



Зборник радова са научног округлог стола
МЕТЕОПОЕТИКА: ЈЕСЕН/ЗИМА
одржаног у оквиру XIX међународног научног скупа
Српски језик, књижевности, уметности (Андрићград, 9. новембар 2024) и то као резултат
рада на пројекту
КЊИЖЕВНО ЛИНГВИСТИЧКО-КУЛТУРОЛОШКА МЕТЕО(ПО)ЕТИКА:
ЧЕТИРИ ГОДИШЊА ДОБА
Центра за научноистраживачки рад Филолошко-уметничког факултета 2024-2025.

ПРОГРАМСКИ ОДБОР

Рецензенти

Др Александра Матић, доцент (Крагујевац)
Др Ана Живковић, ванредни професор (Крагујевац)
Др Анђелка Пејовић, редовни професор (Београд)
Др Анета Тривић, доцент (Београд)
Др Анка Симић, доцент (Крагујевац)
Др Биљана Влашковић Илић, ванредни професор (Крагујевац)
Др Часлав Николић, редовни професор (Крагујевац)
Др Данијела Јањић, редовни професор (Крагујевац)
Др Ђорђе Радовановић, доцент (Крагујевац)
Др Душан Живковић, редовни професор (Крагујевац)
Др Ивана Палибрк, доцент (Крагујевац)
Др Јасмина Теодоровић, ванредни професор (Крагујевац)
Др Јелена Арсенијевић Митрић, редовни професор (Крагујевац)
Др Јелена Филиповић, редовни професор (Београд)
Др Јелица Вељовић, доцент (Крагујевац)
Др Катарина Мелић, редовни професор (Крагујевац)
Др Лидија Делић, ванредни професор (Београд)
Др Маја Андријевић, доцент (Крагујевац)
Др Марија Панић, доцент (Крагујевац)
Др Милка Николић, редовни професор (Крагујевац)
Др Мирјана Секулић, редовни професор (Крагујевац)
Др Никола Бјелић, ванредни професор (Ниш)
Др Саша Модрец, редовни професор (Београд)
Др Славица Гароња, редовни професор у пензији (Крагујевац)
Др Славко Станојчић, ванредни професор (Крагујевац)
Др Тања Танасковић, доцент (Крагујевац)
Др Татјана Пауновић, редовни професор (Ниш)
Др Татјана Росић, редовни професор (Београд)
Др Тијана Кукић, ванредни професор (Крагујевац)
Др Весна Лопичић, редовни професор у пензији (Ниш)
Др Владимир Гвозден, редовни професор (Нови Сад)
Др Владислава Гордић Петковић, редовни професор (Нови Сад)

пројекат Центра за научноистраживачки рад Филолошко-уметничког факултета 2024-2025

Издавање овог зборника подржало је
Министарство науке, технолошког развоја и иновација Републике Србије

XIX међународни научни скуп
Српски језик, књижевности, уметности

Књига IV

МЕТЕОПОЕТИКА: ЈЕСЕН/ЗИМА

КЊИЖЕВНО-ЛИНГВИСТИЧКО-КУЛТУРОЛОШКА МЕТЕОПОЕТИКА:
ЧЕТИРИ ГОДИШЊА ДОБА

Уредници

Др Катарина Мелић, редовни професор
(гости-руководилац пројекта)

Др Милош Ковачевић, редовни професор
(руководилац пројекта)

Мср Јована Анђелковић, истраживач-сарадник
(секретар пројекта)

Филолошко-уметнички факултет, Крагујевац
Андрићев институт, Андрићград
2025.

Nina Ž. Manojlović¹
Faculty of Philology and Arts
University of Kragujevac

RELEVANCE OF COLD JOKES (PUN INTENDED)²

In this paper we examine what is known as a *cold joke* from a relevance-theoretic perspective. A cold joke is a specific kind of humor-inducing piece of language with a communicative purpose of creating a relaxing atmosphere, without being actually funny. The cold jokes selected for the analysis conducted in this paper are about the cold weather, hence the specific underlying pun of this research. The jokes were selected according to the thematic criteria and then divided into categories according to the means of achieving the humorous effect. The results show that the most frequent occurrence within our corpus were those jokes that utilized puns and manipulation of polysemous words, both within the discourse-based and frame-based jokes. Implication-based jokes were not attested within the corpus of this study.

Since the interpretation of these jokes requires additional cognitive effort while the jokes themselves are not usually uninformative, we conclude that the relevance of cold jokes is in the positive non-propositional effects as a special case of phatic communication.

