

Title : ANALYSIS OF THE CONTENTS AND STRATEGIES IN
CREATING A SENSE OF HUMOR IN THE DIRTY JOKES
FROM THE INTERNET WEBSITE [HTTP://WWW.SANOOK.
COM/JOKE](http://www.sanook.com/joke)

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The purposes of this study were to analyze the contents and strategies in creating a sense of humor in the dirty jokes from the internet; website <http://www.sanook.com/joke>. The study contained an analysis of 117 dirty jokes. In the analysis of the content, the researcher divided the dirty jokes into three categories: explicitly sexual, implicitly sexual, and non-sexual. The strategies used to create a sense of humor were divided into 8 sub-groups as follows: 1) use of unexpected ending, 2) use of misunderstanding between characters, 3) parody of an aspect of society, 4) use of exaggeration, 5) use of absurd dialogue, 6) use of symbolism, 7) use of different cultural schema or perception, and 8) use of wit.

The findings were as follows:

1. For most of the dirty jokes the content was explicitly sexual, followed by implicitly sexual and least of all non-sexual. From the analyses, most of the contents were colloquial and there were many mistakes such as, incorrect grammar and incorrect position of exclamation or question marks because anyone can type his own stories and freely print on this website. Therefore, no one criticized or analyzed the language.

2. The strategy used most to create a sense of humor was exaggeration, next was misunderstanding between characters, and the least was absurd dialogue and unexpected ending.