

Title : THE ANALYSIS OF CONTENT AND STRATEGIES IN HUMOUROUS
STORIES OF 1998 KHAI HUA RAW MAGAZINES

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The purpose of this study were to analyze content and strategy in humourous stories of "Khai Hua Raw" magazines published in 1998. The study contained the analyze of 620 humourous stories. The researcher divide content into five categories : sexual, political, economic, social and cultural, and miscellaneous. The strategies used to make the stories humourous were divided into 10 sub-groups as follows: 1) use of satire , 2) parody of an aspect of society, 3) use of exaggeration, 4) use of sexual connotation, 5) use of symbolism, 6) use of unexpected ending, 7) use of misunderstanding between characters, 8) use of blunt wit, 9) use of absurd dialogue, 10) misuse of logic

The results of this study were

1. The content used the most was social and cultural, Miscellaneous content was the second. The humourists used the sexual content the least.
2. The strategy used the most was parody of an aspect of society. The second strategy used was unexpected ending. Used of symbolism was the strategy used the least.