Key words: cold jokes, positive non-propositional effects, Relevance Theory, puns, incongruity resolution, context selection

1. Introductory remarks

Cold jokes are a fairly novel notion, not yet defined properly in dictionaries. There are but a few papers, to the best of our knowledge, that deal with the cognitive approach to cold jokes (Hong 2019, Xing 2023)³. This subgroup of jokes is defined as follows (Hong 2019: 218):

At present, there is no authoritative definition of cold joke in any dictionaries. However, several definitions appear on the Internet from both net citizens and scholars. In conclusion, the definition of the cold joke is summarized as follows: the cold joke is the joke which is of unconventionally logic and not compatible with facts by the use of rhetorical devices, phonograms, polysemes. The end is often out of convention, logic, and practical life. The addressee first may feel confused because it is hard to find where the point of laughter is, and finally smile faintly after pondering for seconds. "Cold" means that silence appears after the addresser has told a cold joke, and the listener will not laugh fully and delightfully or even feel boring. Nevertheless, it still makes people relax mentally.

The idea of cold jokes comes from China⁴ and the etymology refers to the shivers instead of laughter (Hong 2019: 218) – the name refers to the chill or the awkward silence these jokes evoke instead of traditionally expected humorous effect.

1 manojlovic.nina@gmail.com, nina.manojlovic@filum.kg.ac.rs

2 The research in this paper was funded according to the Agreement on the transfer of funds for financing the scientific research work of teaching staff at accredited higher education institutions in 2024 (451-03-65/2024-03/ 200198).

3 There have been other linguistic papers about humor that do mention cold jokes, and, from a cognitive standpoint, psycholinguistic studies on the effect of cold jokes (e.g. Han-Lin 2014) as well as certain anthropological studies (Xu and Zhan 2024).

4 The original is 冷笑话 (Lěng xiàohuà) (source: <https://www.fluentu.com/blog/chinese/chinese-humor/>).

Cold jokes are usually very brief, and they often rely on wordplay, puns or absurd logic and are characterized by overly simplistic content that leads to delayed or awkward reaction. However, the aim of these jokes is not the 'shiver' or the 'awkward chill' – quite the opposite, their aim is creating a relaxed and laid-back atmosphere. Precisely this quality is the core of their relevance – achieving positive non-propositional effects (Yus 2018, Wilson and Carston 2019).

The humor of cold jokes comes from the subversion of expectations and the punchline is often anti-climactic and absurdly simple. The banal logic of cold jokes can seem trivial at first glance, but the delayed realization of awkwardness can contribute to the charm of the joke, depending on the circumstances of the exchange taking place (the context of the exchange: social, cultural⁵, general knowledge context, communal or personal common ground etc.).

The communicative purpose and the interpretation process of cold jokes will be analyzed within the framework of Relevance Theory (Sperber and Wilson 1986, 1987, Carston 2002). First we will present the basic tenants of the theory and its application to humor, followed by the analysis of the collected cold jokes. According to Biegajło (2013) the differences between various relevance-theoretic approaches to humor are merely terminological and overlap in numerous ways. Therefore, we have chosen Yus' approach since it is the most elaborate exploration of humor from the cognitive-inferential perspective.

The corpus of this study comprises jokes collected on the Internet according to the thematic criterion – that the jokes are about the cold weather. The reason for establishing the said criterion was that the jokes have a common element with the topic of the paper, conveniently creating a pun in itself. Furthermore, it reduces the randomization of collected jokes allowing us to restrict our corpus. A single Internet source⁶ was chosen for several reasons. Firstly, since the aim of this paper is to test the applicability of the chosen theoretical framework to a specific subcategory of jokes it is not paramount to collect a vast number of examples. What is important is the diversity of examples in the corpus. The chosen source contains 100 examples of jokes about winter which is, we believe, a sufficient number for an analysis that presents, as already stated in the introductory paragraph, a research in a field that has not yet received much attention. Furthermore, the selected source comprises different categories of jokes related to winter, including *winter dad jokes* and *winter knock-knock jokes* which precisely exhibit the *cold* effect mentioned previously. Therefore, the selected corpus offers varied examples for the analysis aimed at in this paper.

