An Analysis of Talk Show Humor Based on Politeness Principle: A Case Study of The Tonight Show Starring Jimmy Fallon

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Abstract: Humor is an art of communication and plays an indispensable role in interpersonal communication. Talk show is a popular program form nowadays and the important means to achieve its comic effect is the use of humorous language. This paper takes the verbal humor in the talk show The Tonight Show Starring Jimmy Fallon, which is suitable for all ages in the United States, as the research object, and takes Politeness Principle as the theoretical framework to explore the humorous effect in the interactions between the host and guests, as well as the influence of the choice of humorous pragmatic strategies on the talk show. Through quantitative analysis and qualitative research, this paper finds that social status, face and age are the important factors that affect the choice of humor strategies. On this basis, it summarizes the role of verbal humor played in talk show based on Politeness Principle, that is, it has a positive impact on establishing the host’s own image, constructing the program brand and meeting the audience’s needs. This paper further enriches the theory and application of talk show humor, and plays a positive role in helping the audience better extricate themselves from the topics and thoughts of talk show.

Keywords: Talk show, Verbal humor, Politeness Principle.

1. Introduction

“Talk show” is a kind of program form of radio or TV Festival focusing on audience and talking about topics. Its archetype can be traced back to the coffee bar meeting in England in the 18th century. With the development of radio and other new media in the 20th century, talk show was born and further developed (Xiao Linzi, 2017). With the change of the times, talk show has become more and more colorful, due to its informal style that can take the lead in the ratings. With the advent of the Internet era, there is a kind of talk show standing out, that is, every sentence in the speech can reflect a kind of humor, focuses on social hot topics and pays attention to all kinds of life we care about, so that people who are used to passive acceptance in the entertainment era can think rationally and critically.

Talk show, as a popular program form nowadays, usually takes the humorous language as an important means to achieve its comic effect. Most of the early researches on talk show are about its characteristics and development trend. Few scholars study the implied verbal humor in programs. With the popularity of talk show today, the study of talk show humor attracts more researchers from different perspectives. At present, the study of talk show humor is still a multi-dimensional problem. It is found that in recent years, the researches of talk show humor can be divided into two categories: one is from the perspective of pragmatics and the other is to study the language itself. For the pragmatic research, scholars adopt Grice’s Cooperative Principle, Leech’s Politeness Principle, Brown and Levinson’s Face Theory as the theoretical framework to study the communicative intentions and strategies in talk show humor. In the study of humor language itself, scholars highlight the humorous characteristics of the language combined with different contexts.

Taking Politeness Principle as the theoretical framework, this paper selects ten episodes of The Tonight Show Starring Jimmy Fallon as the data source for quantitative analysis, explores the humorous effect reflected by the interaction between the host and guests, and the influence of humor pragmatic strategies on talk show. Finally, it studies the pragmatic functions of talk show humor. This paper further expounds talk show humor from the pragmatic perspective, which not only enriches pragmatic research, but also helps the audience better understand the topics and thoughts of talk show.

2. A Pragmatic Analysis of Talk Show Humor in The Tonight Show Starring Jimmy Fallon

This part first gives a brief introduction about The Tonight Show Starring Jimmy Fallon and Politeness Principle, then selects ten episodes to analyze the application of Politeness Principle in talk show and its humorous effect. Finally, it analyzes the influencing factors of the host’s choice in humor strategies.

2.1 The Introduction of The Tonight Show Starring Jimmy Fallon

The Tonight Show Starring Jimmy Fallon is NBC’s well deserved platform show. It has been 69 years since it was launched in 1954. It is an evening talk show and variety show. Each episode consists of three parts: monologue, interviewing guests and band singing. So far, it has becoming a household name in the United States. The program usually first interprets the current political and social hot news, and then makes an interview of guests. All these forms show the host’s witty and humorous language skills and warm and friendly hosting style. Tonight show’s star interview program is not limited to sitting-down chat, but also set up a lot of small games. In this way, compared with talking about the life stories that stars have told countless times, it can better show the natural reaction and real personalities of the celebrities, and also
achieve the humorous effect of talk show, which is the reason why this paper chooses it as the corpus resource. The identities of guests in each issue are different, including athletes, movie stars, singers and statesmen. Considering the identities of guests, the host needs to use Politeness Principle to achieve the humorous effect of the talk show.

