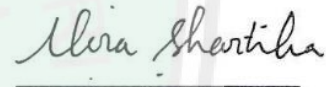1. Dr. Hj. Rohmani Nur Indah, M.Pd.
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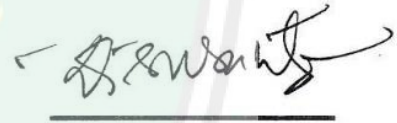
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MOTTO

"………Then enjoy yourselves for you are going to know"

(Q.S. Ar-Rum: 34)

DEDICATION

I dedicated this thesis to my beloved parents, Pak doladi alm. and Bu Khoiriyah who have been my motivation in study. Also, for all my brothers and sisters, Ning Lia, Mas Adib, Ning Ayi', Mas Faiz, Mas Bahi, Mas Thobun, Upa, and Lala, my thanks for you all.

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5. My supervisor in finishing this thesis, H. Djoko Susanto, M.Ed. Ph.D.

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ABSTRACT

Kaab, Abdulloh Wahbi Zaadin (2019) *Pragmatic Analysis on Jokes Spoken by Participants of 8 Out of 10 Cats Does Countdown.* Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor H. Djoko Susanto, M.Ed, Ph.D.

Key word: Pragmatics, Joke Categories, GTVH Theory

Communication is an essential element for human to socialize with on another. There are many strategies used in order to have smooth communication without any coercion. Humor is one of the strategies to establish an active communication without giving a burden to the interlocutors. With humor, a threatening subject can be phrased in a non-threatening way. Because humor has such close relation to communication it has attracted many linguistic researchers from various linguistic fields such as semantics (Raskin, 1984), pragmatics (Attardo, 1994), discourse (Kyratzis, 2003), etc. to analyze humor.

This study focused on Raskin and Attardo's General Theory of Verbal Humor (GTVH). The theory introduced six parameters informing joke's similarity which are called six Knowledge Resources (KR). They were Language (LA), Narrative Strategy (NS), Situation (SI), Target (TA), Logical Mechanism (LM), and Script Opposition (SO). The last two KRs were the main categories to classify the jokes in this study.

The data in this study were jokes found from a serial gameshow called "8 out of 10 Cats does Countdown". The researcher limited his investigation only on episode 3 season 12 of the show because it seemed to be the most humorous of the other episodes based on some good comments found in the youtube channel. The jokes selected to be the data of the study were those which could be analyzed using Raskin's theory of joke.

This study is a descriptive qualitative research, which focused on pragmatics. It employed GTVH theory and Grice's implicature theory. From the GTVH theory, only Script Opposition and Logical Mechanism were used due to pragmatic element that those two covered. There were eleven jokes found from the episode which were analyzed using Raskin's theory. The data were then categorized based on Script Opposition and Logical Mechanism classifications. Grice's implicature theory came in the last to complete the incomprehensible information after being described by the two Knowledge Resources.

This study found all three categories of script oppositions and nine categories of logical mechanism. The three categories were 1) actual/non-actual, 2) normal/abnormal, and 3) possible/impossible. Whereas the nine categories were 1) referential ambiguity, 2) missing link, 3) role reversal, 4) correct reasoning, 5) coincidence, 6) ignoring the obvious, 7) exaggeration, 8) meta-humor 9) metaphor (irony). In conclusion, GTVH theory indeed has the quality in extracting humorous meaning from the data. Spontaneous humor is suggested to be analyzed for further research.

ABSTRAK

Kaab, Abdulloh Wahbi Zaadin (2019) *Pragmatic Analysis on Jokes Spoken by Participants of 8 Out of 10 Cats Does Countdown.* Skripsi. Jurusan Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Pembimbing: H. Djoko Susanto, M.Ed, Ph.D.

Kata Kunci: Pragmatik, Kategori lelucon, Teori GTVH

Komunikasi merupakan element penting bagi manusia untuk bersosialisasi. Banyak strategi yang digunakan agar komunukasi bisa berjalan mulus tanpa terkesan dipaksakan. Humor adalah salah satu strategi yang digunakan untuk mebuat komunikasi yang aktif tanpa terkesan membebani lawan bicara. Melalui humor, materi yang mengandung ancaman bisa disampaikan tanpa terkesan mengancam. Karena humor mempunyai kaitan erat dengan komunikasi, humor menarik perhatian banyak peneliti linguistic dalam berbagai bidang seperti semantic (Raskin, 1984), pragmatic (Attardo, 1994), discourse (Kyratzis, 2003) dan lain-lain.

Kajian befokus pada Teori bernama *General Theory of Verbal Humor* yang disusun oleh Raskind dan Attardo (1991). Teori ini mengenalkan enam parameter yang menunjukkan persamaan humor yang disebut *Knowledge Resources* (KR). Keenamnya adalah *Langauge* (LA), *Narrative Strategy* (NS), *Situation* (SI), *Target* (TA), *Logical Mechanism* (LM) dan *Script Opposition* (SO). Dua KR yang terakhir adalah poin inti dari teori dan juga merupakan fokus dalam kajian ini. Peneliti berusaha untuk menkategorisasikan leluson-lelucon berdasarkan klasifikasi dua KR terakhir tersebut.

Data penelitian ini adalah lelucon-lelucon yang ditemukan dari gameshow bernama "8 out of 10 Cats does Countdown". Peneliti membatasi penyelidikannya pada episode 3 musim 12 dari gameshow tersebut karena banyaknya komentar yang bagus yang didapat dari episode tersebut. lelucon-lelucon yang dibuat menjadi data adalah lelucon yang menetapi teori Raskin.

Kajian ini merupakan penelitian kualitastif deskriptif yang berfokus pada pragmatis. Penelitian ini menggunakan teori GTVH sebagai teori inti dan teori implikatur dari Grice sebagai teori sekunder. Dari toeri GTVH hanya *Script Opposition* dan *Logical Mechanism* saja karena adanya elemen pragmatis pada keduanya. Terdapat sebelas lelucon yang ditemukan dalam episode di atas yang menetapi teori Raskin. Kesebelas lelucon tersebut kemudian dikategorisasikan berdasarkan klasifikasi dari *Script Opposition* dan *Logical* Mechanism. Teori implikatur dari Grice keluar di akhir untuk melengkapi informasi yang kurang bisa difahami setelah sebelumnya didescripsikan dengan dua KR di atas.

Kajian ini menemukan ketiga kategori dari *Script Opposition* dan Sembilan kategori dari *Logical Mexhanism*. Ketiga tersebut adalah 1) actual/non-actual, 2) normal/abnormal, and 3) possible/impossible. Sedangkan kesembilan kategori dari *Logical Mechanism* adalah 1) referential ambiguity, 2) missing link, 3) role reversal, 4) correct reasoning, 5) coincidence, 6) ignoring the obvious, 7) exaggeration, 8) meta-humor 9) metaphor (irony). Kesimpulannya, teori GTVH memang mempunyai kualitas

dalam mengekstrak makna humor dari data-data. Humor yang didapat dari spontanitas diusulkan menjadi data untuk dianalisis di penelitian yang lebih lanjut.

مستخلص البحث

كعب, عبد الله وهب. ٢٠١٩. *Pragmatic Analysis on Jokes Spoken by Participants of 8 Out of 10 Cats Does Countdown.* البحث الجامعي. قسم الادب الإنجليزية, كلية العلوم الإنسانية, الجامعة الإسلامية الحكومية مولانا مالك إبراهيم مالانج, المستشار:.H. Djoko Susanto, M.Ed, Ph.D

الكلمات الرئيسية: البراغماتية, أصناف النكتات, النظرية العامة للفكاهة اللفظية

التواصل هو عنصر أساسي للإنسان للاختلاط. توجد العديد من الاستراتيجيات المستخدمة من أجل التواصل يجري جيدا ودون أي إكراه. الفكاهة هي واحدة من الاستراتيجيات لإقامة الاتصال الفعالي دون أن يبدو أنها تثقل على المتحاورين. مع الفكاهة، يمكن صياغة موضوع تهديد بطريقة غير مهددة. لأن للفكاهة علاقة قوية باتواصل ، فقد اجتذبت العديد من الباحثين اللغويين في مختلف اللغات اللغوية مثل علم الدلالات (راسكين, ١٩٨٤) , البراغماتية (أتُاردو, ١٩٩٤) , والخطاب (كيراتذيس, ٢٠٠٣)، إلخ.

قدمت هذه الدراسة على النظرية العامة للفكاهة اللفظية لراسكين وأتُاردو. قدمت النظرية ستة معايير للإبلاغ عن تشابه النكتة والتي تسمى ستة مصادر للمعرفة هم اللغة والاستراتيجية السردية والحالة والهدف والآلية المنطقية والمعارضة النصي. الاثنان الأخران هما النقطة الرئيسية للنظرية والتي هي أيضًا محور هذه الدراسة. . يحاول الباحث تصنيف النكات بناءً على تصنيف كليهما.

البيانات هي نكات تم العثور عليها من لعبة مسلسل تدعى "8 out of 10 cats does countdown". يقصر الباحث تحقيقه في الحلقة ٣ من الموسم ١٢ من العرض لأنه يبدو أنه الأكثر فكاهة من الحلقات الأخرى بناءً على بعض التعليقات الجيدة التي تم العثور عليها من المصدر. النكات المختارة لتكون بيانات الدراسة ترضي نظرية نكتة راسكين.

هذه الدراسة عبارة عن بحث نوعي وصفي يركز على البراغماتية. تستخدم النظرية العامة للفكاهة اللفظية رئيسية ونظرية التعريض لغريس ثانوية. ياعتبار على النظرية العامة للفكاهة اللفظية, الباحث يأخذ من ستها اثنتين وهما الآلية المنطقية والمعارضة النصي بسبب العناصر العملية التي تغطيانها. ٠٤ توجد إحدى عشرة نكات من الحلقة التي تستوفى نظريَة الفكاهة لراسكين التي أصيحت بيانات. ثم صنفت تلك البيانات بناءً على تصنيف البرنامج النصي للاعتراض والآلية المنطقية. تأتي نظرية التعريض لغريس في النهاية لإكمال المعلومات غير الشاملة بعد وصفها مع اثنين من مصادر المعرفة

وجدت هذه الدراسة جميع الفئات الثلاث من المعارضات النصي وتسع فئات من الآلية المنطقية. الثلاثة هم ١) الفعلي / غير الفعلي ، ٢) طبيعي / غير طبيعي ، و ٣) ممكن / مستحيل. وأما التسع المذكورة هي ١) الغموض المرجعي, ٢) الحلقة المفقودة, ٣) عكس الدور, ٤) التفكير الصحيح, ٥) الصدفة, ٦) تجاهل المبالغة الواضحة, ٧) المبالغة, ٨) خلف الفكاهة, ٩) الاستعارة (او السخرية). في الختام ، تتمتع نظرية GTVH بالفعل بالجودة في استخراج المعنى الهزلي من البيانات. يقترح فكاهة عفوية ليتم تحليلها لمزيد من البحث.

TABLE OF CONTENT

CHAPTER 1

INTRODUCTION

A. Background of the Study

Communication is process of humans to pass information and to understand one another (Keyton, 2010). Humans communicate every single time to affirm their existence in social life. Communication is part of human life. Due to this, humans are defined as a communicator living beings. Nevertheless, communication is not merely transferring the literal meaning of words spoken by a person to another rather, most of the time, people convey some hidden meaning within their words. Pragmatics as the study of language in use covers this matter. One of examples people hide their meaning in communication are when they tell jokes or humor.