2. Relevance and humor

Relevance theory (Sperber and Wilson 1986, 1987, Carston 2002) is a cognitive-inferential approach to communication that proposes the existence of two main principles: cognitive and communicative principle of relevance. According to the cognitive principle of relevance human cognition is geared towards the maximization of relevance (Carston 2002: 45). Relevance, in turn, cannot be defined in quantitative terms. It represents the relation between positive cognitive effects and the cognitive effort needed for the interpretation – the greater the positive cognitive effects (or the lesser

5 The cultural context is very specific when it comes to cold jokes. They originate from the culture where subtlety and indirectness are greatly appreciated and their reception will substantially depend on the cultural background of the addressee.

6 <https://www.thepioneerwoman.com/holidays-celebrations/a41871952/winter-jokes/>

the cognitive effort) the greater the relevance (Sperber and Wilson 1987: 732). On the other hand, the communicative principle of relevance states that each ostensive stimulus carries the assumption of its own optimal relevance, i.e. that it is relevant enough to be worth the processing effort needed for its interpretation and that it is the most relevant stimulus according to speaker's abilities and preferences (Carston 2002: 45). In other words, each time an utterance is communicated the speaker expects that the interpretation of the said utterance will be worth the cognitive effort needed, and that the utterance will be optimally relevant (even though this is not always the case, the expectation of relevance is obligatory). The same applies to humor – the expectation of relevance makes the joke worth the cognitive effort needed for its interpretation. Even though a joke might potentially be irrelevant when it comes to new information and yet exert additional cognitive effort, the positive cognitive effect will still be achieved, but in the form of fun or amusing content (Yus 2017a: 189).

When it comes to humor, the speaker has substantial control over the manner the inference takes place – which contextual information should be accessed first, which implications are to be arrived at, etc. (Yus 2017a). Potential interpretations are accessed according to the level of their availability. This is called the least-effort strategy⁷. An utterance can have several possible interpretations depending on the context and not all of those interpretations are equally accessible and relevant in a given context. Therefore, the hearer accesses the one that is (or, in the case of jokes, *seems*) most relevant and discards all other interpretations. This process is not deliberate, or rather, the hearer is not at the time aware of all other potential interpretations of a given utterance. Precisely this is frequently utilized in order to achieve a humorous effect, i.e. to lead the hearer to access the initially relevant interpretation which turns out to be the wrong one. Yus (2017b) calls this the incongruity resolution and states that incongruity can be based on the manner in which the interlocuter constructs the mental situation or frame (frame-based jokes) and on conflicts the hearer encounter during the process of interpretation of the linguistic content of the joke (discourse-based jokes). We illustrate this with the following examples (taken from Yus 2017b: 112, 110):

1. Tom and Jim talking to each other, Tom says: "You know, Jim, my wife and I were very happy for 25 years". His friend asks, "And then... what happened?" "We met", replies Tom.
2. A policeman in Washington D.C. stops a lady and asks for her license. He says "Lady, it says here that you should be wearing glasses". The woman answers "Well, I have contacts". The policeman replies "I don't care who you know! You're getting a ticket!"

In the first example the hearer activates a typical scenario of a happily married couple but the punchline of the joke eliminates this scenario and imposes a resolution that implies a scenario switch – with a completely opposite mental frame, the one about an unhappy marriage. The source of incongruity is not the punchline, but the very setup of the joke, i.e. the underdetermined expression *very happy for 25 years*⁸. In the second example, the speaker can predict the mental scenario of the joke (*the make-*

7 The least-effort strategy assumes that: a) (following the path of least effort) the addressee forms the interpretative hypotheses according to the order of their accessibility, b) the process ends when the addressee satisfies his expectation of relevance or when such satisfaction is not attainable (Mišković-Luković 2018: 144).

8 The said expression is initially interpreted as meaning *happy [together] for 25 years* only to turn out that the intended interpretation is *happy for 25 years [until they met]*.

sense frame) within which the word *glasses* is to be saved in the short-term memory and lead the hearer to disambiguate the word *contacts* by accessing the interpretation *contact lenses*, since this meaning is the relevant one according to the context, or the given frame. However, this meaning turns out to be the wrong one (after the police officer's line *I don't care who you know*) and the hearer accesses the next interpretation that is in accordance with the new contextual frame. This division is in line with Yus' classification of humor that presumes the existence of large-scale and small-scale humor (Yus 2004). The former utilizes cultural norms or scenarios (e.g. marriage or politics) while the latter involves linguistic manipulation such as puns, ambiguities or phonetic similarities.

