

**THE UNIVERSITY OF DANANG
UNIVERSITY OF FOREIGN LANGUAGE STUDIES**

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**AN INVESTIGATION INTO HUMOR LINGUISTIC
STRATEGIES IN ENGLISH SPEECHES IN THE ONLINE
CHANNEL OF TED TALKS FROM PRAGMATIC
PERSPECTIVES**

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CHAPTER 1

INTRODUCTION

1.1 RATIONALE

Speech has a great power. It is really important to businessmen, managers, professors, lawyers, or salesmen. That some factors usually contribute to a successful speech is audience, speaking occasion, purpose of the occasion, topic, materials, combination of verbal language and body language, confidence or elements of humor.

There are many aspects of speeches, especially English speeches, but speeches in TED TALKS get my attraction best. TED TALKS, an online channel, is the destination where well-known people share their experiences of life, tell their stories, or give the audiences some advice about one aspect of our life. In order to enhance the appeal of audiences, the speakers use their sense of humor to express points of view or opinions in the most effective and impressive way, which is of great importance. This leads to the fact that it may create more persuasion or decide more effectiveness of the information given to the audience.

Besides, there are a lot of researchers, as well as post-graduate learners who have carried out research on this issue but none of them pay further attention to analyze humor as far as speeches in TED TALKS are concerned. This has taken my focus of attention and aroused my interest in researching the topic “An investigation into humor linguistic strategies in English speeches in the online channel of Ted Talks from pragmatic perspectives”

1.2. AIMS AND OBJECTIVES

1.2.1. Aims of the Study

This study is aimed to investigate elements of humor used in English speeches delivered by well – known speakers in TED TALKS. The thesis intends to shed light on our understanding of humor as well as it helps teachers, learners, translators and those who keen on public speaking better their oral presentation or achieve a successful and persuasive writing.

1.2.2. Objectives of the Study

In order to achieve the above aims, the objectives of the study are:

- To recognize what are the main factors in English speeches which cause laughter.
- To find out linguistic humor strategies which are often used to make a speech humorous.
- To help English learners discover an interesting part of English besides complicated grammar points or long complex reading passages.
- To suggest some implications for teachers and learners of English, especially for those who desire to make English speeches more impressively.

1.3. SIGNIFICANCE OF THE STUDY

In order to enhance the appeal of audiences, the speakers use their sense of humor to express points of view or opinions in the most effective and impressive way, which is of great importance. This leads to the fact that it may create more persuasion or decide more effectiveness of the information given to the audience.

1.4. RESEARCH QUESTIONS

To obtain the above aims, the following research questions could be put forward:

1. What are linguistic humor strategies which cause laughter in English speeches in TED TALKS from pragmatic perspectives?
2. How are Grice's Maxim of Cooperative Principles related to these linguistic humor strategies?
3. What are implications of the study?

1.5. SCOPE OF THE STUDY

The types of humor can be cartoons, funny stories, plays, funny pictures. However, this study is limited to the verbal humor. This research is limited to investigate the figure of speech as the pragmatic devices which cause laughter in English speeches in TED. Within the scope of the study, no attention is paid to phonetic factors, nonverbal signals used by the speakers.

1.6. ORGANIZATION OF THE STUDY

This study consists of five chapters:

Chapter 1 presents the rationale, the aims and objectives, the scope of the study, the research questions, the significance and organization of the study.

Chapter 2 reviews the previous studies related to the problem under investigation, comments on some unsolved problems and presents some theoretical preliminaries, which serve as a foundation for the study.

Chapter 3 includes the methods of the study and procedures that the study follows. It also has a description of the process of data collection, data analysis, instruments, the procedures, the reliability and validity of the study.

Chapter 4 displays and discusses the results of the study. It presents the feature of reading comprehension passages in terms of grammar, vocabulary and transition signals.

Chapter 5 gives a summary of the development of the study, a brief restatement of the findings, some implications, limitations and suggests for further research.

CHAPTER 2

LITERATURE REVIEW AND THEORETICAL BACKGROUND

This chapter first reviews prior researches related to the problem under investigation. Then, it explores the concept of humor and humor linguistic strategies in English speeches in TED TALKS.