Jokes and humor have been topic of interest of many researchers. Especially, in linguistic perspectives, researches concerning both topics are largely developed. Take an example Kyratzis and Long & Graesser who studied humor in discourse (Kyratzis, 2003; Long & Graesser, 2009), Kyratzis and Raskin who studied humor and joke in semantics (Kyratzis, 2003; Raskin, 1984), Attardo et al. who studied humor in pragmatics and cognitive linguistics (Attardo et al., 2011, 2013) and Madrid and Gómez who studied humor in multimodal discourse (Ruiz-Madrid &Fortanet-Gómez: 2015).

Recently, another researches on humor have been conducted in various objects. Such as Xioasu and Romano in Sitcom (Xiaosu, 2009; Romano, 2014), Widiana in broadcast messages (Widiana, 2014), Fadilah in standup comedy

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(Fadilah, 2015), and Madrid and Gómez in autobiographic conference (Ruiz-Madrid &Fortanet-Gómez: 2015). Most of them employed one similar theory as the main or secondary theory for their researches that is Attardo and Raskin' General Theory of Verbal Humor (GTVH).

General Theory of Verbal Humor (GTVH) is a revised version of the previous theory prosed by Raskin discussing about semantic mechanism of humor called Script-based Semantic Theory of Humor (SSTH) (Attardo & Raskin, 1991). The main point of this theory lies on the existence of two scripts which are compatible within a text are opposite each other (Raskin, 1984, p. 99). Script according to Raskin (2008, p. 7) is "*a bunch of terms alternately used to denote a structured chunk of information.* For example, if we think about a car we may think about its parts (wheel, break, airbag, mirror etc.) the drivers, how it is made, the characteristic of the car and etc. Therefore, the opposition of script means that the opposition of partial information generated from a word for example sturdy car vs frail car for the previous case.

Attardo and Raskin (1991) developed this theory into broader multidisciplinary input such as linguistic, anthropology, psychology, sociology, and etc. In the case of linguistic, this theory covers pragmatics, semantics, and discourse analysis (Attardo & Raskin, 1991, p. 330). The main idea of this theory lies on the so-called knowledge resources, joke's input. There are six of them which are Language, Narrative Strategy, Situation, Target, Logical Mechanism, and Script Opposition. The last part was taken from the previous SSTH theory. Out of the six, two in the last are related to linguistic. Logical mechanism deals with the logical

resolution of the joke which can be explained by discourse. Whereas script opposition has broader scope that is pragmatics, semantics and discourse as well.

Specifically, script opposition that is generated from SSTH theory comes from the notion of non-bonafide mode of communication, Raskin's term of flouting or violating of maxims of Grice's Cooperative Principles. Bonafide mode means being co-operative with the principles while non-bonafide means the opposite (Raskin, 1984, p. 100-101). According to Raskin (1984), non-bonafide occurs when the speaker intentionally means what he speaks but overlaps it in the end or totally speaks ambiguously to produce special effect like laughter in the of humor (p. 101).

This research aims to analyze jokes found from a gameshow called "8 out of 10 Cats Does Countdown" using Script Opposition (SO) and Logical Mechanism (LM) from GTVH theory. The show has a vacuous atmosphere of humor because it is mostly participated by comedians. The episode 13 season 12 is decided to be limitation of data due to the compatibility of the data derived from the source with Raskin's definition of joke carrying sentence. The humorous sentence (jokes) uttered within the show has two scripts and that they overlapped each other. The researcher is interested in analyzing jokes using GTVH theory as the recent linguistic theory of humor. The above knowledge resources, SO and LM, are brought for this linguistic purpose. Besides, the researcher is also interested to see if SO and LM have the compatibility in revealing the implied meaning of the jokes. From here, the researcher formulated those in two research questions, as follows:

B. Research Questions

1. What is the category of the jokes found in the gameshow based on the Knowledge Resources of General Theory of Verbal Humor (GTVH)?

2. How do those categories reveal the implied meaning of each joke?

C. Research Objectives

Based on the research questions previously, the objective of the research are as such:

1. To identify categories of humor on humorous statements of the participants of 8 out of 10 Cats Does Countdown Show episode 3 season 12 based on parameters of differences in GTVH

2. To reveal the implied meaning of the punch lines and jab lines in participants' humorous utterances in 8 out 10 cats does countdown show episode 3 season 12

D. Scope and Limitation

The main objective of this research is investigating characteristic of humor based on Attardo and Raskin's General theory of verbal humor (GTVH). There are six inputs in the theory which are called knowledge resources that deal with humor specification. Those six are language (L), narrative strategy (NS), target (TA), situation (SI), logical mechanism (LM) and script opposition (SO). All the knowledge resources represents multidisciplinary study such as anthropology, sociology, psychology, linguistic, math and others. The researcher focused his research onto the Script Opposition (SO) and Logical Mechanism (LM) knowledge

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resource for the fact that both two are related to linguistic. Moreover, those two also deal with pragmatics and discourse which become the interest of the researcher in this study thus the research title.

The researcher limited his object analysis to punchlines of humorous statements found from the participants' utterances. Episode 3 season 12 of the gameshow is chosen due to its hilariousness and for the fact that it was the most viewed episode uploaded in the channel George Kadiyski where the video was downloaded with almost nine hundred views. This episode is aired on 1st September 2017 and uploaded on 22nd October 2017.

E. Significance of the Study

Theoretically, this research will explain the field of linguistics study in humor so-called linguistics humor which is proposed by Raskin (1985). In addition, it will introduce General Theory of Verbal Humor (GTVH) for analysis humor in pragmatic point of view. So, it can be beneficial for students who are interested in humor analysis to employ the theory.

Practically, this research will enhance people's sensitivity in communication since humor is widely brought for developing intimacy in communication. Furthermore, through understanding the categories of humor and how it means, people are able to have suitable strategies in building relationship or business.

F. Definition of Key Term

Here are definitions of key terms to establish mutual understanding between the researcher and the reader:

1. Script-Based Semantic Theory of Humor (SSTH): a universal theory of humor under linguistic perspective arguing the existence of two opposed scripts within a joke; the first is bonafide (obeying Cooperative Principle) the second which is called punchline is non bonafide (violating Cooperative Principle)

2. General Theory of Verbal Humor: a revised version of SSTH theory composed by Attardo and Raskin. The theory introduced six parameters in which a joke can be analyzed naming: Script Opposition, Logical Mechanism, Target, Situation, Narrative Strategy and Language.

3. Cooperative principle: a principle of conversation that was proposed by Grice 1975, stating that people have to follow some rules to get cooperative understanding. These rules are called maxims

4. Implicature: additional conveyed meaning that is unstated in communication

5. 8 out of 10 Cats Does Countdown: a crossover between the panel games 8 Out of 10 Cats and Countdown. The show follows the format of Countdown, but with hosts and contestants from 8 Out of 10 Cats, and an emphasis on humor.

G. Previous Studies

Humor has been an object of research for long time. Many scholars have researched humor in various points of view. Some of them have relevant topics to the researcher's object of research. They are Ghafourisaleh and Modaressi (2013), Romano (2014), and Anggraini (2014).

Ghafourisaleh and Modaressi (2013) conducted research entitled "Linguistic Analysis of Verbal Humor in Persian. They examined the availability of GTVH theory to be applied on Persian jokes. They found that the theory is suitable in analyzing the data. In addition, they concluded that from the data being observed via GTVH theory, three frequent categories of jokes appear. Respectively, the most frequent categories of script opposition is smart/dump opposition, the most frequent logical mechanism is false analogy, and the most frequent narrative strategy from the data is combination of descriptive and dialogue forms.

The researcher has the same subjective of research with Ghafourisaleh and Modaressi's (2013). However, they took typical of narrative telling jokes whereas the researcher observes not only that but also a verbal communication jokes which are called conversational witticism (Raskin, 1991). Furthermore, the source of data between theirs and the researchers is different. They took a famous Persian jokes while the researcher takes the humorous conversational jokes from a television program. One additional difference is that in this research, implicature is included whereas it is not in their research.

Romano (2014) conducted a research entitled "Linguistic analysis of humor and script interpretation in the Sitcom "*The Big Bang Theory*". She analyzed the humorous scenes found from the Sitcom to figure out the humorous mechanism of the data in linguistic perspective. She employed GTVH theory and found that all KRs provided information for understanding the jokes better. In addition, she figured out additional script of script opposition came out of the text which is beneficial for the researcher's analysis.

The different between the researcher's study and hers is that the former only focused on two Knowledge Resources that are script opposition and logical mechanism in more detailed way whereas the latter tent to focus on pragmatic analysis in describing the funny point.

Anggraini (2014) conducted a research entitled "a Pragmatic Analysis of Humor in Modern Family Season 4". She analyzed humorous statements found in Modern Family season 4. From the surface, her title looks alike the researcher's title. However, inside there is an obvious different. First, she actually analyzed the flouting maxims found in the data whereas the researcher analyzed the implicature. Second, she analyzed the types of humor based on Martin's theory whereas the researcher employed Attardo Raskin's GTVH theory. Third, she also analyzed the function where the researcher does not touch.

H. Research Method

This part discusses some elements related to research methods consisting of research design, data source, research instrument, data collection, and data analysis.

1. Research Design

The researcher employs descriptive qualitative approach to analyze the data. The data are in the form of words and sentences that are transcribed into a file. Since this is qualitative research, no numerical data are taken a part in this research as the researcher depends only on interpretation and his understanding toward the problems.

2. Research Instrument

In qualitative approach, the only instrument used is the researcher himself. The researcher is the planner, collector, analyzer and interpreter of the data. The researcher first learns and understand the theoretical framework the method and the data before doing analysis. The researcher also does the data collection following the guideline the researcher comprehend beforehand. Moreover, the researcher also the one doing analysis; categorizing the data or describing it.

3. Data Sources

The data of this research are jokes cast by all players of 8 out of 10 cats does countdown episodes 3 season 12 including the host, Jimmy Carr. The episode was aired on July 6 2017 on Youtube. There are over

one hundred jokes cast in this episode, each of which successfully carry audience's laughter. What the researcher meant by jokes are punchlines which are put either in the end of sentence or near end. All data are transcribed to facilitate the researcher in doing analysis.

4. **Data collection**

   In collecting the data, the researcher observes the video of 8 out of 10 cats does countdown show episode 3 season 12 to find the point of laughter because many jokes are derived from it although not always. Then, the researcher examines the humorous part that generated the laughter to be satisfied with Raskin's five principle of jokes. All data are purely taken from Youtube. The humor being analyzed are verbal humor. Therefore, mimicry and kinesics related humor are neglected. The researcher also excludes some humor with violence and obscene words. The utterances of each episode are transcribed into text. Thanks to http://www2.addic7ed.com, the researcher gets all the transcribed data for free. Next, the researcher classifies the text into set up and punch line. The latter is humorous part which is going to be analyzed

5. **Data Analysis**

   Since the research is qualitative research, the analysis already starts when the researcher collects the data, sorts out it and finally analyze it. In the analysis, the researcher does some steps:

   a) Explaining the context of the joke

b) Finding the Script Opposition Category

c) Finding the Logical Mechanism Category

d) Finding the implicature meaning after with the help of the Knowledge Resources found previously.

The core of the analysis exists at the second point of the step. The researcher will partially analyze each of six knowledge resources. All the results of six knowledge resources are assumed as the tool to understand the implicature meaning of the data.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter contains the supporting literature for this study. It begins with Pragmatics as the big theme of the study then followed by pragmatic humor as the specified theme of the study. The last part includes the definitions of Script-based Semantic theory of Humor (SSTH) and General Theory of Verbal Humor (GTVH) which are the foundational theories of this study. In addition, implicature theory and a brief understanding of Cooperative Principle are included.