Yus (2017a) introduces the third case of incongruity resolution where the addressee derives a greater number of implicatures that are not directly tied to the interpretation of the joke but are dependent on the hearer's ability to access specific contextual information upon hearing either a frame-based or discourse-based joke⁹. This type of jokes relies on weak implicatures, i.e. interpretations that are not directly tied to the joke's core meaning but arise from the contextual enrichment (Yus 2012).

3. Analysis

In terms of textual style, cold jokes are classified as narration and question-and-answer type (Hong 2019). However, our corpus did not contain an instance of the narration-type joke, so this criterion cannot be applied. Xing (2023: 33) points out that this type of cold jokes is semantically complex, rich in connotation and hard to infer. Apart from the textual style, Hong (2019: 219) classifies cold jokes according to the way humor is generated – 1) use of similar sounds such as homophone, homonym or polysemant, 2) slip of tongue, 3) use of different logic, 4) use of translation, 5) use of Chinese phonetic alphabet abbreviations and 6) combination of several methods. It is apparent that this classification cannot be applied to our corpus. Firstly, some of the categories presented in Hong 2019 are applicable only to the Chinese language and/or jokes that involve translation. Secondly, slip of tongue was not attested in our corpus; and thirdly, the remaining categories overlap with the categories Yus (2017b, 2012) proposed (i.e. it is merely a matter of terminological differences, as Biegajło (2013) suggests).

Therefore, in this section of the paper we shall present the results of our research according to the framework presented in the previous section. The analysis has shown that the most frequent means of achieving humorous effect within our corpus was the use of puns. This group of jokes relies on ambiguity, polysemy or phonetic similarity, creating humor by triggering multiple interpretations. This type of jokes requires questioning the explicit content of the utterance. Here we are giving but a few examples as an illustration:

1. Where does a snowman get the weather report? The winternet.
2. What do mountains wear to stay warm? Snowcaps.
3. What's an ig? A snow house without a loo!
4. How does a snowman get to work? By icicle.
5. "Knock, knock!" "Who's there?" "Icy." "Icy who?" "Icy you!"

9 As an example of frame-based incongruity in combination with implication-based resolution Yus (2017a: 108) provides the following joke:

A man was traveling down a country road when he saw a large group of people outside a house. He stopped and asked a person why the large crowd was there. A farmer replied, "Joe's mule kicked his mother-in-law and she died". "Well", replied the man, "she must have had a lot of friends". "Nope", said the farmer, "we all just want to buy his mule".

In the first example there is a blend, merging the lexemes *winter* and *internet*. The explicit interpretation aligns with the context (snowman needing weather updates), but the phonetic pun creates a humorous reinterpretation. Relying on the least effort strategy and the addressee's background knowledge, the speaker can count that the intended interpretation will be conveyed, i.e. that ad hoc meanings are calculable (Xing 2023: 35). The cognitive effort needed might be greater (see Lazović 2018), but we will explore it in more detail in the next section dealing with the relevance of cold jokes. Example 4) is also a case of imperfect homonymy operating in the similar way (*by icicle* → *bicycle*, which is a means of transportation and is in line with the situational frame of getting to work). Example 2) utilizes the polysemous word *snowcap* which can refer to actual mountain tops. Apart from discourse-based jokes, the use of puns can also be tied to frame-based jokes. For instance, in the example 3) we have linguistic manipulation via recontextualization – it relies on truncation (*igloo* → *ig*), creating humorous reinterpretation that presupposes *ig* as a standalone word with a new unexpected definition, which is reinforced by the use of clipped material (*loo*) with another meaning relevant to housing and accommodation – *lavatory*. Another example of frame-based joke is the “knock-knock” joke in 5). Here the phonetic similarity between *icy* and *I see* is exploited in order to create a humorous effect when the hearer reanalyzes the phonological cues.

Apart from the use of puns where the explicit interpretation is questioned, we have also attested jokes that target the background assumptions, i.e. jokes that exploit context selection. These jokes rely on the addressee's ability to access and apply background cultural or encyclopedic knowledge. Here are some examples as an illustration:

6. Why did the bear keep getting fired? He always disappeared in the winter.
7. How can you find Will Smith in the snow? You look for Fresh Prints!
8. Why did Princess Elsa fall off her sled? She let it go.
9. Why didn't the whistleblower go outside during the winter? He was Snowden.

