

Editorial

Lydia Amir¹

This issue of the *Israeli Journal of Humor Research: An International Journal* includes four articles and one book review. As usual with the journal, the contributors come from diverse places—this time, the United States, Bulgaria, Israel, Nigeria and Iceland—and from various disciplines, such as linguistics, mathematics, philosophy, psychology, and communication.

The first article, “Supervisor Communicative Behaviors as Influence of Subordinate Burnout: The Mediating Effects of Perceived Immediacy and Burnout” is the result of a cooperation of six persons from a variety of disciplines, which include, among others, a philosopher, a psychologist and a communication scholar. Michael K. Cundall Jr., Stephanie Kelly, Kenneth Rocker, Ryan Goke, Kyle Barrentine, and Ayanna Dawkins expand on the body of knowledge of previous research which examined the role of supervisor communication as an influence of subordinate’s loyalty to a company. They investigate the previously unexplored influence of supervisors’ humor and the mediating role of subordinate burnout. The final model they propose shows that supervisor humor, immediate behaviors, and solidarity behaviors influence subordinate loyalty through the mediation of perceived immediacy; it further shows that supervisor immediate behaviors and solidarity influence subordinate loyalty through the mediation of subordinate burnout.

Two subsequent articles address theories of humor. In “A Cognitive Framework for the Phenomenon of Humor,” Todor S. Todorov presents a framework for a cognitive aspect of the phenomenon of humor. He uses as key notions two models, the illusory model (IM) and the realistic model (RM), to explain the occurrence of humor. He argues that this framework provides a parallel and alternative to various humor theories, a formulation of the cognitive aspect of these theories in terms of RM and IM. By the former, he understands a model which conforms to some of the accepted opinions of the observer from his definite viewpoint, and by the latter, a model not conforming to some of the accepted observer’s opinions from his definite viewpoint. A number of these models are simultaneously applied, and their recognition during the whole course of humor

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stimulus information implies the humor occurrence. He presents many examples to base his claim that what he offers is an alternative to various accounts of the cognitive aspect of humor as given by accepted theories of humor.

And in “SSTH, GTVH, OSTH—The ‘Two Scripts’ Theory of Verbal Humor,” Ron Aharoni takes issue with the various formulations of Victor Raskin’s (and Salvatore Attardo’s) theory of verbal humor. The “Two Scripts” theory maintains that a joke is generated by one linguistic construct fitting two incompatible scripts. Aharoni argues that the turn of humor researchers to the use of linguistic terminology is problematic as most jokes need coercion to fit this formula, which results in missing valid patterns, mechanisms that do generate humor.

In the fourth article, Ganiu Abisoye Bamgbose and Temitope Michael Ajayi provide a semiotic analysis of humor in Nigerian situation comedies through two case studies (“A Semiotic Analysis of Humor in *Jenifa’s Diary* and *Professor Johnbull*”). The data were purposively sampled from the first three seasons of the two sitcoms and were subjected to a multimodal analysis, within the purview of Kress and van Leeuwen’s socio-semiotic approach to multimodality and an eclectic use of the superiority, incongruity, and relief theories of humor. Semiotic resources such as props, gaze, gesture, and dressing were used to tease out the humor in the data. The analyzes of the humorous plates revealed the use of semiotic cues to show the discourse functions of depicting characters’ level of education and “sophistication,” correcting vices and teasing. The authors conclude that semiotic resources perform both comic and communicative functions in sitcoms.

Giorgio Baruchello’s review of Lydia Amir’s *The Legacy of Nietzsche’s Philosophy of Laughter: Bataille, Deleuze, and Rosset* (Routledge, 2021) closes this issue.

I hope that you will enjoy it.

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