A. Pragmatics

Pragmatics is "the branch of linguistics that studies how listeners interpret meanings uttered by speakers" (Yule, 1996, p. 3). The meanings are bound to contexts in which they are engaged in. Yule explained that speakers must consider the time, the place, the circumstances and the people whom they are talking to. All those help listeners to infer speakers meaning behind its words. Generally, meanings are divided into two; intrinsic meaning which belongs to semantics and extrinsic meaning which belongs to pragmatics. In semantics, meanings are attached to the expressions or sentences. While in pragmatics, meanings are free from the lexical forms (Trask, 1994, p. 227).

In his book, Yule emphasized on the point that pragmatics is the study of what is being communicated is more than what is said (Yule, 1994, p. 16, p. 34, p. 58). In pragmatics, there are some hidden messages within utterances that are being investigated. Take an example of the sentence "Sherly's dog is white". Semantics

only concerns with the reference meaning of each word to world; Sherly refers to a girl, 's is a possessive pronoun, dog refers to a type of animal, and "white" refers to a type of color. In pragmatics, that sentence means more than its lexical meaning. As pragmatics deals with context, that sentence may vary in meaning taking into account it as a response of the previous sentence. It may mean rejection when it comes after "a random dog abruptly bit my jean. It must be Sherly's"., or information when it comes after "I need some shiny animal for my photo model". Pragmatics shares understanding about people in communication, as there will be less language used when dealing with who share similar background knowledge.

According to Cutting (2002), aside from background knowledge, there remains two another aspect, or in this case, context, when dealing with language outside the text. Respectively, the first context is the situational context, the second is background knowledge context, and the last is co-textual context (Cutting, 2002, p. 3). The situational context is a direct physical presence, the situation in which the conversation is taking place. Whereas the knowledge background context contains two aspects. The first is culture. The cultural context explains how people manage to understand each other based on shared experience on certain things. This aspect matters much in humor since it should be about something with mutual understanding people can make a joke to other people. The second aspect is interpersonal. It is the identity's recognition through long term relationship. The last context is co-textual context, the context of the text such as "'s" in the above example means possessive.

B. Pragmatics of Humor

Humor is actually one of analyzed objects to pragmatic discipline. Pragmatics as study of communication wraps over communicated sentences with abstract intended meaning around it. On this point, humor is in many occasions concerned with the abstraction of sentence which has incongruity meaning. Pragmatics deals with humor to explain the incongruity behind its words.

Humor in pragmatics can be analyzed through the aspect of speech act, or implicature, or inference, or others. Nonetheless, of each branch of pragmatic doing analysis upon humor there is still no clear explanation on what specific aspect of humor makes humor, rather each of them only cover the hidden humorous message within humorous sentences.

Raskin (1984) suggested the theory of humor which relates to linguistic called semantic script theory of humor (SSTH). He introduced the concept of "script" which is the organized chunk of information to analyze verbal humor. The basic meaning of a script (word) extends to the correlated meaning of the script as long as it relates to context. This theory does reveal the opening door to linguistic humor theory which uncovers the simplicity of humor analysis.

In addition, based on his theory, his disciple, Attardo (1991) supervised by him upgraded his theory from semantic theory into general theory of verbal humor (GTVH). Attardo (1991) proposed six fundamental principle of humor analysis including Raskin's script theory as one of them that is called knowledge resources. Those six are language, narrative strategy, target, situation, logical mechanism and

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script opposition. This theory is not limited on linguistic aspect only. It covers up generally many disciplines involved in humor such as psychology, sociology, anthropology, and narratology.

Generally, both theories are concerned with the ambiguity or incongruous meaning of humor. Ambiguity becomes an essential element of jokes. Therefore, many jokes are violation of cooperative principles between speakers and hearers. Previous to the theories, Grice (1991) proposed the scheme of conversation and that two persons engage in communication are applying cooperative behavior to each other (p. 28). Casual talks are perceived to be in cooperative to make the conversation tracks in the right way. However, jokes inserted inside the conversation make the interlocutors confuse at first because jokes are violation of cooperative principle. Raskin (1984) introduced the term *non-bonafide* for that jokes violate cooperative principle (p. 102). The *non-bonafide* mode of communication is taken after the interlocutor failed to understand the joke that are put in the last part of the sentence and reverses back the meaning inferred in the first sentence (Raskin, 1984, p. 101).

Raskin (1985) insisted that jokes have their own cooperative principle. The maxims are still Grice's four maxims; maxim of quantity, maxim of quality, maxim of relevant and maxim of manner. That being said, all maxims are following the rule of humor or joke. Joke maxims are as follows:

Quantity: Give exactly as much information as is necessary for the joke

Quality: Say only what is compatible with the world of the joke

Relation   Say only what is relevant to the joke

Manner   Tell the joke efficiently

C. Script-based Semantic Theory of Humor (SSTH)

Raskin (1984) proposed a humor theory through the lens of linguistics, namely Script-based Semantic Theory of Humor (SSTH). The main hypothesis of the theory is explained in page 99 as following:

> *A text can be characterized as a single-joke-carrying text if both of the conditions in (108) are satisfied. (108) (i) The text is compatible, fully or in part, with two different scripts (ii) The two scripts with which the text is compatible are opposite in a special sense defined in Section 4. The two scripts with which the text is compatible are said to overlap fully or in part on this text. (Raskin, 1984, p. 99).*

The first point of his statement is that Raskin (1984) believed that joke-telling is kind of "non-bonafide" type of communication. While bonafide is the four principles or maxims of the cooperative principles by Grice. The non-bonafide means the violation of the maxims. There are four different situations in the joke-telling, as mentioned below:

1. The speaker intentionally makes the joke

2. The speaker unintentionally makes the joke

3. The hearer expects the joke

4. The hearer does not expect the joke

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If the hearers does not expect the joke, he/she would try to understand the statement of the speaker in default way or in bonafide mode. Otherwise, he/she would try to seek the other way that is non-bonafide mode to interpret what the speaker intended (joke, lie, nonsense, etc). In this case, according to Attardo, the cooperative principle still operates, but in a specific "joke-oriented" manner and with modified maxims, e.g. "Give exactly as much information as is necessary for the joke" for the replacement of the usual Maxim of Quality, etc.

The second point of his statement is about the relationship between the scripts. There are two scripts involved in this discussion; "script overlapped" and "script opposition". Raskin (1984) gave empirical examples of semantic common parts perfectly compatible with both scripts under discussion, and others that fit naturally with one script but only conditionally with the other. Some of the jokes' script oppositions are usual antonymous (contradictory or contrary) oppositions, but the bulk of them seem to be what John Lyons had called local antonyms, i.e. "linguistic entities whose meanings are opposite only within a particular discourse and solely for the purposes of this discourse". They can be manifested as oppositions between

1) Actual and non-actual, non-existing situation,

2) Expected and abnormal, unexpected states of affairs,

3) Possible, plausible and impossible, less plausible situation.

And the scripts evoked by jokes often involve some binary categories which are essential to human life, like real/unreal, true/ false, good/bad, death/life,

obscene/decent, rich/poor, etc. Many jokes contain special semantic script-switch triggers that highlight the need for substituting scripts, the two main types of such triggers are ambiguity and contradiction

The third point is about the favorite example of Raskin (1984) that becomes his object of analysis (p. 32).

> *Is the doctor at home?" the patient asked in his bronchial whisper. "No," the doctor's young and pretty wife whispered in reply. "Come right in".*

This example is used to explain the overlap and opposition of incongruous scripts. The scripts of the jokes are VISITING the DOCTOR versus VISITING the LOVER. The scripts are linked via the components of whispering which is compatible with both. Wife's invitation of to come in vulgarly violates the Maxim of Quantity and applies as a trigger for shifting from the first script to the second. Once more, Raskin applies the analysis "from under to up" to the jokes. The format of the background semantic theory he uses for the analysis consists of two components – the lexicon, and the combinatorial rules to derive semantic interpretation of full sentences from meanings of their lexical components. Raskin (1985, p.140) listed five requirements for an utterance to be called joke, non-bonafide term is included inside:

i. a switch from the bona-fide mode of communication to the non bona-fide mode of joke telling;

ii. the text of an intended joke;

iii. two (partially) overlapping scripts compatible with the text;

iv. an oppositeness relation between the two scripts; and

v. a trigger, obvious or implied, realizing the oppositeness relation

Here is the example of lexical script of "doctor" from the previous joke as cited from Raskin page 85:

Subject: [+Human] [+Adult]

Activity: > Study medicine

= Receive patients: patient comes or doctor visits

doctor listens to complaints

doctor examines patient

= Cure disease: doctor diagnoses disease

doctor prescribes treatment

= (Take patient's money)

Place: > Medical School

= Hospital or doctor's office

Time: > Many years

= Every day

= Immediately

Condition: Physical contact

D. General Theory of Verbal Humor (GTVH)

GTVH is a revised version of SSTH theory by Attardo and Raskin (1991). This theory does not only discuss semantic theory of humor but linguistic theory at large. It includes textual linguistics, the theory of narrativity, and pragmatics for the

most part. These broadenings are achieved by the merging it with five-level joke representation model by Attardo. Afterward, six Knowledge resources (KR) informing the joke are put forward. The KRs are the script opposition (SO), the logical mechanism (LM), the target (TA), the narrative strategy (NS), the language (LA), and the situation (SI). The KRs are parameters of differences which humor can be specifically analyzed.

1. Language

This KR contains all the information necessary for the verbalization of a text. It is responsible for the exact wording of the text and for the placement of the functional elements that constitute it.

This KR is also responsible for the paraphrase of the humor. Casting humor can be done by recasting it in different wording as long as it has similar amount of information. According to Katz and Fodor (1963) and Raskin (1985) as cited in Attardo and Raskin (1991, p. 298), native speakers of a language have the semantic competence to recognize the paraphrases. Since the paraphrased humor is actually the same humor, the hearer may turned bored listening to it over and over even though the humor is told in different way.

One important aspect of LA KR is that it is responsible for the position of the punch line. The final position of the punch line is essential, both because the functional organization of the information in the text and because of the distribution of the implicit information of the text.

2. Narrative Strategy

This KR contains the form of narrative organization, either as simple (framed) narrative, as a dialogue (question and answer), as a (pseudo-)riddle, as an aside in conversation, etc.

a) Ridlle or Pseudo-riddle

A question or statement intentionally phrased so as to require ingenuity in ascertaining its answer or meaning. According to Attardo, Riddle differs from pseudo-riddle depending on whether one pauses between the first sentence and the rest of the joke waiting for the hearer's response or assume that no response will be forthcoming.

e.g. "How many Poles does it take to screw in a light bulb? Five. One to hold the light bulb and four to turn the table he's Standing on"

(Freedman and Hofman 1980)

b) Conundrum

A confusing and difficult problem or question. Basically, it is another form of riddle that more difficult to guess. According to Esar (1952: 22-23) the previous example applies for conundrum.

c) Straightforward expository text

Straightforward line of explaining something.

e.g. "It takes five Poles to screw in a light bulb: one to hold the light bulb and four to turn the table he's Standing on."

d). Sequence of questions and answers

Consecutive questions and answers.

e.g. "Two Englishmen wander into each other in the middle of the Sahara desert after each has been lost for days. "British?" "British." "Oxford?" "Cambridge." "Queer?" "Queer." "Active?" "Passive." "Sorry, old chap, so long." "So long."

3. Target

TA KR selects who is the "butt" of the joke. The information in the KR contains the names of groups or individuals with (humorous) stereotypes attach to each. This KR is excluded from unaggressive jokes (do not ridicule someone or something). The choice of groups or individuals that fill the parameter are regulated by the type of stereotype and mythical scripts studied by Zhao (1987, 1988). For example, current and recent stereotypical targets for "stupid" jokes in America are the poles and former Vice President Dan Quayle.