In the example 6) the speaker relies on the knowledge of bear hibernation (which belongs to background knowledge context), linking this biological behavior to job incompetence in a work context. It is an instance of frame-based humor relying on encyclopedic knowledge. However, examples 7) and 8) require a very specific background knowledge and would be regarded as large-scale humor according to Yus (2004). For instance, in 7) the hearer is required to recognize the pop culture reference to the show *The Fresh Prince of Bel-Air*, an assumption that is triggered by the use of paronymy (*prints* → *Prince*). Similarly, example 8) relies on the recognition of the reference to the animated movie *Frozen*. However, in this example there is no use of puns or wordplay, the context selection is suggested by the very mention of the main character (*Elsa*). Example 9) is another instance of frame-based humor requiring cultural knowledge, i.e. a play on context selection via cultural punning. Namely, it is a play on the double meaning of *Snowden* – Edward Snowden as a person (this context was triggered by the use of lexeme *whistleblower*) and *snowed-in* as a state. It requires the hearer to have the knowledge of both.

The corpus selected for this research contained a small number of examples where incongruity resolution was a case of explicit interpretation clashing with contextual assumptions:

10. What can you catch in the winter, even with your eyes closed? A cold.
11. How do you know when it's too cold for a picnic? When you chip your tooth on the soup!

12. What do you call a penguin in the Sahara Desert? Lost.
13. Why do birds fly south for the winter? Because it's too far to walk.

The mechanism used in the example 10) is setting up a frame where there is an expectation for a tangible object (the one that you can catch), but later subverting it by imposing a different interpretation (*catching a cold*). In example 11) the gradable adjective *cold* is interpreted within the situational frame of having a picnic and then its gradability is exploited with the hyperbolic interpretation of liquids freezing – [*so cold that you can*] *chip your tooth on the soup*. In example 12) the humor arises from the blunt, obvious conclusion that contrasts with the addressee's expectations, as is often the case with anti-climactic and absurdly simple cold jokes. Contextual assumptions in example 13) are accessed by the virtue of expectations of a biological explanation. However, the answer section of the joke gives a humorous reinterpretation tied to practicality.

Finally, when it comes to implication-based incongruity resolution no examples were attested in our corpus – neither frame-based nor discourse-based. This type of incongruity resolution requires the addressee to derive a number of implicatures beyond the comprehension of the joke itself (Yus 2017a: 111). These implicatures are not directly tied to the explicit content of the joke, but depend on the addressee's ability to access specific contextual information to arrive at the intended humorous effect. The reason for the lack of implication-based incongruity resolution within our corpus is the very nature of cold jokes – they rely on obvious and often absurd resolution. This is the prerequisite of cold jokes since they are meant to be funny by not actually being funny and this blocks the more complex implication-based incongruity resolution.

4. Relevance of cold jokes

The question remains – what is the relevance of cold jokes? Hong (2019: 220) points out that the gap between maximal relevance and optimal relevance is the source of humorous effect. He further elaborates that the speaker first introduces a familiar concept with the purpose of achieving enough contextual effects with little processing effort (optimal relevance). However, the final result violates the convention and highlights the absurdity of the joke, resulting in the relevance lying in the weakest relevance (Hong 2019: 220). The processing cost the addressees pay during the process of cold joke interpretation is balanced out by the additional effect of cold humor (Hong 2019: 221). However, from the conducted analysis and the very definition of cold jokes it is clear that their relevance does not lie in the positive cognitive effects achieved by the use of *humor*. The answer to this could lie in the non-propositional effects.

Speaker's meaning can be completely transferred and duplicated in the mind of the addressee. However, in certain cases, it is a matter of less specific meaning that is being communicated by the utterance/expression which is often called non-propositional effect. For example, creative metaphoric expressions convey weak impressions, potentially tied to imagery, and these aspects of speaker's meaning will depend on the addressee's abilities and preferences but will typically activate perceptive, emotional and sensorimotor mechanisms (Wilson and Carston 2019: 31). Unlike the speaker's meaning, non-propositional effects are expected to be differently paraphrased by different hearers. No final paraphrase encompasses all the nuances of these effects, so they are considered to be open-ended effects (Wilson and Carston 2019: 32). These effects are not confined merely to creative metaphorical expressions but are applicable to all expressions and utterances that are highly dependent on the context and often dependent on the hearer's individual background knowledge, memories and associa-