2.2 An Introduction of Politeness Principle

Before the advent of Politeness Principle, many scholars studied politeness. The concept of politeness comes from the “Act Face Behavior” theory of American sociologist Goffman. He believes that “face” is a positive social value which a person establishes for himself in a way accepted by others, and realizes his self-image through the recognition of his own social attributes. It is the guidance of human behavior and self-expression, and an internal emotional support for self-protection in society. American scholar Grice (1975) puts forward Cooperative Principle. He believes that in order to make communication go smoothly in daily life, people must follow a certain principle of communication and cooperation, namely Cooperative Principle. Grice further puts forward four maxims which play an important role in guiding politeness phenomenon, but they still can’t guide the use of all speeches in social communications, and have some difficulties in explaining why people sometimes can make a smooth communication even when they violate Cooperative Principle in conversations. Therefore, linguists continue to improve and supplement the theory. The famous British linguist Leech (1983) puts forward Politeness Principle in view of the failure of Cooperative Principle in explaining some language phenomena. He divides politeness into six categories, each of which includes one criterion and two sub criteria.

(1) Maxim of Tact: Minimize cost to other, maximize benefit to other;

(2) Maxim of Generosity: Minimize benefit to self, maximize cost to self;

(3) Maxim of Approbation: Minimize dispraise of other, maximize praise of other;

(4) Maxim of Modesty: Minimize praise of self, maximize dispraise of self;

(5) Maxim of Agreement: Minimize disagreement between self and other, maximize agreement between self and other;

(6) Maxim of Sympathy: Minimize antipathy between self and other, maximize sympathy between self and other.

Politeness is not only important in life, but also plays an essential role in talk shows. As an important medium of information transmission, TV must embody its correct value and adopt the proper way of communication. Although the significance of talk show is to achieve humorous effect through interesting program content, as the main role in the program, the host should be careful when speaking in order to avoid using impolite words and causing discomfort of the audience. So Politeness Principle is the principle that the host must abide by. This is also the reason why this paper takes Politeness Principle as the framework in research.

2.3 Data Analysis of Talk Show Humor from the Perspective of Politeness Principle

By collecting the language materials of the 10 episodes in 2015, this paper selects 120 dialogue talk turns to study the frequency of different maxims and analyzes the humorous effect of representative examples of each maxim. The specific distribution of the six maxims in the selected talk turns is as follows:

<table>
<thead>
<tr>
<th>Maxims of Politeness Principle</th>
<th>Frequency (unit: times)</th>
<th>Proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maxim of Tact</td>
<td>21</td>
<td>17.5%</td>
</tr>
<tr>
<td>Maxim of Generosity</td>
<td>12</td>
<td>10%</td>
</tr>
<tr>
<td>Maxim of Approbation</td>
<td>26</td>
<td>21.7%</td>
</tr>
<tr>
<td>Maxim of Modesty</td>
<td>19</td>
<td>15.8%</td>
</tr>
<tr>
<td>Maxim of Agreement</td>
<td>31</td>
<td>25.8%</td>
</tr>
<tr>
<td>Maxim of Sympathy</td>
<td>11</td>
<td>9.2%</td>
</tr>
<tr>
<td>Sum Total</td>
<td>120</td>
<td>100%</td>
</tr>
</tbody>
</table>

As it can be seen from the above table, among the ten episodes selected, the most frequently-used maxims by hosts are Maxim of Approbation and Maxim of Agreement. As the saying goes, all who come are guests. The purpose of talk show is to make the audience laugh and produce humorous effect. However, for guests who are all important figures in the field, the host tries to highlight the status of guests, keeps the other party’s face, eases the atmosphere and minimizes the loss of others. As “guests”, he or she may be very close friends with the host in their daily life, and they will not care about jokes. But in the program, there are more factors that need to be considered when both parties interact, so the situation will change. The host needs to make discourse choices according to the social status, power relationships, age differences and other factors of guests. Therefore, the adoption of Maxim of Approbation and Agreement may keep the other party away from the unnecessary embarrassment. In the following part, this paper will analyze the talk show humor under these maxims, as well as some influencing factors of the choice in humor strategies.