4. Situation

SI KR encompasses the "thing" with which the joke is told about. The situation of the joke can thought as "props" of the joke: the objects, participants, instruments, activities, etc. Any jokes must have situations,

although some are depended onto it while others might ignore it. Take this dialogue as an example:

A: can you write shorthand?

B: yes, but it takes me longer.

The conversation presupposes "writing shorthand" situation, but it actually makes the third person caught off guard by directing it on the "speed". The first sentence that may trap listeners is called set up, while the follow-up is called punch line.

5. Logical Mechanism

LM KR is the parameter that accounts for the way in which the two senses (scripts, isotopies) in the joke are brought together. It can be also called as the resolution of the humor (Attardo, 1994, p. 144). In humor, where the incongruity prevails, logical sense has a little role to understand it. Logical mechanism replaces it to explain humor. Logical Mechanism uses math logic to describe the phenomenon of humor (Attardo & Raskin, 1991, p. 330). LMs can range from straightforward juxtaposition (Attardo and Raskin 1991: 307) or analogy, or completely arbitrary such as antifascist jokes, or more complex error in reasoning such as *garden* path, *figure-ground* reversals, *faulty reasoning* and *Chiasmus* (Attardo, 1994, 225). Paolillo (1998) as cited in Attardo, Hampelmann & Di Maio (2002) found thirteen mechanism of logic from cartoons some of which have similar conclusions to Attardo's logical Mechanism. Here is some logical mechanisms based on Attardo,

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Hampelmann & Di Maio's discovery some of which have been defined by Paolillo (2002):

a) **Role reversal**

Participants in the manuscript were exchanged in connection with their normative role in the manuscript (Paolillo, 1998, p. 270f as cited in Attardo, Hampelmann & Di Maio, 2002, p. 6)

"A surfer on the beach runs directly toward the surf, bearing his surfboard over his head; a sea monster runs directly out of the surf bearing a wagon over his head. A look of alarmed surprise crosses the surfer's face."

b) **Figure-ground reversal**

The phenomenon that underlies many ambiguous figures, perceptions change depending on the shift in interpretation from which the part of the picture represents the figure and which represents the foundation (back). (figure-ground reversal.(2019). In *Oxford Reference*, Retrieved November 02, 2019, from https://www.oxfordreference.com/view/10.1093/-oi/authority.20110803095817501)

"How many poles does it take to screw the light bulb? Five. One to hold the light bulb and four to turn the table he's standing on."

c) Garden path

Or false priming in Linguistic. Priming is a technique in which exposure to one stimulus affects the response to the next stimulus, without conscious guidance or intention. (Priming.(2019). In *Psychology Today*. Retrieved 02 November, 2019, from https://www.psychologytoday.com/-us/basics/priming). Attardo and Raskin (1991) used this phenomenon to refer to joke category.

"George Bush has a short one. Gorbachev has a longer one. The Pope has it but does not use it, Madonna does not have it. What is it? A last name."

d) Straightforward juxtaposition

Juxtaposition is to put two elements in close relationship for comparative purposes (juxtaposition.(2006). In *Oxford Learner's Dictionary*. Retrieved 02 November, 2019, from https://www.oxfordlearnersdictionaries.com/definition/english/juxtaposition). Attardo (1994) used this term to explain joke with such mechanism, for example:

"GOBI DESERT CANOE CLUB"

e) Inference consequence

A represented situation that has incipient consequences, which are left to be inferred. (Paolillo, 1998, p. 270f as cited in Attardo, Hampelmann & Di Maio, 2002, p. 6)

''A surfer on the beach runs directly toward the surf, bearing his surfboard over his head; a sea monster runs directly out of the surf bearing a wagon over his head. A look of alarmed surprise crosses the surfer's face.''

f) Reasoning from false premises

A mechanism of joke which uses false premise which still relates to the correct premise. (Attardo, Hampelmann & Di Maio, 2002, p. 10)

A guy stood over his tee shot for what seemed an eternity, looking up, looking down, measuring the distance, figuring the wind direction and speed. Driving his partner nuts. Finally his exasperated partner says, ''What the hell is taking so long? Hit the goddamn ball!'' The guy answers, ''My wife is up there watching me from the clubhouse. I want to make this a perfect shot.''

''Well, hell, man, you don't stand a snowball's chance in hell of hitting her from here!''

g) Analogy

A mechanism of joke which uses humorous analogy to describe things (Attardo, Hampelmann & Di Maio, 2002, p. 10)

"Mr. Smith got himself a new secretary. She was young, sweet, and very polite. One day while taking dictation, she noticed his fly was open. When leaving the room, she said, ''Mr. Smith, your barracks door is open.'' He did not understand her remark. But, later on, he happened to look down and saw his zipper was open. He decided to have some fun with his secretary. Calling her in, he asked, ''By the way, Miss Jones, when you saw my barracks door open this morning, did you also notice a soldier standing at attention?'' The secretary, who was quite witty, replied, ''Why, no sir. All I saw was a little disabled veteran sitting on two duffel bags.''

h) Missing link

A mechanism of joke which uses the consequence of accepting the precedent information to tell the logical chain (Attardo, Hampelmann & Di Maio, 2002, p. 11)

Q: Why do women pay more attention to their appearance than improving their minds?

A: Because most men are stupid, but few are blind.

i) **Coincidence**

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A mechanism of joke which uses coincidental element which matches to the premise (Attardo, Hampelmann & Di Maio, 2002, p. 12)

"The teacher calls on Johnny: ''Johnny, can you tell me two pronouns?''
And Johnny: ''Who? Me?''

j) **Ignoring the obvious**

A participant in the situation fails to recognize or acknowledge something exceedingly obvious or saliently presented (Paolillo, 1998, p. 270f as cited in Attardo, Hampelmann & Di Maio, 2002, p. 6)

"There are three blondes stranded on an island. Suddenly a fairy appears and offers to grant each one of them one wish. The first blonde asks to be intelligent. Instantly, she is turned into brown haired woman and she swims off the island. The next one asks to be even more intelligent than the previous one. So, instantly she is turned into a black haired woman. The black haired woman builds a boat and sails off the island. The third blonde asks to become even more intelligent than the previous two. The fairy turns her into a man, and he walks across the bridge"

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k) Exaggeration

An element of a script is rendered unusually salient by exaggerating its size or other characteristics (Paolillo, 1998, p. 270f as cited in Attardo, Hampelmann & Di Maio, 2002, p. 6)

"Women have their faults. Men only have two: everything they say and everything they do"

l) Field restriction

A mechanism of joke which uses a restriction, constriction, in a term to give a faulty but logical reasoning (Attardo, Hampelmann & Di Maio, 2002, p. 15)

"The teacher is lecturing about science. While she is explaining mammals she asks questions. ''Jimmy, can you give me an example of a toothless mammal?'' ''Sure, my grandma."

m) Referential ambiguity

An exploitation of meaning on reference used in an joke (Paolillo, 1998, p. 270f as cited in Attardo, Hampelmann & Di Maio, 2002, p. 16)

"The Rabbi of Chelm goes to Pinsk. The Rabbi of Pinsk does not want to receive him [_] and sends out his beadle to him as a proper match. The beadle wants to prove his intellectual worth and offers a puzzle for the Rabbi of Chelm to solve. He says: ''He is my father's son, but he is not my brother. Who is he?''

The Rabbi cannot answer. The beadle says: ''It is myself.'' The Rabbi is impressed. He Modeling incongruities 15goes home. The people of Chelm ask him: ''What did you learn in Pinsk?'' The Rabbi says: ''I have learned a smart puzzle for you. Here it is: He is my father's son, but he is not my brother. Who is he?'' The good Chelmites cannot find the answer. The Rabbi offers triumphantly: ''The beadle of Pinsk.'' (Hetzron 1991: 71f cited in Attardo)''

n) Meta-humor

A joke with unresolved resolution which comes from the hearer's expectation (Paolillo, 1998, p. 270f as cited in Attardo, Hampelmann & Di Maio, 2002, p. 16)

"A rabbi, a priest, and a minister come into a bar.

The bartender asks, ''What is this, a joke?''

6. Script Opposition

SO KR is originated from SSTH theory. Raskin (1985), postulated the existence universal theory of humor through opposition or overlapped scripts in humor. According to Attardo script is "an organized chunk of information about something (in the broadest sense).

Moreover, Attardo et al. (2011) also introduced two types of humor in the conversation

i.   Canned jokes is a separate part of narrative in a conversation, with punchline at the end of the joke.

ii. Conversational witticism is a brief sequence (one-liner) in one turn which is supported by another speakers in another turn; the humorous part of this humor is called "jab lines".

E. Cooperative Principle

The theory of bonafide mode of communication by Raskin (1985) is originated from the cooperative principle theory. Grice (1995) examined the way people behave while having a communication. Then, finally, he found that conversational exchanges were governed by all-encompassing principle, he called it the **cooperative principle.** (Trask, 2007, p. 57). According to this theory, people when having conversation by default will cooperate each other or assume that they will in track of cooperating each other. Further, Grice (1995) elaborated his principles into four specific principles called **maxims**, as he said 'Make your contribution as informative as required, Be relevant, and Do not say that for which you lacked adequate evidence'.. Cutting (2002, p. 34-35) explained those maxims as follows:

1) **Maxim of Quantity**

Speakers should be as informative as is required, that they should give neither too little information nor too much. According Cutting, people when hear too little information tend to not able to

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comprehend the information. On the other hand, when they hear too much information they tend to feel bored.

2) **Maxim of Quality**

'Don not say what you believe to be false' and 'Do not say that for which you lacked adequate evidence' are two basic principle of this maxim. People, by default, will perceive what the speakers said to be true as long they are provided by adequate evidence.

3) **Maxim of Relevant**

'Speakers are assumed to be saying something that is relevant to what has been said before' is the fundamental principle of this maxim. People are assumed to respond their partner in communication with which relates to his topic.

4) **Maxim of Manner**

In conversation, speakers should avoid obscurity and ambiguity by arranging what they say briefly and orderly.

According to Grice (1995), hearers assume that the speakers observe the cooperative principle, and that will lead to the knowledge of four maxims to draw inferences about the speakers' intention and implied meaning.

F. Violation of Maxims

The notion of "violating" the maxims leads to the fact that the speakers intentionally obscure the information to provide misleading information to the hearers (Thomas, 1995, p. 73 as cited in Cutting, 2002, p. 40). Violating the maxim

is quite deceiving. The speakers would provide ambiguous information to make the hearers that they are being cooperative. Some violation of maxims are generated to inflict humorous effect as follows:

1. Violation of Maxim of Quantity

    A   Does your dog bite?

    B   No.

    A   (*Bends down to stroke it and gets beaten*) Ow! You said your dog doesn't bite!

    B   That isn't my dog.

    One of the scene from comedy movie, *Pink Panther*. The receptionist deliberately did not provide enough information to Pink Panther for unknown reason. She might intentionally let him got bitten by the dog for comedy purpose.

2. Violation of Maxim of Quality

    A   How old are you?

    B   I'm three nearly six.

    Here is the common dialogue between Tim and his victim. Tim is literally an adult whose youtube channel is "Adventure of Tiny Tim". In his youtube video, he phonepranks various people to have conversation with him impersonating kid's voice. His reply to the asker is violation to maxim

of quality because he lied about his real self (he is apparently over thirty). Even though, his lie is part of his act to entertain his viewers.

3. Violation of Maxim of Relevant

A   Son, if your score is under five don't call me father!

B   Yes, father.

After examination

A   Son, how could you get two for math? (Shouting)

B   eh, excuse me, who are you?

This is a distinguished Indonesian anecdote. The father wanted to call out his son because he failed in his math after he had threatened him to not recognize him if he failed. The son's reply is literally avoidance from his father's question. The son did not reply his father's question but rather asked his father back. His reply violated maxim of relevant by not affording relevant reply to the question but rather distracting it.

