

Contents

List of Tables — XV

List of Figures — XVII

Preface to the second edition — XIX

Acknowledgments for the second edition — XXIII

Introduction to the second edition (2024) — XXV

- 0.1 Chapter 1: Survey of the literature — **XXVI**
- 0.2 Chapter 2: The Linear Organization of the Joke — **XXVIII**
- 0.3 Chapters 3 and 4: Puns — **XXIX**
- 0.4 Chapter 5: Semiotic Theories — **XXX**
- 0.5 Chapter 6: Script Theory — **XXXIII**
- 0.6 Chapter 7: Register-based humor — **XXXVI**
- 0.7 Chapter 8: Non-Joke Humor Texts — **XXXVI**
- 0.8 Chapter 9: The cooperative nature of humor — **XXXVII**
- 0.9 Chapter 10: Humor in context — **XL**
- 0.10 Chapter 11: Directions in humor research — **XLII**

Acknowledgements (1994) — LI

Preface (1994) — LIII

Introduction (1994) — LVII

- 0.1 Metatheory of humor — **LVII**
- 0.2 The Definition of Humor — **LVIII**
- 0.2.1 Internal Subdivision — **LVIII**
- 0.2.2 Anti-Essentialist Approaches — **LXII**
- 0.2.3 Humor and Laughter — **LXIV**

1 Survey of the Literature — 1

- 1.1 Introduction — **1**
- 1.1.1 Why Have a Survey? — **1**
- 1.1.2 Introduction for Linguists — **3**
- 1.1.3 The Criteria of the Survey — **3**
- 1.1.4 The Survey — **3**
- 1.2 The Greeks — **4**

1.2.1	Plato — 4
1.2.2	Aristotle — 5
1.2.3	The Peripatetic and Hellenistic Tradition — 7
1.2.4	The Treatises on Comedy and the Scholiasts — 10
1.3	The Latins — 11
1.3.1	Cicero — 11
1.3.2	Quintilian — 14
1.3.3	Horace — 16
1.3.4	Donatus — 17
1.3.5	The Middle Ages — 17
1.4	The Renaissance — 18
1.4.1	Vettore Fausto — 19
1.4.2	Franciscus Robortellus — 19
1.4.3	Madius — 20
1.4.4	Girolamo Muzio — 21
1.4.5	Giulio Cesare Scaligero — 22
1.4.6	Trissino — 22
1.4.7	Lodovico Castelvetro — 24
1.4.8	Bernardo Pino — 25
1.4.9	Influences in Europe — 26
1.4.10	The Transition into Modern Thought — 26
1.5	Modern Approaches to Humor Theory — 27
1.5.1	Classification of Modern Theories of Humor — 28
1.5.2	Freud — 33
1.5.3	Bergson — 37

2 The Linear Organization of the Joke — 39

2.1	The Isotopy–Disjunction Model — 40
2.1.1	Greimas' Model — 41
2.1.2	The Notion of Isotopy — 42
2.1.3	Revisions of the Definition of Isotopy — 52
2.1.4	Applications of Greimas' Model — 57
2.1.5	Discussion — 60
2.2	The Definition of Function — 61
2.2.1	Morin's Definition of Function — 61
2.2.2	Narrative Functions in a Joke — 62
2.3	Linearity of the Joke — 66
2.3.1	The Isotopy Disjunction Model: A Synthesis — 67
2.3.2	Justification — 71
2.3.3	The Position of Elements in the Joke — 71

2.3.4	Elaborations of the Model —	72
2.3.5	Application of the IDM to Empirical Data —	74
2.3.6	Summary —	79
3	The Analysis of Puns —	80
3.1	Generalities —	80
3.1.1	Definitions —	80
3.2	Review of the Literature —	82
3.2.1	A Taxonomy of the Taxonomies —	83
3.2.2	The Two Senses in a Pun —	96
3.3	Linguistic Mechanisms of the Pun —	97
3.3.1	Analysis of a Sample Pun —	97
3.3.2	Issues and Problems with the Analysis of the Pun —	100
3.3.3	Evaluation —	108
3.4	Why Study Puns? Puns as Linguistic Evidence —	108
4	Resolution in Puns —	111
4.0.1	Justification —	112
4.0.2	Humorous Logics —	115
4.0.3	What is the Local Logic of Puns? —	115
4.1	Phonosymbolism as an Explanation for Puns —	116
4.1.1	Theoretical Foundations —	117
4.1.2	Cratylism and Motivation Theories —	119
4.1.3	Evidence for a Motivated Theory of the Sign —	120
4.1.4	A Non-Arbitrary Linguistic System —	124
4.1.5	Sound-Based Lexical Associations —	125
4.1.6	Towards a Phonosymbolic Theory of Puns —	129
4.2	Poststructuralism and Puns —	135
5	Semiotic and Text Theories —	138
5.1	Semiotic Theories —	138
5.1.1	Bisociation Theories —	138
5.1.2	Towards a Semiotics of Humor —	139
5.1.3	The Bologna School —	140
5.1.4	The Evolutionary Cultural Semiotic Model —	144
5.1.5	Semiotics of Graphical and Visual humor —	147
5.2	Linguo-literary Approaches —	147
5.2.1	Schmidt's Text-Theory —	147
5.2.2	Fónagy's Psycho-Pragmatic Account —	149
5.2.3	Norricks's Frame Bisociation —	151

