

HUMOR

INTERNATIONAL JOURNAL OF
HUMOR RESEARCH

EDITOR-IN-CHIEF

Christian F. Hempelmann, Department
of Literature and Languages, East
Texas A&M University, USA
E-mail: humorjournal@gmail.com

FOUNDING EDITOR

Victor Raskin, Purdue University, USA

BOOK REVIEW EDITORS

(unsolicited book reviews are not accepted)

Nicholas Holm,

Massey University, New Zealand

E-mail: n.h.f.holm@massey.ac.nz

Liisi Laineste,

Estonian Literary Museum /

University of Tartu, Estonia

E-mail: liisi@folklore.ee

Eric Weitz,

University College Dublin, Ireland

E-mail: weitzer@tcd.ie

EDITORIAL ASSISTANT

Andrew R. Olah, Kansas State
University, USA

EXECUTIVE SECRETARY, ISHS

Martin D. Lampert,
Holy Names University, USA

EDITORIAL BOARD

Salvatore Attardo, East Texas A&M
University, USA

Nancy Bell, Washington State University,
USA

Delia Chiaro, University of Bologna,
Italy

Władysław Chłopicki, Jagiellonian
University, Poland

Thomas E. Ford, Western Carolina
University, USA

Gil Greengross, Aberystwyth University,
UK

Sonja Heintz, Plymouth University, UK

Giselinde Kuipers, Katholieke
Universiteit Leuven, Belgium

Liisi Laineste, Estonian Literary

Museum / University of Tartu, Estonia

Sharon Lockyer, Brunel University, UK

Andrés Mendiburo-Seguel, Universidad
Andrés Bello, Chile

Moirá Marsh, Indiana University, USA

Jessica Milner Davis, University of
Sydney, Australia

DE GRUYTER
MOUTON

John Morreall, College of William and Mary, USA

Béatrice Priego-Valverde, Aix-Marseille University, France

Elliott Oring, California State University, USA

René Proyer, Martin Luther University Halle, Germany

Victor Raskin, Purdue University, USA

Willibald Ruch, University of Zurich, Switzerland

Limor Shifman, Hebrew University of Jerusalem, Israel

Villy Tsakona, National and Kapodistrian University of Athens, Greece

CONSULTING EDITORS

Goh Abe

Tokushima Bunri University, Japan

Mostafa Abedinifard

University of British Columbia, Canada

Sammy Basu

Willamette University, USA

Ursula Beermann, UMIT Tirol-The

Tyrolean Private University, Austria

Hugo Carretero Dios, University of Granada, Spain

Elisa Gironzetti, University of Maryland, USA

Holger Kersten, Martin-Luther-

University Halle-Wittenberg, Germany

Tristan Miller, University of Manitoba, Canada

Patrice Oppliger, Boston University, USA

Tracey Platt, University of Sunderland, UK

Andrea Samson, University of Fribourg, Switzerland

Julie Aitken Schermer, University of Western Ontario, Canada

Julia Taylor Rayz, Purdue University, USA

Till Weingärtner, University College Cork, Ireland

Julie A. Woodzicka, Washington and Lee University, USA

Xiaodong Yue, City University of Hong Kong, China

ISHS HISTORIANS

Alleen P. Nilsen, Arizona State University, USA

Don L. F. Nilsen, Arizona State University, USA

FORMER EDITORS-IN-CHIEF

Victor Raskin 1988–1999

Lawrence E. Mintz 2000–2002

Salvatore Attardo 2003–2012

Giseline Kuipers 2012–2015

Thomas E. Ford 2016–2020

HUMOR is the official journal of the International Society of Humor Studies. For further information, please see the web site: www.humorstudies.org.

Please see the journal's homepage for Abstracting & Indexing Services information.

The publisher, together with the authors and editors, has taken great pains to ensure that all information presented in this work reflects the standard of knowledge at the time of publication. Despite careful manuscript preparation and proof correction, errors can nevertheless occur. Authors, editors and publisher disclaim all responsibility for any errors or omissions or liability for the results obtained from use of the information, or parts thereof, contained in this work.

ISSN 0933-1719 · e-ISSN 1613-3722

All information regarding notes for contributors, subscriptions, Open access, back volumes and orders is available online at www.degruyterbrill.com/humr

RESPONSIBLE EDITOR Christian F. Hempelmann, Department of Literature and Languages, Texas A&M University–Commerce, 2200 Campbell Street
Commerce, Texas 75428, USA
E-mail: humorjournal@gmail.com

PUBLISHER Walter de Gruyter GmbH, Berlin/Boston, Genthiner Straße 13, 10785 Berlin, Germany

JOURNAL COORDINATOR Sabine von Wittke-Holweg, De Gruyter, Genthiner Straße 13, 10785 Berlin, Germany, Tel.: +49 (0)30 260 05-334, E-mail: sabine.von-wittke-holweg@degruyterbrill.com

© 2025 Walter de Gruyter GmbH, Berlin/Boston

TYPESETTING TNQ Tech Private Limited, Chennai, India

PRINTING Franz X. Stückle Druck und Verlag e.K., Ettenheim

Questions about General Product Safety Regulation: productsafety@degruyterbrill.com



Contents

Full Length Articles

Jonas Nicolai

Five theses on humor literacy in the public sphere — 495

Britta C. Brugman, Christian Burgers and Camiel J. Beukeboom

More engagement equals more persuasion? How entertainment experiences predict attitudinal effects of satirical news articles — 517

Ipek Guvensoy, Büşra Kaplan, Sabahat Cigdem Bagci, Irem Sakarya, Esra Kamacı, Irem Kuyucu, Duygu Yurt, Selen Akay and Emrah Kahraman

Just kidding? Exploring the role of traditional versus counter-traditional gender role jokes on gender identity threat — 541

Inmaculada Garnes-Tarazona

Mauophobia through racist humor in Spanish social media: a multimodal critical discourse analysis of the neologism ‘Youthland’ — 569

Eric Hauser and Toshiaki Furukawa

“That kind of pants?!”: designedly ambiguous deadpan delivery of a possibly nonserious turn in multiparty Japanese conversation — 617

Anna Palmann and Tristan Miller

What’s in a pun? Assessing the relationship between phonological distance and perceived funniness of punning jokes — 643

Book Review

John Morreall

David Shoemaker, *Wisecracks: Humor and Morality in Everyday Life* — 659