tions. In fact, the intended meaning of an ostensive act does not necessarily comprise one proposition (or a small set of propositions – (basic) explicature, implicated premise and conclusion, weak implicatures etc.) but a series of propositions that can vary when it comes to their size and range (Wilson and Carston 2019). However, the greater the range of the intended propositions the lower the likelihood that they would be duplicated in the mind of all the hearers/addressees. Wilson and Carston (2019) suggest that the aim of the speaker need not be that the hearer adopts a certain set of propositions and integrates them into his belief system, but to influence the addressee's ability to access a range of manifest inferences which are more or less accessible during the interpretation process. Moreover, communication in general can be stronger or weaker and this directly influences the level of addressee's responsibility when it comes to deciding which propositions are a part of the speaker's intended meaning¹⁰ (Wilson 2018: 187–190). A great deal of inferences in humans (and other animals) does not involve the derivation of explicit conclusions from explicit premises following a certain logic-governed procedure (Sperber and Wilson 2015: 137). Therefore, as we can see, very vague non-propositional effects are an important part of human communication and cold jokes might be aiming at achieving precisely this.

In exploring humor within internet communication Yus (2018) put an emphasis on the social and emotional dimensions of the use of humor in internet-mediated communication. Humor online generates positive non-propositional effects, such as community bonding, identity shaping, and self-esteem boosts. Yus provides memes as an example since they often rely on shared cultural knowledge, fostering a sense of belonging among those users who “get” the joke. Unlike online humor which includes multimedia tools (e.g. emojis, intertextual memes and images, etc.) cold jokes are used in face-to-face communication. However, extending beyond the explicit content of a joke (Yus 2018) is something these two types of humor do have in common. As the linguistic content of the joke is often uninformative, it demands additional effort for interpretation (because of the polysemic word manipulation, puns, context manipulation, unexpected and unpredictable inferences and meanings, etc.) and therefore jokes are mainly relevant because of their phatic function. Yus (2018) introduces the term *non-intended non-propositional effect* which refers to feelings, emotions and impressions that are not a part of speaker's ostensively intended meaning. These can have a positive influence on the cognitive effects or a negative influence on the cognitive effort, hence resulting in the increase of relevance (Yus 2018).

The idea of cold jokes achieving a light-hearted and relaxed atmosphere (Hong 2019) and the idea that they can contribute to identity construction based on the interlocutors' biting or bonding relation (Boxer and Cortés-Conde 1997) is in line with the proposal of non-propositional effects. However, it is our belief that these effects need not be only positive (as is the case with online humor), but can inadvertently be negative when it comes to the category of cold jokes. This claim requires further investigation and testing within a corpus that contains actual usage events. However, it has been noted that puns and similar devices “frustrate the expectation of relevance they have created” (Lazović 2018: 32) and that the use of certain linguistic expressions (puns, for example) can require too much processing effort and be counterproductive in creating confusion or even skepticism towards the source of the pun (Díaz-Pérez 2012: 29). On

10 This is not a novel idea within the framework of Relevance Theory; the responsibility for deriving weak implicatures (i.e. those that are not crucial for the recovery of the speaker's intended meaning) also falls more on the hearer than is the case with strongly communicated implicatures.

the other hand, when considering puns and other types of equivocations, Wilson and Sperber (2006: 629) state:

We would analyze them as cases of layering in communication. Just as failure to provide relevant information at one level may be used as an ostensive stimulus at another, so production of an utterance which is apparently uninterpretable at one level may be used as an ostensive stimulus at another.

This leads us to the conclusion that it is not the additional cognitive effort what can potentially trigger a negative non-propositional effect but the nature of the joke itself – the absurd, obvious and intentionally humorless punchline. We can assume that cold jokes are to a great extent culturally and situationally specific and any legitimate investigation into the type of (non-intended) non-propositional effects would require a different kind of corpus, one that gives access to real usage events and their perlocution.

5. Conclusion

The aim of this paper was to investigate a specific type of humor within the relevance-theoretic framework. The examples chosen as a corpus of this study were jokes about winter and cold weather. The excerpted examples were categorized according to the means for achieving the humorous effect. Our analysis shows that punning (exploitation of polysemy, homophony, blending, paronymy etc.) was most frequently used. This is true for different types of cold jokes – ones questioning explicit content, targeting the background assumptions or, according to a different taxonomy, belong to frame-based and discourse-based jokes.

Since cold jokes are funny by virtue of not being actually funny the aim of this paper was also to consider the relevance of cold jokes. Without being informative or offering positive cognitive effects by achieving humor, the conclusion is that their relevance lies in the non-propositional effects. These effects are not as easily predictable as other types of (intended) meaning and will depend highly on the addressee's abilities and preferences. We suggest that these effects are not necessarily positive (as is the case with other types of humor) and that their effect will largely depend on the situational and cultural context of the exchange.