4. Violation of Maxim of Manner

A   Do you believe in clubs for young men?

B   Only when kindness fails.

This is example is taken from W. C Fields cited by Attardo (1990). This conversation is kind of ambiguous with pun-like element in it. Thus violated maxim of manner.

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However, Raskin argued (1985), as long as the outcome is humor, the cooperative principles are not violated. In addition, he formulated four maxim specifically for humor based on basic maxims as previously explained.

G. Implicature

The notion of bonafide mode of communication in SSTH theory refers to the violation of maxims from cooperative principle. Grice (1995) proposed the term *implicate* derived from the verb *imply* for suggesting the non-spoken information implied within communication; the word *implicature* to refer to *implying*, and *implicatum* to refer to *what is implied* (Grice, 1995, p. 25). There are two kinds of implicature Grice proposed in his book (Grice, 1995, p. 26): conversational and conventional.

1. Conversational implicature is additional meaning inquired in conversation. Here is the example provided by Grice in his book:

    "*suppose that A and B are talking about a mutual friend, C, who is now working in bank. A asks B how C is getting on in his job, and B replies "owh, quite well, I think; he likes his colleagues, and he hasn't been to prison yet.*"

At this point, A might well inquire what B was implying, what he was suggesting and even what he meant by saying that C had not yet been to prison. The answer might be any one of such things as that C is the sort of person likely to yield to the temptation provided by his occupation,

that C's colleagues are really very unpleasant and treacherous people, and so forth.

2. Conventional implicature is additional meaning inquired from the words. Here is the example Grice provided in his book:

> "***he is an Englishman; he is, therefore, brave***" *I have certainly committed myself, by virtue of the meaning of my words, to its **being** the case that his being brave is a consequence (follows from) **his** being an Englishman.*"

H. 8 Out of 10 Cats Does Countdown Game Show

8 Out of 10 Cats Does Countdown is a crossover between the panel games 8 Out of 10 Cats and Countdown. The show follows the format of Countdown, but with hosts and contestants from 8 Out of 10 Cats, and an emphasis on humour.

The first episode aired as part of Channel 4's "mash-up night" on 2 January 2012; the first full series was aired in July 2013 and multiple series have since been commissioned. Episodes feature Jimmy Carr as host; two teams of two contestants feature in most episodes, with Sean Lock and Jon Richardson as permanent team captains (various other personalities, such as Lee Mack, Sarah Millican, Bill Bailey and Claudia Winkleman, deputise when either captain is unavailable to film). Rachel Riley and Susie Dent take up their regular roles from Countdown; Joe Wilkinson appears in many earlier episodes as Rachel's assistant and has also stood in as a team captain.

The first mashup was watched by 2.49 million viewers, making it the second most watched Channel 4 show that week. The next episode, part of "Funny Fortnight", received 1.76 million viewers, which was an 8.3% audience share. The 2014 Christmas special was watched by 1.75 million viewers: a 7.6% audience share.

In 2014, 8 Out of 10 Cats Does Countdown was nominated for the British Comedy Awards in two categories: Best Comedy Panel Program and Best Comedy Moment of 2014. Sean Lock was also nominated for Best Male Television Comic, and Joe Wilkinson was nominated for Best Comedy Breakthrough Artist.

The show begins by three jokes Carr throws as opening. Those three jokes are like appetizers before going down to the more hilarious moments in the show. Indeed, those three jokes are included in researcher's objects of research. Furthermore, many jokes emerge from participants' interaction. Some are highly appreciated with hilarious laugh. While some others are responded with respect laugh.

CHAPTER III

FINDING AND DISCUSSION

This chapter contains the analysis on jokes based on GTVH theory. The hierarchical order of Knowledge Resources is done from down to top as such: Script Opposition, Logical Mechanism, Situation, Target, Narrative Strategy and Language.

A. Finding

The jokes found are humorous utterances from the participants of the gameshow "8 out of 10 cats does countdown". The jokes that become data are all humorous utterances spoken in the show which satisfied Raskin's theory of jokes. The complete data of jokes found in the gameshow is available in appendix. Those data are separated in two sections for two research questions. First is category analysis section which are separated into two sections as well; the script opposition analysis and logical mechanism analysis. The second section is implied meaning analysis section.

The researcher found that all categories of script opposition are used in the data. On the other hand, only nine out of twenty seven logical mechanism used in the data. more detailed explanation are presented below:

1. Categories of Jokes based on GTVH

The category of jokes based on GTVH is separated into six sections called Knowledge Resources (KR). Every section has their own categories. In this discussion, the researcher only chooses two of the six KRs because the relation of

both with pragmatic analysis which becomes focus of the study. Both KRs are Script Opposition and Logical Mechanism.

a) Script Opposition

Script oppositions KR is categorized into three; actual/non-actual, normal/abnormal. And possible/impossible. All the categories are based on the resolution of the jokes to happen in reality. Actual/non-actual covers normal resolution of script. Normal/abnormal covers abnormal resolution of script (less reasonable). Possible/impossible covers not reasonable resolution resolution of script (impossible). In this discussion, the researcher found all the categories from the eleven data. Furtherer details will be explained in the next sections.

1) Actual/non-actual

The researcher found five scripts which are compatible to this categories. The first datum of this category happens in the conversation between Jimmy, the host, and Alan, one of the participant about his school time in old days:

Datum 1

Jimmy   Up against them this evening is special-guest team captain Alan Carr.

CHEERING AND APPLAUSE

Alan   Thank you. Thank you.

Jimmy   Alan said he had a hard time at school because he wore braces on

his teeth. **Hope you got your money back, Alan**.

How long did you wear them? Half an hour?

Alan   Yes!

The script opposition of this joke is school time vs. school fee. The first part of his sentence discussed about school memories but the second part discussed school fee. Jimmy's use of the word "time" refers to the memories. That is supported by the word "hard" and "school" as its combinatorial rules. "Hard" here also means struggle or inconvenience. The combination of both words "hard time" refers to inconvenience or bad memories. The discussion about someone's bad memories usually followed by pity or encouragement. However, in the next sentence, Jimmy deceived the audience's expectation by switching from memory to school fee.

The school fee script comes from the word "money" that is directed toward Alan. The "money" mentioned here is definitely not referring to money but payment for Alan's school time. What Jimmy meant is that he wanted Alan to get refund from his inconvenience. The word "school" that is mentioned previously makes the audience backtrack about the previous statement. The situation of switching from the first to the second is still reasonable under normal circumstance therefore the script opposition is actual vs. non-actual.

Another script opposition of actual/non-actual also happened on another conversation between them, as follows:

Datum 2

Jimmy Are you sure...?

Alan   You know sometimes **when you see art, you think, "Is that a drawing or a photo?"**

This conversation occurs in the segment when the participants of the game showed their lucky charm or mascot something that pray for their win. In Alan's turn, he showed many dolls and a drawing he said he got them from his fan. The problem was that some of the stuffs are ugly. Thus, Alan made an irony out of his stuffs and directing the utterance toward the bad drawing. In the surface, it was like an expression of amazement, but with regard to the condition of the drawing, the words "a drawing or a photo" are clearly an expression of mockery to it.

The script opposition of this joke is good vs bad art. The surface expression of the joke includes the amazement, impression and admiration toward what so-called art. The script "art" also includes some odd pictures and paintings that may confused some people. Alan used that kind of point of "art" to describe the drawing he got from his fan. The drawing clearly cannot be described by either "amazing drawing or photo". Thus, its meaning is switched from being "good art" into "an odd" or "bad art". The

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joke is assigned to actual/non-actual script opposition. That is based or the regularity of having bad art as normally as having good art.

Another actual/non-actual script opposition also existed in the conversation between another participant which is also the guest, Ivan, with Jimmy, the host.

Datum 3

Jimmy Are you in a relationship at the moment?

Ivan Um, I don't have a girlfriend but I've got girls that are my friends.

Jimmy So have I.

Ivan My mum, er...(laughter)

Not just my mum,

I'm not sad, I've got aunties too. (laugher)

The joke contains the word trick pulled in the follow-up statement. Alan is interviewed about his relationship. His correction toward the question from "girlfriend" meaning lover to "girl friend" with space meaning female friend inferred the negated answer for the original question. His answer "my mum" is unexpected to the subject but obviously reasonable in the first place. The interlocutor ignored such obvious probability for "mom" is a natural friend without even asking. The word "not sad" explained the purpose of the question which the question about a social loner which is sad or social gatherer meaning the opposite. The final

punchline of the joke "have aunty too" led to the contradicted meaning from being not sad in the context of social loner.

The script opposition is based on the social effect implied by the question. In the interview where the question around "girlfriend" is mentioned it is implying social condition of the interviewee. Even though not having a girlfriend does not mean someone is lonely but the social judge so. If the script "having girlfriend" means not lonely, not having "girlfriend" means the opposite. Ivan's answer to the question is actually a moderate answer between "lonely" and not "lonely". He turned the direction from the script lover "girlfriend" to female "friend" to avoid being judge by social. Even so, that his answer is his "mum" increased the intensity of his loneliness under others perception. Because familial relationship is naturally out of the context of this conversation. His denial over his not loneliness by saying "I'm not sad" makes the interlocutor expect to get another answer and turn back the "lonely" status to supposedly not "lonely status". However, the word "aunty" is not becoming the solution but the instead increased the intensity of the loneliness. The opposition of scripts are reasonable and accepted by people. Some people are lonely while some are not. This describes that the script opposition is actual/non-actual.

Another actual/non-actual script opposition happened in the conversation between Jimmy and Rachel, the judge of math game. He mentioned Susie, the judge of word game into his question.

Datum 4

Jimmy Rachel, do you and Susie ever get competitive?

Rachel Er, yeah, we're very competitive actually.

Jimmy **And who is the lucky guy?**

Rachel Well, we were talking about you.

In this joke, Jimmy exploited the meaning of "competition". What is unaware is that he related the scope of "competition" with the actual self of Rachel as a woman. From general "competition", the question is then narrowed to the "competition" of girls that is pursuing the same guy.

The script opposition of this joke is random competition vs. competition over a guy. Both scripts are linked by the fact that the interlocutor is female. Jimmy switch from the explicit question (random competition) to the implicit one (suddenly competition over a guy). Rachel reaction at first assured the meaning of competition that is was friendship competition. However, her reaction changed when she heard Jimmy's misleading follow-up. The actual/non-actual point of this joke happen in the normal circumstance for women to pursue a same guy even though it was suffering.

Final actual/non-actual script opposition found in this research is a bit more complicated. It is a monologue joke Jimmy provided in the

beginning of the show. The purpose is for warming-ups before going to the true entertainment coming next.

Datum 5

Jimmy :Did you know, for example, the word microphobia means the fear of small objects?

Fortunately, my girlfriend doesn't have it.

This joke includes the interpretation of "girlfriend" before going up to the understanding   it.