2.1. REVIEW OF PREVIOUS STUDIES RELATED TO THE RESEARCH

In the past, there are many theories of humor. Researches were done by the humor of scholars, humorists, philosophers and psychologists such as Plato, Socrates and Aristotle, to Darwin and Freud, Eastman and Pittington, as well as Koestler and Midess.

As seen above, it is discovered that there are many humor researches all over the world whereas there are hardly many linguistic studies on humor made by Vietnamese researchers.

Some typical Vietnamese humorists are Pham Thi Hang, Trieu Nguyen, Nguyen Thi Quynh Hoa, Huynh Thi Hoai, Pham Thi Thanh Ly, or Hoang Thi Xuan Quy.

2.2. THEORETICAL BACKGROUND

2.2.1. Public speeches

Public speeches are speeches delivered in public, including various genre, such as open- class lectures or seminars in universities, religious preaches in a church, speeches delivered by leading body at

a meeting or conference, the inaugural address by president – elect and so on.

2.2.2. Humor

2.2.2.1. Definition of humor

Humor has got attraction from linguists, and the origin of humor is one of the wonderlands for them. There have been several scholars who tried to find out something about humor.

2.2.2.2. Humor in English speeches

Humor is a great way to engage the audience in your speech. Miller (2011) claims that English speeches are regarded as one of the most factors causing fear and the main reasons of stress for most speaker. However, in a practical basis, it is easy to avoid through the process of one's daily life. Hancock et al (2010) said that on the whole, public speaking anxiety is obviously the most prevalent kind of social phobia. Humor is extremely useful in public speaking because associating humor with people can make reduction to the amount of anxiety they feel, can relieve stress and change negative thought (Sultanoff, 1994; Wooten, 1996; Rashidi et al, 2014). Moreover, it plays a crucial part in contributing on the effectiveness of the speeches (Davidson, 2003). As Freud (1989) stated that jokes and laughter permit people to show hidden feelings. In the case of English speeches, both the speakers and the listeners are able to show feelings through the projection and reception of jokes. Mulholland (1994) believed that humor which transmits amusement is powerfully easy to persuade. It in turn adds to the speaker's credibility. Welker (1977) claims that humor is considered as getting an attention and reducing tension.

2.2.2.3. Humor strategies in public speaking

- **Irony**

Irony happens when there is a difference between their original meaning and the real meaning of the words. It is a circumstance that there is an ending in quite a contrast way than what is generally expected. In particular, appearance distinguishes reality.

- **Exaggeration (Overstatement)**

Also called hyperbole, exaggeration may be defined as purposeful overstatement, implying extreme formulation associated with counterfactual context. Exaggeration is the aspect used in a way that the speaker overstates the characteristics, defects or the magic of someone or something.

- **Understatement**

As you can see, anything that is made less important than it really is can be identified as an understatement. Exaggerations and understatements are the complete opposite, where something is blown out of proportion. An understatement is a common figure of speech. It may be used in literature, poetry, song and daily speech. Creating an understatement reduces with the minimum level about the severity of a background, draws in the listener and may be used to force others feel better. An understatement can also give addition a touch of jokes to something quite serious.

Understatement is intentionally downsizing something to make it appear smaller or less severe.

- **Too much unnecessary information and less informative response**

Two strategies given to create humor are too much unnecessary information and less informative response. A speaker that makes a speech in front of the audience should give enough information. If

the speaker provides too much unnecessary information, he makes amazement for the audience out of the expectation. As a result, humor situation is created.

In addition to this strategy, giving less informative response also causes laughter because it goes beyond the audience's expectation.

- **Repetition**

The purpose of using repetition is to emphasize strong emotion. When used as a means of language to create humor, repetition creates a direct emotional effect and logical emphasis as well. Tannen (1987-1989) confirms that "the functions of repetition include humor," by arguing that repetition with slight variation catches laughter. Ide (1998, 2005) and Iwata (2010), agreeing with Tannen's argument, suggest that rhythmic synchrony from repetition as well as a feeling of involvement produce laughter.