5.2.4	German Research on Narrative and Literature —	152
5.2.5	The British School: Nash and Redfern —	154
5.3	Summary —	155

6 Script-based Theories — 156

6.0.1	Introduction —	156
6.1	The Semantic Script Theory of Humor —	156
6.1.1	Humor Competence —	156
6.1.2	The SSTH's Main Hypothesis —	158
6.1.3	Scripts —	158
6.1.4	Overlapping —	162
6.1.5	Oppositeness —	163
6.1.6	Non-Bona-Fide Communication Mode —	164
6.1.7	The Doctor's Wife Joke —	165
6.1.8	Evaluation —	166
6.2	The Reception of the SSTH —	167
6.2.1	Applications to Different Languages —	168
6.2.2	The First Expansion of the SSTH —	168
6.2.3	Application of the SSTH to ESL —	170
6.2.4	The Communicative Function of Jokes —	172
6.3	Raskin's Follow-Ups (1985–1993) —	172
6.3.1	On the Power of the SSTH —	172
6.3.2	Sophisticated Humor —	174
6.3.3	Methodological Issues —	174
6.3.4	Computational Linguistics and Humor —	175
6.3.5	Jewish Humor —	176
6.3.6	Historiography of Humor Research —	177
6.4	The Revision of the SSTH —	177
6.4.1	Is There Verbal Humor? —	177
6.4.2	Joke Similarity —	177
6.4.3	Application to Types of Texts Other Than the Joke —	178
6.4.4	The GTVH —	180
6.4.5	The Joke, According to the GTVH —	183
6.4.6	Advantages of the GTVH —	184

7 Register-based Humor — 187

7.1	Bally's Stylistics of Humor —	187
7.1.1	Definition of Stylistics —	188
7.1.2	Natural and Evocative Affect —	189
7.1.3	Natural Affect and Humor —	189

7.1.4	Evocative Affect and Humor —	190
7.2	Recent Studies on Register Humor —	191
7.2.1	Register Theory —	192
7.2.2	What Theory of Register? —	197
7.2.3	A Polythetic Theory of Register ... —	199
7.2.4	... and its Application to Script-Theory —	200
7.2.5	A Script-Based Theory of Register —	200
8	Non-joke Humor Texts —	207
8.1	A Short Story by E. A. Poe —	208
8.2	Register Humor in T. L. Peacock —	213
8.3	A Passage from Voltaire's <i>Candide</i> —	216
8.4	An Example of Menu-Propos —	219
9	The Cooperative Nature of Humor —	221
9.1	Jokes as the Violation of Grice's Maxims —	221
9.2	Violating the Maxims —	223
9.3	The Mention Account —	226
9.3.1	The Weak Version of the Mention Theory —	227
9.3.2	Evaluation of the Weak Mention Hypothesis —	230
9.3.3	A "Strong Mention" Account of Jokes —	231
9.4	The Communicative Status of Humorous Texts —	234
9.4.1	A Hierarchy of CPs —	234
9.4.2	Jokes Convey Information —	235
9.5	The Importance of the Implicit in Jokes —	236
9.6	Relative Position of the Maxims —	238
9.7	Summary —	239
10	Humor in Context —	240
10.1	Introduction —	240
10.2	Canned Jokes and Conversational Jokes —	242
10.2.1	A First Definition —	242
10.2.2	Jokes and Their Context —	242
10.2.3	Differences Between Canned and Situational Jokes —	244
10.3	Literature Review —	245
10.3.1	Canned Jokes in Conversation —	246
10.3.2	Puns in Conversation —	256
10.3.3	Evaluation —	262
10.4	The Communicative Function of Humor —	263
10.4.1	Types of Humorous Interaction —	263

10.4.2	The Social Functions of Humor —	265
10.4.3	The Secondary Functions —	271
10.5	Summary: Humor Research and CA —	272

11 Directions in Humor Research — 274

Bibliography — 277

A Humorous examples — 309

B List of Acronyms — 319

Index — 321