The script of the joke are fortunate/afraid (sex/no sex). The scripts are linked via the word "girlfriend" which is compatible with both. Mentioning "girlfriend" right after explaining about microphobia arouses a question and therefore violates maxim of quantity. The question is "what does Jimmy worry if his girlfriend is affected by microphobia?". This makes the hearers backtrack to the previous explanation of microphobia and realizing that it to do with small thing. What Jimmy worries may to do with a small thing exists within his relationship with his girlfriend. Therefore, the girlfriend becomes the center of the joke and is made a script out of it:

a. The definition of girlfriend from English app dictionary

Girlfriend n   i. A female partner in an unmarried romantic relationship

ii. A female friend

b. The lexical script for girlfriend

Subject: [+Human] [+Adult][+woman]

Activity: > have a date

= waiting for boyfriend

Her boyfriend picked her from her house

=going to mall

Shopping

=eating

Have a lunch with boyfriend

Have a dinner with her boyfriend

=making love

Have a romantic night

Have a sexual activity

Place=many places

Time=Many years

= Every day

= Immediately

Condition: Physical contact

"Romantic" and "sexual" terms seem to suit this context. It can also be inferred that what Jimmy talked about was his lover not female friend. Jimmy relieved that his lover is unaffected by microphobia. It is also inferring that he relieved that his lover did not fear small object as he

mentioned the definition earlier. The small object that happens between his lover and girlfriend must be so important that he said "fortunately" in the beginning. Based on the lexical script of girlfriend, the most likely to do with Jimmy's concern is the "making love" activity because other activities are applied to person other than his girlfriend. After narrowing down to sexual activity, it becomes obvious that the small object he was implying is his "genital". Therefore, he was inferring if his girlfriend was affected by microphobia his girlfriend will fear him when comes to sexual activity. Then, it becomes humorous. The actual/non-actual script opposition happens in the fact that it is reasonable for men to be afraid of his physical condition with regard to sexual terms more so when it comes to their genital.

2) **Normal/abnormal**

The researcher found three data which are compatible to this category. The first datum happens on the narrative story from Jason, one of the participant when he was asked about the auction he was involved was gone wrong.

Datum 6

Jimmy Jason, you do your bit for charity.

> You recently attended a charity auction where the prize was a meet and greet with yourself.
>
> What happened?

Jason   That was one of the prizes. It wasn't the only prize. There were lots of things going on. But they said, "We'll do a meet and greet and people can bid for it."

I said, "That's a good idea." So they started bidding for it.

Did all right, got to, like, 400 quid. I looked over at the table and there were a load of lads and I thought, **"Nah! 500!" So I just bid for it myself.** (laughter)

And I won. (laughter intensifies)

Jason's narrative over the auction certainly fitted to a comprehensive explanation. He started with the statement about the prizes until going down to the chronological order of the auction.

The script opposition of the joke is prize vs. competitor. The switch from the first script to the second is clearly stated. So, there is no further implication about the joke. The incongruity which becomes the object of laugh was the Jason's role is suddenly reversed in unexpected and hilarious way. He won over himself after being close to be won over by young men. The switch happened because his disagreement of being young men's prize. He wriggled free from being their prize to being the winner. The abnormality of this joke occurs on the incident where object haunted becomes the hunter. This phenomenon is rare more so when it is concerned with human.

Another normal/abnormal script opposition happened on Katherine, another participant. She narrated a background story about the reason she brought along a book she wrote by herself about motivation.

Datum 7

Jimmy   Have you got a mascot?

Katherine   I do have a mascot.

           I recently travelled to Canada to visit my sister's newborn baby.

           It's always happening, she's sexually incontinent. (laughter) And, um... And, um, I visited her baby and I got him a bunch of baby books and they're all   about self-esteem now for kids. It's like, "You're great. You can do it!" But I was inspired, Jimmy, and I thought, "We need these books for grown-ups." So I've written a book for myself that I thought would inspire me on the show.

Jimmy   Excellent. What's it called?

Katherine   It's called I Am Proud Of Who I Am.

Jason   Mmm! Right

Jon   Yeah? I like it.

Jimmy   Oh, you've actually gone to... OK.

Katherine **"I am passive-aggressive like my mum."** (laughter)

Jimmy   What are you saying there?

Katherine   She is saying, "Well, I only gave birth to you." (laughter)

Jason   Classic mum. (laughter)

The script opposition of this joke is motivational words vs weird words. The first script is taken from Katherine's previous narrative about her opinion on motivation book for kids. The first script is switched to the second script without any connector but in directly stated words. The script of motivation book is expected to be filled with encouragement words such as "don't give up", "keep persistent" or other motivational words. The fact contradicted the idea of normal expectation. Katherine's word in her book about passive-aggressive mother is definitely not common occurrence and cannot be called as motivational but odd, weird way to encourage oneself.

Even though the occurrence is not common it does not make the second script failed to replace the first script to go with the punchline. The first reason is that both scripts are compatible in the form of books. The second reason is that both scripts have the similarity condition where they consist of drawing and wording. The third reason is that both scripts refer to encouraging people even though the second script is made for personal use.

The final normal/abnormal script opposition is found in Ivan's performance as a broadcaster. He did a broadcasting in the show as if he

was doing it in his studio. He played songs, narrated some messages, and controls over his amplifier to establish a joyful atmosphere.

Datum 8

Ivan   This one is for Mike. Unfortunately,

he's had a motorcycle accident and twisted his neck right round.

He's a massive fan of Mike and the Mechanics.

 # Yeah, looking back

♪ Over my shoulder. ♪

You're listening to me, Ivan Brackenbury.

The script of the joke is dedicated vs mocking song. The first script comes from the word "for" that means "intended to" according to English app which matches more to the word "dedicated" in the context of radio broadcasting. Moreover, the dedication element increased with involvement of "massive fan" that the song would please Mike, the one. The script is switched from the first to the second via the literal meaning of the song. Previously, the dedicated one is explained to be suffering an accident that made his neck twisted. The song being played was opposing the meaning of dedication because of literal meaning of the phrase "turning back" which did not suit someone suffering neck twisting.

3) Possible/impossible

The researcher found three data which are compatible to this category. The first datum on this classification is found on Jimmy's statement when he interrupted Jon's and Jason's arguing on last chat and last meal.

Datum 9

Jason   Oh, so you're just ringing him for a chat?

Jon   I think just a chat.

Jason   I see, I don't think it works like that.

       I don't... I don't think it's like the last meal where they really try and get you your last meal.

Jimmy I have an issue with the last meal **because I'd try to make it last. I'd get an all-you-can-eat buffet and try and string it out**. - Yeah.

Jason   Jar of Marmite, You've got another 25 years there.

This conversation is the follow-up of the previous conversation about Jon who was presupposed to be in jail and was given the final chance to call someone. In the end, he decided to call his idol instead of his family. He treated the last call as a reward rather than a last wish. Therefore, Jason rebutted him and gave him rebuttal analogy in the form of differentiating it with the last meal. The funny thing is that Jimmy came in the middle of their

conversation and related Jason's rebuttal analogy about "last meal" into his own consideration. Then, he spoke his statement.

The script opposition of this joke is last meal vs. last strategy. The first script is introduced by Jason's critique toward Jon's view of the last call. The second script is Jimmy's interruption that is related to the last part of the critique that was the last meal. But, it was not actually what Jason meant. The opposition occurs on the part when Jimmy viewed the last meal as the last opportunity to his satisfactory and also his strategy, eating all-out only to refill the food over and over again. This definitely contradicted to the definition of "last". Since "last" means the final, the all-you-can-eat strategy may postpone the final because it confused the final food to eat.

This joke's script opposition is actually a cross between normal/abnormal and possible/impossible. The first is viewed from the plausible but odd planning from Jimmy. If that was really happened then it must be abnormal. The second and the most likely the case is that the execution of the plan is only a dream. No criminal ever to experience that.

The second possible/impossible script opposition happens on Katherine's joke about her sister. She seemed to be very close to her sister that she made an offensive joke about her.

Datum 10

Katherine   "I am fashionable like my sister Joanne isn't." (laughter)

Jimmy   You sister Joanne will see this show, yes?

Katherine No! No! Because she lives on a mountain and she doesn't have

a TV.

> (laughter)

> That's fine. **- It's cool, it's cool. She thinks she's a bear.**
> (laughter)

The script opposition of this joke is man vs. bear. The link between the first script and the second occurs via the word "mountain". The script of man is taken for the pronounce "she" which refers to her sister, Joanne. The script about "man" includes the physical body, personal matters, occupations, residences etc. Katherine took one part of "man's" script which is the residence to compare certain person's trait with other creature. Katherine in her joke exploited the definition of people who live in mountain to be totally free from electronics. Therefore, she compared it with animal who live in the wild. Both are free from gadget and other electronics devices.

The "bear" script is actually compatible to any animal in general. Katherine probably chose to use bear because its connection with "Canada" where her sister, Joanne lives at the moment. The possible/impossible script opposition in this joke happens in the fact that man is not a bear or vice versa.

The final datum which also contained possible/impossible script opposition also happens on Katherine. She was asked by Jimmy, the host, presupposition about a celebrity wannabe. Here is the dialogue:

Datum 11

Jimmy   Katherine, you often tweet about celebrities. –

Katherine Yeah.

Jimmy   If you could swap lives with any celebrity who would it be?

Katherine   Um, ooh! (mumbling)

Jimmy   **Is it a ghost?** (laughter)

Jon   (it is) A ghost. (laughter)

This dialogue happened in the interview segment where Jimmy would ask every participant about occurrences happened to them recently. At this occasion, Kathrine, one of the participant, was asked a presupposition about a celebrity she wanted to be. The humorous part comes at the time Jimmy interrupted her reaction with an intentional misinterpretation.

The script opposition of this joke is celebrity vs ghost. Both scripts are linked via "ooh" expression from Katherine. The "ooh" expression is actually a mumble, and in this case, is a sign of thinking something.

However, Jimmy intentionally misinterpreted it as Katherine's puzzled answer as if said "something that sounds ooh" which is a ghost as Jimmy assumed. The joke is more effective (carried audience laughter) after Jon confirmed Jimmy's assumption by foreshadowing it. Between the words celebrity and ghost, there is a connection. Here is the definitions of both words based on English app:

❖ Celebrity is a person who has a high degree of recognition by the general population for his or her success or accomplishments; a famous person

❖ Ghost is the disembodied soul; the soul or spirit of a deceased person; a spirit appearing after death.

Both words refer to the part of person. Celebrity is a famous person while ghost is a soul of deceased person. Jimmy switch from first script to the second to show his inconsistency toward Katherine reaction. He switched from bonafide mode which is "celebrity" to non-bonafide which is "ghost" with the help of Katherine's mumble.

Another element that made this joke humorous is the timing Jimmy uttered his expression. The joke must have less effect if the expression came too soon or too late.

b) Logical Mechanism

Logical mechanism is a playful logic. It includes the system how jokes are told and how scripts are put in jokes. There 27 logical mechanism which Attardo et al (2002) compiled. The researcher found eight of them plus one unlisted logical mechanism. The researcher put the logical mechanism categories for the order of the number of data. Further details will be explained below:

1) Missing link

In Datum 1, the way Jimmy connected his first statement to the second is missed. At first, he discussed about school memories but at the second he discussed about school fee. It is reasonable if he followed his discussion about Alan's bad memory with encouragement or motivating words or asking the chronology behind it. However, he stopped the first discussion and jump to the second discussion that is that Alan must get his school fee back The jump out discussion made the audience unprepared and laugh in their unpreparedness.

2) Metaphor/Irony

Irony is not stated as one of the logical mechanism categories of GTVH theory. However, it is the earlier theory of humor that includes irony as the mechanism of humor. Grice in Attardo (1994: 271) exemplified a humorous implicature in irony. In datum 2, irony is used as the means to generate humor via visible object. The contradict facts between the good and bad drawing is in line with the good thing and bad thing happened to

Alan. As a gift, the drawing means a good thing for Alan but the appearance of the drawing was bad.

3) Ignoring the obvious

In datum 3, the mechanism Ivan used to deliver the joke is ignoring the obvious. He trapped the interlocutor's perception of family female girlfriend by the word "I'm not sad". The sentence is implying the important follow-up statement Ivan would produce for denying not only he has family member. The mechanism works when the interlocutor took for granted that the mentioning of "mum" includes all family member. That is what actually the speaker expected; to trap the interlocutor in that consideration. After the interlocutor took the bait, Ivan mentioned "aunty" to indicate that the interlocutor actually knew all along that there is also that option.