- **Incongruity**

Incongruity is the factor to the completion of the basic mechanisms of humor, and hence it is really essential to make a decision just what the terms "incongruous" and "incongruity" are. In researching field, a theorist who takes advantage of terms which are in common currency might, of course, have condition to give their meanings in novel ways. Nowadays, however, it will seem instructive to begin by examining the standard meanings. Incongruity is defined as lacking congruity or lack of harmony, consistency, or compatibility with one another, disagreement or lack of conformity with something. Moreover, we laugh at things that surprise us because they are out of place and listeners cannot guess what speakers said.

- **Inversion**

Inversion is also regarded as one of the most popular humor strategies. The speakers who want to make an impressive speech utilize Inversion Strategy in their speech. They take a recognizable character type or situation. Then, they give the audience enough to set up expectations. Eventually, they violate those expectation with a contradictory conclusion.

- **Pun**

The Longman Dictionary of Contemporary English defined a pun as an humorous usage of a word or phrase that has two or more various meanings which is called polysemy or of words with sound and spelling but various meanings called homonymy. The Collins English Dictionary defines the puns as the usage of word .

- **Phonological ambiguity**

One of the favorite ways to make fun with communication is phonological ambiguity. Phonological ambiguity is a pair of words produced has the same sound but different meanings.

- **Morphological ambiguity**

“Both word- formation process of compounding and derivation were exploited for the purpose of producing ambiguity” (Jojic)
Morphological structure is consciously destructed by way of their ungrammatical segmentation, or it can also be caused because of the way the sentence is structure (syntactic)

- **Syntactic ambiguity**

Syntactic ambiguity bases on the presence of two or more possible meanings for a sentence or sequences of words. Syntactic ambiguity is sometimes used deliberately to create puns and other types of wordplay.

- **Lexical ambiguity**

Ambiguity happens as a sentence has more than one meaning. Ambiguity can be created by the ambiguous lexicon in which one word has more than one meaning. The context also decides if the sentence can be understood variously and become ambiguous.

2.2.3. Pragmatics Theory

2.2.3.1. Definition of Grice's Cooperative Principle

So as to interact with people successfully, participants should regulate their speech acts effectively that enables them to set the communicative purpose. This is constructed by Yule (1996, p.35, as quotations in Smilauerova, 2012) as “This kind of cooperation is chiefly one in which people in a conversational context are not usually supposed to be attempting to get distracted, cheating, or without involved information from each other”. The well-known scholars of language Herbert Paul Grice has given the concept Cooperative Principle to express the theory of cooperative behavior conversationally.

2.2.3.2. Maxims of Grice's Cooperative Principle

2.2.3.3. Humor as a violation of Grice's Cooperative Principle

Grice suggests that the maxims of the Cooperative Principle can be broken in some ways. From his point of view, when the speaker breaks a maxim, the recipient tries to look for the possible implicature that could be encoded in the utterance. If a participant fails to observe the maxims he may violate the maxim, opt out from the operation of the maxim and the Cooperative Principle, be faced with clash of two maxims or flout the maxim. If the speaker violates a maxim, he intentionally tries to mislead the receiver.

2.2.3.4. Violating Maxims of Grice's Cooperative Principle

- **Violating the Maxim of Quality**

The maxim of Quality gets requirements from speakers to prove their contribution true, to transmit what they believe justified. One popular field among linguists is that speakers say the opposite of what they mean when they communicate using irony, or by other words, they are not making a true contribution.

- **Violating the Maxim of Quantity**

A speaker flouts or violates the Maxim of Quantity when he/she gives too much or too little information of what is expected.

- **Violating the Maxim of Relevance**

Grice considers this maxim as “making your contribution relevant”. Alba-Juez (1995, p.27) claimed that, not only the Quality Maxim but also other three maxims. Alba-Juez, 1995, p.27) have an argument that this flouting this maxim can contain behaviors like giving hints, associative clues and presuppose.

- **Violating the Maxim of Manner**

Grice stated the main requirement of the Maxim clearly (1975,p.45, 46, as cited in Raceanu, 2013) as: Avoid obscurity of expression; Avoid ambiguity; Be brief; Be orderly. He is safe to say that in the majority of verbal irony case speakers are not trying to avoid obscurity and ambiguity.

