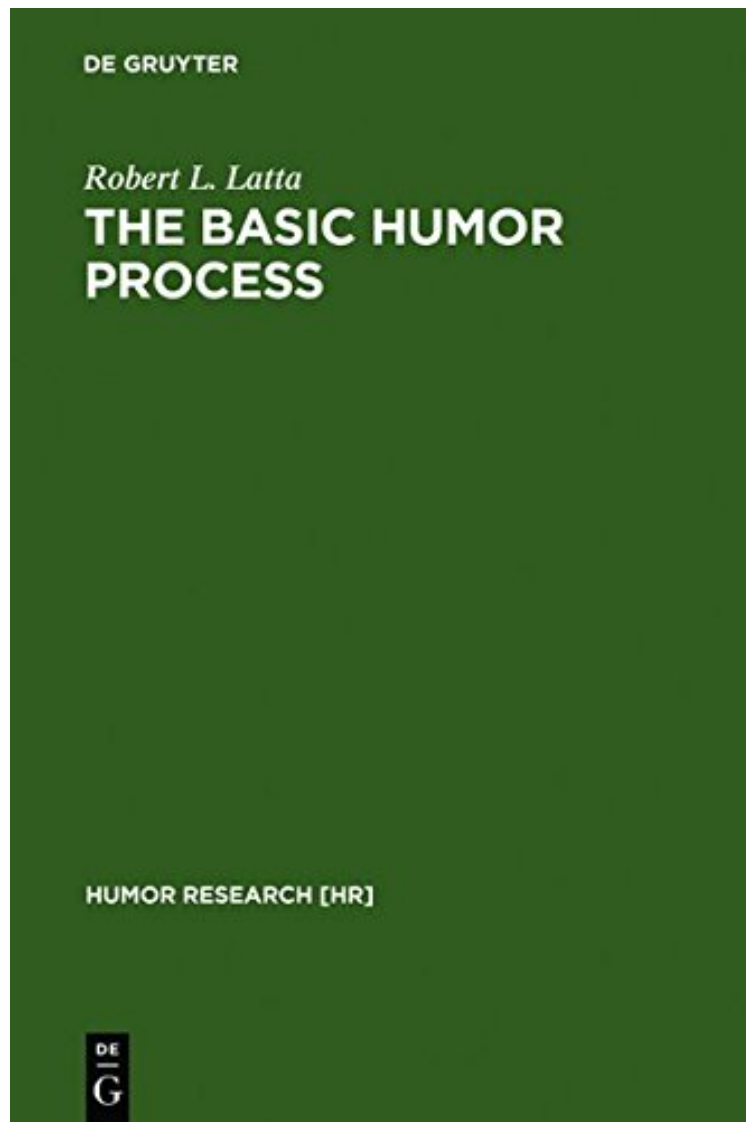


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The Basic Humor Process: A Cognitive-Shift Theory and the Case against Incongruity (Humor Research, No. 5)

Robert L. Latta

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Robert L. Latta : The Basic Humor Process: A Cognitive-Shift Theory and the Case against Incongruity (Humor Research, No. 5) before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Basic Humor Process: A Cognitive-Shift Theory and the Case against Incongruity (Humor Research, No. 5):

1 of 1 people found the following review helpful. A BASIC HUMOR PROCESS BY ROBERT LATTABy Raymond MilneTHIS IS AN IMPORTANT BOOK BECAUSE IT WAS THE FIRST TO DESTROY THE ARGUMENTS IN FAVOUR OF INCONGRUITY RESOLUTION AS THE CAUSE OF JOKES CAUSING LAUGHTERBUT THE TEXT IS VERY CAUTIOUS, LABOURED AND DENSE BEING ALMOST AS BAD AS SCHOPENHAUR TO FOLLOW .4 of 4 people found the following review helpful. Good Stuff, but Very VerboseBy Douglas E PrumUnless you are part of the 0.00001% of the population that is into deeply philosophical humor theory (as I am), this book is not for you; however, if you like verbosely-written, semi-combatant, yet subtly persuasive, arguments for an alternative to the ever-popular 'Incongruity' theory of humor, then this book is golden.Latta's does fine work in establishing a process-oriented understanding of humor. His theory is compelling and interesting, but his writing is very thick.This book is a great reference for humor theorists, but it is not for the casual reader. Like Tolkien was for the genre of fantasy, Latta is for humor theory: good, but really, really, really hard to read in one sitting.

This treatise presents and defends a new theory of humour, one designed to cover all examples of all types and to provide the foundations for a full account of the global phenomenon. Incongruity theory and the new theory are contrary in the strict logical sense of the term. Hence a determined effort is made to demonstrate that incogruity theory in general, in all its forms, fails. Among the topics covered are: the anti-essentialist approach; the concept of a humour process and that of the basic humour process; the subjective character of humour; the laughter of humour, relaxation and pleasure; humour and organic evolution; elementary incongruity theory; incongruity-and-resolution theory; the fantasy element in humour and "funny incongruity"; the notion of "local logic" in humour; the precise locus of the mystery of humour; the remarkable appeal of incongruity theory; psychological experiments in incongruity theory; Kant's and Koestler's theories of humour; and the current state of research into the basic humour process.