In datum 4, there are two logical mechanisms which match to this joke. They are missing link and ignoring the obvious. The first one explained about the jump out of Jimmy's question from the previous expected meaning to the unexpected. The second explained the unexpected follow-up question after the first question. The different between the two mechanisms is that in the first, the mechanism of the joke occurs in the missing of necessary additional information while in the second occurs on the obvious meaning of the "compatible" is seen at the second glance.

4) Referential ambiguity

In the punchline of datum 5, Jimmy exploited the definition of "girlfriend" to make a referent about something related to him. By "girlfriend", he meant the one whom he made love with. He linked the term of "microphobia" and "girlfriend" to infer that he has small genital. The script of "girlfriend" includes physical relationship condition based on American Culture, where the humor is told.

5) Role reversal

In datum 6, the joke is easy to understand. Jason perfectly arranged his statements chronologically step by step and succeeded to have the interlocutor's attention. At first, he trapped the interlocutor in the chronological order of his story. The final reversion of his role from being the prize to being the winner came unexpectedly. And through the sudden turn of event the interlocutor laugh.

6) Exaggeration

In datum 7, the word in the book about "passive-aggressive" is in the form of exaggerated information. What is implied from passive-aggressive word is that the speaker told she was untouched of the problems around her. She exploited the definition of passive-aggressive to infer to that.

In datum 10, Katherine's claim that her sister Joanne thought she was a bear is a form of exaggeration. By "bear" she meant the animal that lives in the wild. She took the bear as an example to show that her sister, Joanne,

is in very remote place where technology barely exist. She could have taken the word "is like" to make the comparative effect. However, it would affect to the humorous outcome. The exaggeration is like a big punch in the interlocutor face to make them filled with unexpected humorous words.

7) **Coincidence**

In datum 8, the element which makes the humorous effect is the coincidence in the punchline. Ivan played song for Mike is expected to be out of his kindness and respect toward someone who had an accident. He played the song of his fanned artist is actually the form of his kindness. However, the literal meaning of the song coincided to the condition of Mike who cannot "looking back" as the song told to. This coincidence which apparently has the implicit mocking got the audience out of his expectation and made them laugh.

8) **Correct reasoning**

In datum 9, Jimmy's interruption toward Jon and Jason's discussion about the last call or last meal does make sense. Jimmy's reasoning that an unending all-you-can-eat buffet can be a solution to trick the literal meaning of "last" is acceptable.

9) **Meta-humor**

In datum 11, the punchline of the joke is totally unexpected. That Jimmy responded to Katherine's mumble violated the expected answer which is mentioning one of celebrity's name. That sudden respond came out

of the box and shocked everyone then made them laugh. Afterward, Jon's affirmation came as the second punchline also can be a synergized expression of Jimmy's assumption.

2. The process of implying words via GTVH

This section contains the implicature analysis of the data. The implied information is being analyze to figure out the humorous message within the sentence. Script opposition analysis results are actually part of tool to get the implicature of meaning in the humorous sentence. The data analysis are ordered from the first data to the eleventh. This makes it easier to look back the data from the previous discussion.

a) **Datum 1**

This joke is generally meant as it was. There is no complicated implied meaning over the sentences. However, it still contained ambiguity that is requirement of jokes based on Raskin. The ambiguity occurred in the second sentence when Jimmy jumped out from his previous statement to different but still relatable context.

In addition, the Knowledge Resources found did reveal some information related to the joke. First, from the combinatorial rule, it is known that "hard time" means "bad memories" with regard to its context toward "school". Second, the combinatorial rule also revealed the meaning of "money" that is school fee with relation to the previous sentence. Third, the Logical

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Mechanism of the joke reveal the point of laughter that is the unexpected following up that get the hearers unprepared and finally makes them laugh.

b) **Datum 2**

The incongruous meaning of this joke occurs in the contradict meaning of Alan's statement and the drawing which he made referent. This joke is a little bit complicated because the irony used as the mechanism. The KR does much help in revealing the hidden meaning of the joke.

First, the Script Opposition KR helps to reveal the opposed meaning of the literal meaning spoken by Alan. Via the direct object that becomes the target of the joke, the interlocutor succeeded to grasp the humorous idea of the speaker and not take it for it is. The irony as the mechanism of humor clearly does its work as the bridge to understand the true meaning of the speaker. By combining all the KR.

c) **Datum 3**

The incongruous part of the joke occurs on the mentioning part of "aunty" as the second girlfriend. The script opposition KR revealed the script of having girlfriend as social identification of someone's loneliness. The mention over "mum" and "aunty" is the sign of loneliness which contradicts to the say "not sad". The logical mechanism KR revealed the baiting Alan did to invite laughter from the interlocutor. The innocent way Alan mentioned the last word also increase the intensity of laugter.

d) Datum 4

The incongruous meaning occurs on the unambiguous question becomes ambiguous. The narrowing of meaning from unspecified meaning of "competition" to the "competition" which related to girls. The script opposition Knowledge resource helps to uncover the implied relation of both questions by relying on the speaker and interlocutor selves. The word competition directed toward the female interlocutor indicates the possibility of such thing. The logical mechanism Knowledge Resource helps the existence of wordplay working here. The speaker, in telling the joke, only used an unexpected option which actually happened all the time. The interlocutor that is successfully trapped has to backtrack from the second back to the first question and find the amusing part and laugh.

e) Datum 5

After doing GTVH analysis, the researcher found some important clues to reveal the implicature meaning of the joke. The Script Opposition KR revealed the inference meaning of the small thing that the Jimmy made a joke at that is his own genital. By, microphobia, Jimmy exaggerated the size of his genital. The Logical Mechanism KR revealed the process of informing the joke. Jimmy, trapped the audience by the definition of "microphobia" and led them to a different conclusion of what they expected. This KR also explained the inference process. The Situation KR revealed the theme of the joke that is an anxiety or small genitals. The Target KR revealed the inferenced butt of the joke that is the speaker himself. The rest

of KRs is not related to the meaning of the joke so the researcher disregard them. After knowing that the joke is focused on the small size of Jimmy's Genital, therefore, the implicature of the joke is that he has small genital.

f) **Datum 6**

The incongruous part of this joke occurs in the event of the "prize" suddenly becoming the winner competitor. The joke has the aesthetic in the way the speaker narrating it. It comes naturally without coercion. The way Jason called "a load of lads" without considering that they are his fan or something makes the humor more understandable.

g) **Datum 7**

The incongruous part of this joke occurs on the weird form of the motivational book. The expected encouraging words to come is changed with the words that explicates someone's behavior. The script opposition KR revealed the relation of the motivating words from Katherine with the normal motivating book. Both are containing words to encourage oneself even though for Katherine's part the motivating words are odds. The logical mechanism KR revealed the exaggerating Katherine in delivering the jokes. In the position of being "passive-aggressive" means she usually ignored all problems as if they were something trivial. It also explains the implicature used in the joke which is conventional which refers to the word itself.

h) Datum 8

The incongruous meaning occurs on the joke is the literal meaning of the song lyric. It should have been a dedicated song to lessen Mike's pain. However, the lyric contradicts from the enjoying music to stabbing music. The script opposition KR revealed such contradiction. Whereas the logical mechanism KR revealed the involvement of coincidence element within the lyric. Through the script opposition and logical mechanism analysis, we found that the implicature of the joke happened on the conventional meaning behind the lyric. The lyric by itself implied mocking joke which people can laugh at.

i) Datum 9

Some incongruous information occur in this conversation from the start, when Jimmy asked Jon a presupposition about what would he call if he were going to jail, until the end when Jason commented Jimmy's view on the last meal issue. However, there seem to be two major incongruous elements from the conversation. First is Jon's view on last call as an opportunity rather than a last request. Second is Jimmy's idea about unending last meal. The analysis focuses on the last incongruity.

The script opposition and the logical mechanism KRs reveal the important information about the incongruity to lead to a better understanding of the joke. The script opposition revealed the incongruous meaning of last meal as last game to win over it. The strategy to go eating all-out is the link from the first script to the second. As for the logical mechanism KR, it revealed

the correct reasoning of Jimmy's issue. It is reasonable to try an unending all-you-can-eat buffet as the option to avoid the word "last". Finally, from both script stands to reason that the implied humorous meaning is Jimmy's abnormal persuasion on the last meal.

j) **Datum 10**

The incongruous part of the joke occurs on the two parts of the utterance. First, the earlier one when the target of the joke is described as primitive person because she lived on the mountain. Second is the part when she was claimed to recognize herself as a bear.

Both parts are generally connected to the term of "person who live in the wild" as revealed by the script opposition Knowledge Resource. While Mechanism of the joke revealed the reason why acknowledging was preferred rather than resembling. It is responsible for the humorous outcome the joke will get from interlocutor.

k) **Datum 11**

This joke contained only a little amount of implicature that is an unexpected respond from Jimmy. It is confirmed by the logical mechanism of the joke that resulted in that way. Although, the script of celebrity and ghost is revealed in the script opposition analysis, the humorous point exists in the unexpected way Jimmy stated his expression. Also, this joke did not contain any complicated inference like the previous one.

The Script Opposition and Logical Mechanism Knowledge resources only hinted a little portion of humor understanding. The Script Opposition revealed the switch system; from the being the prize into the regular competitor that is doing the bidding. While the Logical Mechanism revealed explained how the jokes is made from revering the role of the subject.

B. Discussion

As discussed earlier, the categories of jokes based on GTVH theory found from the eleven of data of analysis are all three categories of Script Opposition KR and nine categories of Logical Mechanism KR. For the SO KR, there are five actual/non-actual script opposition which deals with normal resolution script, three normal/abnormal script opposition which deals which odd resolution script, and three possible/ impossible script opposition which deals with unreasonable script.

As for the nine logical mechanism KR found from the data are (1) referential ambiguity, (2) missing link, (3) correct reasoning, (4) role reversal, (5) meta-humor, (6) exaggeration, (7) ignoring the obvious, and (8) coincidence (9) metaphor/irony.

The result found in this research obviously differs from what are found from previous researches in similar theme like stated in previous chapter. For example, Anggraini (2014) has researched about pragmatic analysis the same as the researcher's topic. In addition, she questioned about the types of humor as one of her research questions. In fact, what she used to analyze the types of humor was based on Martin's theory. What she found was irony, self-deprication, sarcasm, overstatement, teasing, and so on. She did not find script opposition and logical mechanism as the researcher did.

Another researchers, Archakis and Tsakona (2005) researched on identity construction using GTVH theory. They focused on analyzing conversations happening on four young men that acquainted each other and observed whether conversational humor can be applied to construct their identity. This research in using GTVH theory focused on Target as one of the six knowledge resources. They found that the four young men constructed their identity using conversational humor targeting out group (opposed group) most of the time. It is different from the researcher that focused on script opposition and logical mechanism.

Another researchers, Ghafourisaleh and Modaressi's (2013) had GTVH as their main theory and analyzed Persian jokes. They examined the compatibility of GTVH theory in analyzing Persian jokes. They found that GTVH was compatible with the jokes. This result strengthened the researcher's point of using GTVH in other objects such as conversational humor which is different of narrative jokes.

The final researcher that had similar topic Romano (2014) researched on analyzing "the Big Bang Theory" in linguistic perspective using GTVH theory. In analyzing the scripts, she straight to the point of opposition. Unlike the researcher who categorized the actual/non-actual, normal/abnormal, possible/impossible she straight to wrote down the point of opposition for example human/spider, sane/crazy etc. rather than possible/impossible or normal/abnormal.