2.2.4. TED TALKS

TED is a nonprofit devoted to spreading ideas, usually in the form of short, powerful talks (180 minutes or less). TED began in 1984 as a conference where technology, entertainment and design converged, and today covers almost all topics – from science to business to global issues – more than 100 languages. Meanwhile, independently run TED events help share ideas in communities around the world.

CHAPTER 3

METHODS AND PROCEDURES

This chapter outlines the research methods, sample description, data collection, data analysis, research procedures, reliability and validity of the study.

3.1. RESEARCH DESIGN

This study uses both qualitative and quantitative research methods. The descriptive and analytical ones are also employed. Firstly, quantitative method helps us to build up a general picture over all the selected cases. Secondly, qualitative analysis allows us to investigate each specific case. In fact, it is really helpful to fulfill the task of defining the humor strategies that cause laughter in English speeches in TED.

3.2. RESEARCH METHODS

The main method for study is descriptive, in combination with and quantitative research methods. It is used for finding out humor strategies resulting from violating Grice's maxims.

3.3. SAMPLING

The sources for data for analysis are 100 speeches taken from the website www.Ted.com established especially to store and present speeches delivered by TED TALKS.

There are many materials in TED TALKS about different fields of technology, environment, education, family, schooling, etc..... Some speeches will be extracted from each field.

3.4. DATA COLLECTION AND ANALYSIS

3.4.1. Data Collection

So as to reach the goal of this thesis, it carries out the investigation based on the combination of methods of quantitative and qualitative methods.

3.4.2. Data Analysis

- On the basis of 100 samples, we have carried out the following steps.
 - The means for collecting data here is survey and observation.
 - The data will be investigated and done with selecting and collecting elements of humor.
 - As has been set up from the outset of the study, the data analysis has been done concerning the dimensions of the research questions stated chapter 1.
- 100 speeches given in public speaking as the basis data for this investigation. The chosen speeches has the following four criteria:
 - The speeches cover a wide variety in terms of time, length, genre, occasion, and audience number/composition. This assures that the study of humor has a firm footing are delivered in English because this is the working language as well as the target to yield meaningful results. The speakers are diversified with regard to identity, specialty, race, and gender.
 - All speeches have a live audience so that the reaction of the audience may be observed and gauged in order to record the humorous effects.
 - The samples vary in the time the speech is given, ranging from the 1990s to the 2010s. The length of the speeches is different from the shortest lasting for 2.32 minutes and the longest for 22.08 minutes.

Among the 100 speakers 50 are females. The oldest speaker was 65 years of age, while the youngest 12 years old when the speeches were made. The genre of the speech is varied as well, with 20 on entertainment shows, 20 commencement speeches, 20 on political arenas, 20 informative speeches, and 20 persuasive speeches. The size and composition of the audience are expected to be varied, due to the extensively diversified nature, occasion and venue of the given speeches.

3.5. RESEARCH PROCEDURES

So as to reach the goal of this thesis, it carries out the investigation based on the combination of methods of quantitative and qualitative methods.

- Library research, which includes background of the study and the issue, literature review, research methodology, and all the related theoretical analysis
- Sample collection, which results in 100 samples from TED TALKS
- Findings and discussions, in which description from humor strategies are identified.
- Suggestion, which includes several implications for teaching learning, and gives some suggestions for further research.

CHAPTER 4

FINDINGS AND DISCUSSIONS

It is discovered that Grice's Cooperative Principle Violation and the four maxims are put in a suitable situation. This investigation is made an outline to give a viewpoint on frequency of humor strategies classified into maxims at first and then to make an analysis on the humor strategies one by one in individual maxim.

