

1. Record Nr.	UNINA9910728941203321
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Titolo	Pragmatics of Internet Humour / / by Francisco Yus
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2023
ISBN	9783031319020 3031319028
Edizione	[1st ed. 2023.]
Descrizione fisica	1 online resource (357 pages)
Disciplina	302.231
Soggetti	Internet - Social aspects Communication Information theory Pragmatics Internet Studies Media and Communication Theory
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Chapter 1. Introduction -- Chapter 2. Relevance Theory, Humour and Internet Communication -- Chapter 3. Internet Humour -- Chapter 4. Contextual Constraints on Internet Humour -- Chapter 5. Humour in Messaging Interactions -- Chapter 6. Humour on Social Networking Sites -- Chapter 7. Meme-Mediated Humorous Communication -- Chapter 8. Beyond Humour: Relevant Affective Effects./.
Sommario/riassunto	This book provides a first thorough analysis of internet humour from a cognitive-pragmatic perspective, covering a wide range of discourses that are pervasive online and focusing especially on messaging interactions, social networking sites and memes. Its chapters describe the inferential strategies implemented to turn online coded discourses into meaningful interpretations, which in turn can be devised and manipulated for the sake of humour. Furthermore, and apart from the typical object of pragmatic research (humorous discourses), the book emphasises the importance of the interfaces' design and of the qualities of the users engaged in humorous interactions (called contextual constraints), additionally highlighting the parallel

significance of the various effects, shaped as feelings and emotions, that stem from humorous communication on the internet. In sum, the book delivers a rich and detailed account of humorous internet discourses through dissecting their affordances as a medium, tracking the users' intentions, and predicting the audiences' interpretive strategies, with the goal of helping the reader obtain a better understanding of internet humour and its role in today's online interactions. Francisco Yus is full professor at the university of Alicante. He has applied pragmatics to internet communication (Ciberpragmática, 2001; Ciberpragmática 2.0, 2010; Cyberpragmatics, 2011; Smartphone Communication, 2021). He has also focused on irony and humour (Humour and Relevance, 2016). He is editor (with Chaoqun Xie) of the journal Internet Pragmatics.

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