Just like what Romano (2014) found in her research, the researcher also found some data that match with multiple categories. For example, datum five has the possibility of being categorized as actual/non-actual or normal/abnormal script

opposition. Similar thing also happen on datum six. The multi-category happened because of the occurrences of both data to happen in reality is not very rare. Beside the script opposition category, in datum 4, there is compatibility of two logical mechanisms; missing link and ignoring the obvious. That may be because both mechanisms deal with the unprecedented information that come unexpectedly in the punchline. The multi scripts result matches to analysis of Romano. In his analysis toward humor using GTVH theory he also found multiple scripts in the data.

Regarding the second research question about the process of implicating meaning, the researcher found different reason from the results from Fitriany (2016). In the case of cosmetic advertisement language, she found four reasons (1) interestingness, (2) increase the force message (3) compete goals (4) politeness. As for the researcher's case which is humor, elicit funniness is the general reason on having conversational implicature.

CHAPTER IV

CONCLUSION AND SUGGESTION

This chapter contains the conclusion of the research and suggestion. The conclusion consists of the main points of the analysis and the findings which are a brief answers for the research questions previously stated in chapter one. As for the suggestion, it contains the further idea concerning the next research on humor which may be conducted by another researcher or continued by the researcher himself.

A. Conclusion

The research is conducted to answer two problems. First is identifying categories of jokes based on GTVH theory. Second is to explain the process of implying information with the help of GTVH analysis. After conducting the analysis, the researcher figured out some points.

First is regarding the category of jokes based on GTVH theory. There are actually six focuses on GTVH theory in analyzing humor. Nevertheless, the researcher only focused on two of the six which are called script opposition knowledge resource and logical mechanism knowledge resource. The researcher found all categories of three basic script of script opposition from eleven data. (1) Five data are on actual/non-actual script opposition. (2) Three data are on normal/abnormal. (3) Another three data are on possible/impossible script opposition.

Another knowledge resource which becomes the focus of research is logical mechanism. There are apparently twenty seven logical mechanism which is listed

for now. Of all the twenty seven, the researcher found nine of them from the data: (1) referential ambiguity, (2) missing link, (3) correct reasoning, (4) role reversal, (5) meta-humor, (6) exaggeration, (7) ignoring the obvious, and (8) coincidence (9) metaphor. The metaphor found as logical mechanism of the utterance contains strong feeling of irony that it could be the logical mechanism itself. Irony that is not listed within the twenty seven logical mechanism listed by Attardo et. al. (2002). The researcher includes irony as the finding because of its compatibility with the term mechanism of joke.

Second is regarding the process of analyzing the implied information. The researcher found script opposition of GTVH theory to be an essential tool to reveal the implicature of jokes. It is because the script found from script opposition analysis is the key in comprehending the laughing material. In addition, the script filled the ambiguous information from the joke.

B. Suggestion

There are two main suggestion from the researcher for the next researcher of pragmatic humor. First is regarding the data. In this research, the researcher is restricted to data which do not contain violate words or explicitly sexual words. The researcher hopes for the next researcher of pragmatic humor to follow up this research with such data. Jokes with such words are vastly used and contain variety of functions. Moreover, exemplified jokes Raskin and Attardo used as research objects are mostly related to such words. Second is to take GTVH theory in analyzing local jokes such as Javanese, Madurese or other tribal jokes. From that
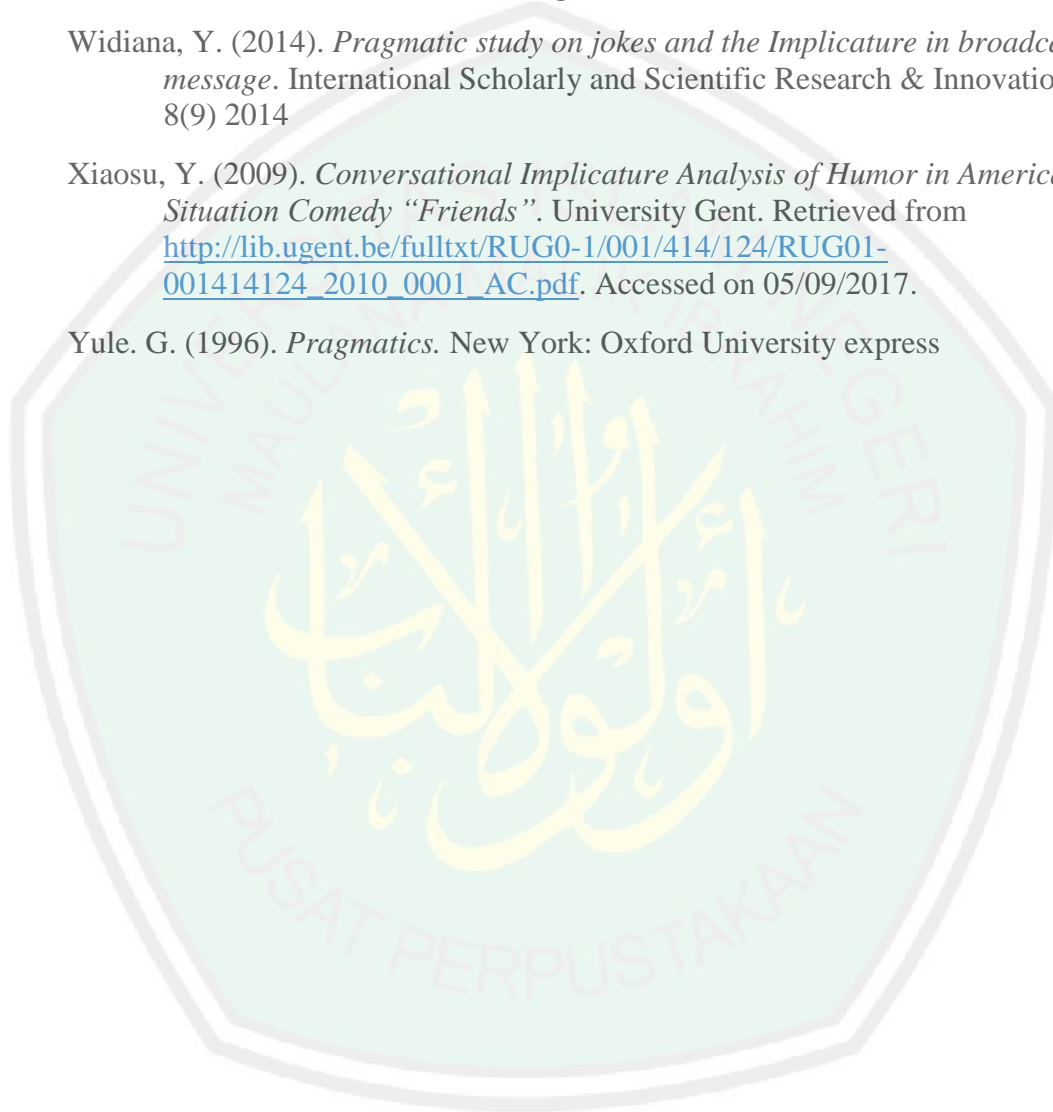
point, it is expected from such research to probably find new logical mechanism or the highly logical mechanism used in certain terrain.

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No	Utterances		Duration	Categories of jokes		Data
				Script opposition	Logical mechanism	
1	Jimmy	Did you know, for example, the word microphobia means the fear of small objects? **Fortunately, my girlfriend doesn't have it.**	00:01:02,800 --> 00:01:10,160	Fortunate vs afraid (actual/non-actual)	Referential ambiguity	5
2	Jimmy	Up against them this evening is special guest team captain Alan Carr. (CHEERING AND APPLAUSE)	00:02:52,040 --> 00:03:13,680	School time vs school fee (actual/non-actual)	Missing link	1
	Alan	Thank you. Thank you.				
	Audience	Wooh-wooh-wooh!				
	Jimmy	Alan said he had a hard time at school because he wore braces on his teeth. **Hope you got your money back, Alan.** How long did you wear them? Half an hour?				
	Alan	Yes!				
3	Jason	Oh, so you're just ringing him for a chat?	00:04:35,720 --> 00:04:53,920	Last meal vs last strategy (normal/abnormal, possible/impossible)	Correct reasoning	9
	Jon	I think just a chat.				
	Jason	I see. I don't think it works like that. I don't... I don't think it's like the last meal where they really try and get you your last meal.				
	Jimmy	I have an issue with the last meal Because I'd try to make it last. **I'd get an all-you-can-eat buffet and try and string it out.**				

	Jason	Jar of Marmite. You've got another 25 years there.				
4	Jimmy	Jason, you do your bit for charity. You recently attended a charity auction where the prize was a meet and greet with yourself. What happened?	00:04:54,880 --> 00:05:26,120	Prize vs competitor (normal/abnormal)	Role reversal	6
	Jason	That was one of the prizes. It wasn't the only prize. There were lots of things going on. But they said, "We'll do a meet and greet and people can bid for it." I said, "That's a good idea." So they started bidding for it. Did all right, got to, like, 400 quid. I looked over at the table and there were a load of lads I thought, "Nah! 500!" **So I just bid for it myself. And I won.**				
5	Jimmy	Katherine, you often tweet about celebrities.	00:06:32,360 --> 00:06:44,400	Celebrity vs ghost (possible/impossible)	Meta-humor	11
	Katherine	Yeah.				
	Jimmy	If you could swap lives with any celebrity who would it be?				
	Katherine	Um, ooh!				
	Jimmy	**Is it a ghost?**				
	Jon	A ghost.				
6	Alan	You know sometimes when you see art, you think, **"Is that a drawing or a photo?"**	00:07:34,560 --> 00:07:39,280	Good art vs bad art (actual/non-actual)	Metaphor (irony)	2

7	Jimmy	Have you got a mascot?	00:10:37,720 --> 00:11:19,100	Motivational words vs weird words (normal/abnormal)	Exaggeration	7
	Katherine	I do have a mascot. I recently travelled to Canada to visit my sister's newborn baby. It's always happening, she's sexually incontinent. And, um... And, um, I visited her baby and I got him a bunch of baby books and they're all about self-esteem now for kids. It's like, "You're great. You can do it!" But I was inspired, Jimmy, and I thought, "We need these books for grown-ups." So I've written a book for myself that I thought would inspire me on the show.				
	Jimmy	Excellent. What's it called?				
	Katherine	It's called "I Am Proud Of Who I Am".				
	Jason	Mmm! I like it. Right. Oh, you've actually gone to... OK.				
	Katherine	**"I am passive-aggressive like my mum."**				
8	Jimmy	You sister Joanne will see this show, yes?	00:11:56,860 --> 00:12:07,100	Man vs bear (possible/impossible)	Exaggeration	10
	Katherine	No! No! Because she lives on a mountain and she doesn't have a TV.				
	Jimmy	That's fine.				
	Katherine	It's cool, it's cool. **She thinks she's a bear.**				
9	Jimmy	Rachel, do you and Susie ever get competitive?	00:15:25,660 --> 00:15:32,260	Unspecified competition vs competition over a	Missing link, ignoring the obvious	4
	Rachel	Er, yeah, we're very competitive actually.				

	Jimmy	**And who is the lucky guy?**		guy (actual/non-actual)	
	Rachel	Well, we were talking about you.			
10	Jimmy	Are you in a relationship at the moment?	00:19:49,580 --> 00:20:03,860	Have a girlfriend vs have family as friend (actual/non-actual)	Ignoring the obvious	3
	Ivan	Um, I don't have a girlfriend but I've got girls that are my friends.				
	Katherine	So do I.				
	Ivan	My mum, er... Not just my mum, **I'm not sad, I've got aunties too.** LAUGHTER				
11	Ivan	This one is for Mike. Unfortunately, he's had a motorcycle accident and twisted his neck right round. He's a massive fan of Mike and the Mechanics. **# Yeah, looking back ♪ Over my shoulder. ♪** You're listening to me, Ivan Brackenbury.	00:24:20,540 --> 00:24:41,580	Dedicated song vs mocking song (normal/abnormal)	Coincidence	8