4.1. HUMOR STRATEGIES RESULTING FROM VIOLATING MAXIM OF QUALITY IN ENGLISH SPEECHES IN THE ONLINE CHANNEL OF TED TALKS

4.1.1. Irony strategy in English speeches in TED TALKS

Irony refers to the strategy that the speaker expressed something that is completely different from the literal meaning in order to make fun of or tease someone else. In 100 samples we got in English in TED TALKS, irony strategy occupies the highest frequency (26.2%). *So I start looking around for moving boxes, figuring they just moved in, but I don't see any. And so I said, "Did you just move into this office?" And he said, "No, we've been here about a year." And I said, "Are you telling me that I am the only woman to have pitched a deal in this office in a year?" And he looked at me, and he said, "Yeah. Or maybe you're the only one who had to go to the bathroom."(laughter)*

4.1.2. Exaggeration strategy in English speeches in TED TALKS

Of 100 samples in TED TALKS, Exaggeration which accounts for 23 % is ranked the second. Exaggeration refers to the way that the speaker overstates the features, defects or the strangeness of someone or something. Let us see some following examples.

Here is a paragraph in Predictions, from 1984 which give us the way of using Exaggeration Strategy to cause laughter:

But it, in some sense, misses the point: namely, that fingers are a very, very high-resolution input medium. Now, what are some of the other advantages? Well, the one advantage is that you don't have to pick them up, and people don't realize how important that is -- not having to pick up your fingers to use them. (Laughter)

4.1.3. Understatement strategy in English speeches in TED TALKS

Of 100 samples chosen in random in TED TALKS, Understatement accounts for 4.8 %. Anything that is made less important than it really is can be identified as an understatement. Exaggerations and understatements are the complete opposite, where something is blown out of proportion.

Some following examples are given to explain and illustrate the way of using Understatement Strategy in TED TALKS.

The first example for this analysis is in Designing for simplicity:
So, I turned on the TV, and I don't watch TV very much, but you know this person? This is Paris Hilton, apparently. And she has this show, "The Simple Life." So I watched this. It's not very simple, a little bit confusing. (Laughter) So, I looked for a different show to watch. So, I opened up this TV Guide thing, and on the E! channel, this "Simple

Life" show is very popular. They'll play it over, and over, and over. (Laughter) So it was traumatizing, actually.

4.2. HUMOR STRATEGIES RESULTING FROM VIOLATING MAXIM OF QUANTITY IN ENGLISH SPEECHES IN THE ONLINE CHANNEL OF TED TALKS

4.2.1. Too much unnecessary information strategy in English speeches in TED TALKS

Among 100 samples chosen in TED TALKS, too much unnecessary information strategy makes up 0.8%. Take a deeper look into some following examples to make this analysis clearer.

Take a look at the first demonstration in Fashion and Creativity:

And somehow, from there, I got interested in design. I went to Parsons School of Design, and then I began my career as a designer. I don't really think of myself as a designer, and I don't really think of myself necessarily as a fashion designer. And frankly, I don't really know what to call myself. I think of myself as ... I don't know what I think of myself as, so ... That's just that.

4.2.2. Less information response strategy in English speeches in TED TALKS

Less informative response strategy accounts for only 0.2%.

Here is the example to support this strategy in The new era of positive psychology:

When I was President of the American Psychological Association, they tried to media-train me. And an encounter I had with CNN summarizes what I'm going to be talking about today, which is the eleventh reason to be optimistic. The editor of Discover told us 10 of them; I'm going to give you the eleventh.

So they came to me, CNN, and they said, "Professor Seligman -- would you tell us about the state of psychology today? We'd like to interview you about that." And I said, "Great." And she said, "But this is CNN, so you only get a sound bite." I said, "Well, how many words do I get?" And she said, "Well, one." (Laughter)

And the cameras rolled, and she said, "Professor Seligman, what is the state of psychology today?" "Good." (Laughter)

"Cut! Cut. That won't do. We'd really better give you a longer sound bite." "How many words do I get this time?" "Well, you get two." (Laughter)

"Doctor Seligman, what is the state of psychology today?" "Not good." (Laughter)

"Look, Doctor Seligman, we can see you're really not comfortable in this medium. We'd better give you a real sound bite. This time you can have three words. Professor Seligman, what is the state of psychology today?" "Not good enough. (Laughter) That's what I'm going to be talking about.

4.2.3. Repetition strategy in English speeches in TED TALKS

In 100 samples, we got in English in TED TALKS, repetition strategy occupies the highest frequency (4.1%).