Finally, it is worth saying that cold jokes need not be merely playful light jokes (Yang and Jiang 2015) or unexpected logic jokes (Hong 2019) but can be a valuable marketing tool (see Díaz-Pérez 2012, Lazović 2018) or even become a significant means of pointing to certain political issues (see Xu and Zhan 2024).

Source:

<https://www.thepioneerwoman.com/holidays-celebrations/a41871952/winter-jokes/>

Literature

- Biegajło 2013: M. Biegajło. Yus's and Jodłowiec's relevance-theoretic approaches to jokes: a critical comparison, *ANGLICA-An International Journal of English Studies*, 22(2), 87-99.
- Boxer and Cortés-Conde 1997: D. Boxer, F. Cortés-Conde. From bonding to biting: Conversational joking and identity display. *Journal of Pragmatics*, (27)3, 275-294.
- Grice 1989: H. P. Grice. *Studies in the way of words*, Cambridge, MA: Harvard University Press

- Carston 2002: R. Carston. *Thoughts and utterances: The pragmatics of explicit communication*. Blackwell Publishing.
- Díaz-Pérez 2012: F. J. Díaz-Pérez. The use of wordplay in advertisements published in men's magazines. A comparative study in the UK and Spain. *Estudios Ingleses de la Universidad Complutense*, 20, 11–36.
- Han-Lin 2014: W. Han-Lin. Can cold joke make people cold?—The relationship between temperature perception and emotional experience of cold jokes. *Journal of Psychological Science*, 37(4), 829–833.
- Hong 2019: R. Hong. The Analysis of Cold Jokes Based on Relevance Theory. *Theory & Practice in Language Studies (TPLS)*, 9(2). 218–222.
- Lazović 2018: V. Lazović. How to P(l)ay with Words? The Use of Puns in Online Bank Advertisements in English and Serbian in Light of Relevance Theory. *ELOPE: English Language Overseas Perspectives and Enquiries*, 15(2), 25–44.
- Mišković-Luković 2018: M. Mišković-Luković. *Pragmatika*, Kragujevac: Filološko-umetnički fakultet.
- Sperber and Wilson 2015: D. Sperber, D. Wilson. Beyond speaker's meaning. *Croatian Journal of Philosophy*, 15(2 (44)), 117–149.
- Sperber and Wilson 1987: D. Sperber, D. Wilson, D. Précis of relevance: Communication and cognition, *Behavioral and brain sciences*, 10(4), 697–710.
- Sperber and Wilson 1986: D. Sperber, D. Wilson. *Relevance: Communication and cognition*, Oxford: Blackwell Publishing.
- Wilson 2018: D. Wilson, Relevance theory and literary interpretation. *Reading beyond the code: Literature and relevance theory*, 185–204.
- Wilson and Carston 2019: D. Wilson, R. Carston R. Pragmatics and the challenge of 'non-propositional effects', In *Journal of Pragmatics*, 145, 31–38.
- Wilson and Sperber 2006: D. Wilson, D. Sperber. Relevance theory. *The handbook of pragmatics*, 606–632.
- Xing 2023: Q. Xing. A Study of the Conceptual Basis and Inferential Model of the Question and Answer Cold Jokes. *Journal of Contemporary Language Research*, 2(1), 33–41.
- Xu and Zhan 2024: J. Xu, Y. Zhan. Can anthropologists get humor? A collaborative experiment on empathetic knowing at a time of predicaments. *American Anthropologist*, 434–445.
- Yus 2018: F. Yus. Positive non-humorous effects of humor on the internet. *The Dynamics of Interactional Humor*, Amsterdam: John Benjamins, 283–303.
- Yus 2017a: F. Yus. Incongruity-resolution cases in jokes. *Lingua*, 197, 103–122.
- Yus 2017b: F. Yus. Relevance-theoretic treatments of humor. *The Routledge handbook of language and humor*. Routledge. 189–203.
- Yus 2012: F. Yus. Strategies and effects in humorous discourse. The case of jokes. *Studies in linguistics and cognition*, 271–296.
- Yus 2004: F. Yus. Pragmatics of humorous strategies in *El club de la comedia*. *Current trends in the pragmatics of Spanish*, 320–344.

