

# HUMOR STRATEGIES IN ENGLISH AND VIETNAMESE SITCOMS FROM PRAGMATIC PERSPECTIVES

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## Abstract:

This study aims to explore how English and Vietnamese sitcom characters violate Grice's Cooperative Principle [2] as humor strategies in their daily conversation to create humor. In the light of Grice's Cooperative Principle, the conversational maxims violated as humor strategies in English and Vietnamese sitcoms are figured out to help EFL learners improve their English competence. Under the investigation into 300 samples from 26 English and Vietnamese sitcoms, we find out 12 groups. The analysis where the descriptive method has been used combined with the qualitative and quantitative approaches is carried out to find out similarities and differences of humor strategies in English and Vietnamese sitcoms.

Key words: Pragmatics; Humor; Humor strategies; Sitcoms; Cooperative principle; Languages.