Here is the example to support this strategy in The illusion of consciousness:

When I go to a party and people ask me what do I do and I say, "I'm a professor," their eyes glaze over. When I go to an academic cocktail party and there are all the professors around, they ask me what field I'm in and I say, "philosophy" -- their eyes glaze over. (Laughter)

4.3. HUMOR STRATEGIES RESULTING FROM VIOLATING MAXIM OF RELATION IN ENGLISH SPEECHES IN THE ONLINE CHANNEL OF TED TALKS

4.3.1. Incongruity strategy in English speeches in TED TALKS

There are many incongruity sentences discovered in 100 samples in random in TED TALKS. This strategy contributes 28.3%% which occupies the highest frequency.

But I found a sign for Russian-speaking people, and it was the best sign ever to say no. It was like, "No swimming, no hiking, no anything."(a) My favorite ones are "no plants." Why would you bring a plant to a national monument? I'm not sure. And also "no love." (Laughter) (b) So that is authoritarianism. And what is that, structurally? It's a hierarchy.

4.3.2. Inversion strategy in English speeches in TED TALKS

There are many inversion sentences discovered in 100 samples in random in TED TALKS. This strategy contributes 7.2 %

“The art of choosing” is mentioned to demonstrate this strategy:

On my first day, I went to a restaurant, and I ordered a cup of green tea with sugar. After a pause, the waiter said, "One does not put sugar in green tea." "I know," I said. "I'm aware of this custom. But I really like my tea sweet." In response, he gave me an even more courteous version of the same explanation. "One does not put sugar in green tea." "I understand," I said, "that the Japanese do not put sugar in their green tea, but I'd like to put some sugar in my green tea."(Laughter) Surprised by my insistence, the waiter took up the issue with the manager. Pretty soon, a lengthy discussion ensued, and finally the manager came

over to me and said, "I am very sorry. We do not have sugar."(a)
(Laughter) Well, since I couldn't have my tea the way I wanted it, I
ordered a cup of coffee, which the waiter brought over promptly.
Resting on the saucer were two packets of sugar. (Laughter)(b)

4.4. HUMOR STRATEGIES RESULTING FROM VIOLATING MAXIM OF MANNER IN ENGLISH SPEECHES IN THE ONLINE CHANNEL OF TED TALKS

4.4.1. Phonological ambiguity strategy in English speeches in TED TALKS

Of 100 samples in random in TED TALKS, phonological ambiguity strategy contributes 1.8% which is ranked the highest.

Here is the example found in How to get your ideas to spread:

Now, this is Copernicus, and he was right, when he was talking to anyone who needs to hear your idea. "The world revolves around me." Me, me, me, me. My favorite person -- me. I don't want to get email from anybody; I want to get "memail." (laughter)

4.4.2. Morphological ambiguity strategy English speeches in TED TALKS

Of 100 samples in random in TED TALKS, morphological ambiguity strategy contributes 0.8 %.

Yes, if you're sitting there right now, thinking ... you could probably have done better than my husband, you could probably have assessed those coffees correctly, then you're actually suffering from a bias. A bias called the bias blind spot. Our tendency to see ourselves as less biased than other people. And yeah, we can even be biased about the biases that we're biased about. (Laughter)

4.4.3. Syntactic ambiguity strategy English speeches in TED TALKS

Of 100 samples in random in TED TALKS, syntactic ambiguity strategy contributes 1.1 %.

Here is the example found in The illusion of consciousness:

*Oh, that's the first question? What do I think of prostitution? Are you soliciting me, young man? I've heard of May-December romances, but what are you, about 20 years old? Eighteen? Eighteen years. **I think I have candies in my purse older than 18 years old.** (Laughter) I'm teasing you, sweetheart. No, I'm comfortable with any question.*

4.4.4. Lexical ambiguity strategy English speeches in TED TALKS

Of 100 samples in random in TED TALKS, lexical ambiguity strategy contributes 1.6 %.