РЕЛЕВАНЦИЈА „ХЛАДНИХ” ШАЛА (НАМЕРНА ИГРА РЕЧИ)

Резиме

У овом раду бавимо се језичком појавом познатом као „хладна” шала (енг. *cold jokes*), посебном врстом хумора који има комуникативну функцију стварања опуштене атмосфере, при чему стварна функција хумора и/или забавног садржаја изостаје. Теоријски оквир истраживања јесте когнитивно-инференцијални приступ комуникацији – теорија релеванције. Иако се у оквиру теорије реле-

ванције бројне студије баве хумором, веома је мали број когнитивно оријентисаних студија које за предмет имају управу ову подгрупу шала.

„Хладне” шале које су одабране као корпус овог истраживања тематизују зиму и хладно време, те се успоставља својеврсна игра речи у самом раду. Шале су ексцерпирани према наведеном тематском критеријуму, а затим класификоване према средству коришћеном за постизање хумора. Резултати показују да је најфреквентнија употреба игре речи, те манипулисање полисемичним речима а у оквиру шала заснованих на дискурсу (енг. *discourse-based jokes*) и шала заснованих на оквиру (енг. *frame-based jokes*). Шале засноване на импликацији (енг. *implication-based jokes*) нису атестиране у корпусу нашег истраживања. Разлог јесте тај што је *хладан* хумор често очигледан и неинформативан, те не захтева приступање посебним контекстуалним информацијама нити извођење додатних импликатура које нису у вези са разумевањем самог текста шале.

С обзиром на то да наведене шале често захтевају додатни когнитивни напор при интерпретацији, а неретко су потпуно неинформативне када је упитању њихов садржај, закључујемо да њихова релеванција лежи у позитивним не-пропозиционим ефектима, као посебан вид фатичке комуникације. Међутим, како је далеко теже утицати на или предвидети не-пропозиционе ефекте, сматрамо да, када је *хладан* хумор у питању, ови ефекти умногоме зависе од контекста интеракције, као и склоности и способности саговорника, те да ови не-пропозициони ефекти нису увек позитивни.

Кључне речи: „хладна” шала, ефекат хумора, позитивни не-пропозициони ефекти, теорија релеванције, игре речи, разрешење неконгруенције, одабир контекста

Нина Ж. Манојловић

Филолошко-уметнички факултет у Крагујевцу
САВРЕМЕНА ПРОУЧАВАЊА ЈЕЗИКА И КЊИЖЕВНОСТИ
Зборник радова са XIX научног скупа младих филолога Србије, одржаног
године на Филолошко-уметничком факултету у Крагујевцу
Година / Књ. IV

Филолошко-уметнички факултет Крагујевац

Одговорни уредници

Др Катарина Мелић, редовни професор
(гост-руководилац пројекта)

Др Милош Ковачевић, редовни професор
(руководилац пројекта)

Мср Јована Анђелковић, истраживач-сарадник
(секретар пројекта)

Лектура и коректура – српски језик
Др Ђорђе Ђурђевић

Лектура и коректура – енглески језик
Проф. др Даница Јеротијевић Тишма

Издавач

Филолошко-уметнички факултет Универзитета у Крагујевцу

За издавача

др Никола Бубања, редовни професор
декан Филолошко-уметничког факултета

Технички уредник
Стефан Секулић

Штампа

Филолошко-уметнички факултет
Крагујевац

ИСБН (низ)
978-86-6218-001-8

ИСБН
978-86-80596-98-3

Тираж
100

CIP - Каталогизација у публикацији
Народна библиотека Србије, Београд

821.09(082)

НАУЧНИ округли сто Метеопоетика: јесен/зима (Андрићград ; 2024)

XIX међународни научни скуп Српски језик, књижевност, уметност, [(Андрићград, 9. новембар 2024)]. Књ. 4, Зборник радова са научног округлог стола Метеопоетика: јесен/зима : књижевно-лингвистичко-културолошка метеопоетика: четири годишња доба / уредници Катарина Мелић, Милош Ковачевић, Јована Анђелковић. - Крагујевац : Филолошко-уметнички факултет, 2025 (Крагујевац : Филолошко-уметнички факултет). - 282 стр. : илустр. ; 24 cm

Текст ћир и лат. - Тираж 100. - Напомене и библиографске референце уз радове.
- Библиографија уз сваки рад. - Summaries.

ISBN 978-86-80596-98-3

ISBN 978-86-6218-001-8 (низ)

1. Међународни научни скуп Српски језик, књижевност, уметност (19 ; 2024 ; Андрићград)

а) Светска књижевност -- Мотиви -- Годишња доба -- Зборници

COBISS.SR-ID 177129993