Here is the example found in The illusion of consciousness:

*This is a lovely book by a friend of mine named Lee Siegel, who's a professor of religion, actually, at the University of Hawaii, and he's an expert magician, and an expert on the street magic of India, which is what this book is about, "Net of Magic." And there's a passage in it which I would love to share with you. It speaks so eloquently to the problem. "I'm writing a book on magic," I explain, and I'm asked, 'Real magic?' By 'real magic,' people mean miracles, thaumaturgical acts, and supernatural powers. 'No,' I answer. 'Conjuring tricks, **not real magic**.' '**Real magic**,' in other words, refers to the **magic is not real that; while the magic that is real, that can actually be done, is not real magic**."*

CHAPTER 5

CONCLUSIONS AND IMPLICATIONS

5.1. CONCLUSIONS

The current research makes a deep analysis about the humor strategies which stems from flouting or violating Grice's Cooperative Principle. The results demonstrate a close relationship between humor and the violation of Grice's Cooperative Principle.

It is obvious to see that violating or flouting Maxims of Grice's Cooperative Principle created humorous situation. The speakers in TED TALKS took advantage of various humor strategies to cause laughter or amuse the listeners.

By the combination of qualitative and quantitative methods, I draw the conclusions as follows:

In terms of humor strategies, it is clear to see that Incongruity contributes with the low rate whereas less informative response is strategy which is used frequently most.

In English speeches in TED TALKS, the speakers want to get attraction from the audience by using humor strategies. However, it is not easy to use humor strategies which have a close relationship with violating Maxims of Grice's Cooperative Principle in order to evoke laughter. Moreover, if the speakers don't use these humor strategies properly, the listeners don't recognize what the speakers' purpose is. This leads to the failure in creating success of making an effective speech. Therefore, when the audience takes notice of the speakers' intention, the effects of humor are discovered.

5.2. IMPLICATIONS

To some extent, the researcher hopes that this thesis will provide a better understanding of strategies utilized to create humor in general and humor strategies used in English speeches in TED TALKS in particular. Moreover, it is expected that this thesis can propose some useful methods in making an impressive speech. Basing on the results of the study, we would like to put forward some implications as follows:

English speeches in TED TALKS are indispensable for learners of learning English language and teachers of English language. It is regarded as news as well as authentic event of English language. As mentioned in the previous chapters, my thesis is predicted to make a remarkable contribution to the process of teaching and learning English as foreign language.

The study of humor in English speeches in TED TALKS from pragmatic perspectives provides English learner and teacher a clear background of humor strategies leading to flouting Maxims. It also enables them to recognize humorous circumstances easily.

As for learners, theoretically, it equips them with some basis knowledge of the nature of humor. These English speeches contain humor strategies which are used in reading and listening skills. This gets attention from the audience more effectively.

English learners should recognize the humor strategies that the speakers use to apply humor in their daily conversation or in English speeches. Moreover, English learner can make a suitable choice of humor strategies to communicate effectively.

5.3. LIMITATIONS

Owing to the shortage of time, space as well as relevant materials, I cannot cover all aspects of humor strategies. Besides, of more than

1000 English speeches in TED TALKS , only 100 speeches are chosen in random to do research. Therefore, the effect of my thesis is not high and the thesis may not have been thoroughly discussed as expected.

With those difficulties and limitation of personal ability, sources of data which are relevant to the problem under investigation and outside factors, some drawbacks are inevitable.

On the other hand, this study is limited in its linguistic extent or verbal language because it does not mention non – verbal language such as body language, cultural and social effects, and appearance of the speakers and the audience.

Last but not least, the definition of humor is too abstract and it belongs to subjective issues, so analyzing humor strategies acquires the researcher to become flexible and the result of the study cannot be absolutely exact.

5.4. SUGGESTION FOR FURTHER RESEARCH

As mentioning the issues that have not been touched in this thesis, I would rather demonstrate a list of suggestions on further investigation as follows:

- Linguistic ambiguity in English speeches in TED TALKS
- Lexical puns in English speeches in TED TALKS
- Irony and Exaggeration in English speeches in TED TALKS

Further information please access to this website : www.ted.com, you can find out many issues and useful data to service your investigation.

I hope that those recommendations would be useful for some researchers who take notice of humor strategies.