2.3.1 Maxim of Tact

As is presented in the above table, Maxim of Tact accounts for 21 out of 120 talk turns, accounting for 17.5%. The meaning of Maxim of Tact is to express less opinions harmful to others, to let others suffer as little as possible and to let others benefit as much as possible. Maxim of Tact in pragmatics refers to that speaking depends on the time and the occasion, pays attention to the object of speaking, takes into account the social and cultural norms and constraints, and says the right words in order to achieve the best communication effect.

Example 1:

(In this part of the program, Fallon listed some books he doesn’t recommend. This part is called “Do Not Read”. The book is called Random Numbers. It is a book full of numbers. The host first praised the book’s merits - a blank memo for readers to remember numbers was provided at the end. Then, he told that the book is meaningless with an irony joke.)
Fallon: You know what this is good for? To put my kids to sleep. Hey girls, time for bed. Dada's going to read from your favorite book--Random Numbers, 9-8-7-6-8, 2-6-9-6, you are already asleep.

--from Season 2, Episode 40

In this example, Fallon abided by Maxim of Tact by avoiding the direct criticism of the book and euphemistically using irony to express his disapproval of this book which is full of numbers. He compared this book to children’s favorite book, because as a bedtime book, parents read a few numbers, and children will fall asleep, which shows how boring the book is. Instead of criticizing the book directly in sharp language, he reduced the harm to the author of the book by saying it in a straight and opposite way. At the beginning of The Tonight Show Starring Jimmy Fallon, the host comments on the current political news as well as social hot topics and phenomena, then if the host is just boring to narrate the content of the program, it’s divorced from the humorous purpose of talk show. Fallon uses humorous words, indirect ridicule and irony, and through his own unique interpretation, so that the audience can not only accept the news in laughter and digest, but also achieve a deep impression.

2.3.2 Maxim of Generosity

As is presented in the above table, Maxim of Generosity accounts for 10%, which means to reduce the expression of egoistic views, to let oneself benefit as little as possible, and to let oneself suffer as much as possible. This maxim accounts for a relatively small proportion of the corpus. As a hot talk show host, Fallon mostly focuses on guests rather than himself. Therefore, in the program, he seldom leads the topic to himself, but focuses on the interesting anecdotes of guests. Nevertheless, it is the duty of every host to follow Maxim of Generosity. If a host often boasts himself or makes fun of guests, even though it may achieve humorous effect, guests and the audience will also be dissatisfied with him and the program brand.

Example 2:

(The guest of this program is Donald Trump. As a presidential candidate, he always talks about his ruling strategies in order to improve his vote rate. The time of the program is limited, so the host tries to express opinions that are not conducive to him, by which he successful controls the pace of the program.)

Donald Trump: And I was right on it. But I will absolutely apologize some time in the hopefully distant future if I’m ever wrong.

Fallon: Oh my gosh. We have so much to talk about. I’m going to a speed round, Really quick questions. Give me quick answers, please. Or whatever you want to do, please. You’re my guest.

--from Season 2, Episode 139

In this example, Fallon did not interrupt the presidential candidate who talked about his political views and solutions. Instead, he listened carefully and responded appropriately. Considering the length of the program, he didn’t directly tell the guest that they didn’t have enough time. Instead, he gently reminded him by belittling himself and making himself speak faster. And it also enabled the audience to hear the implied meaning of the words, so as to achieve the humorous effect and at the same time take care of the face of the guest. It is not the type of speech act but the intrinsic motivation to decide whether a person’s speech act is generous or not. As the host of the show, Fallon really thinks about guests and solves problems from the perspective of the other party, which is one of the reasons why he gets along well with guests and gets respect.

2.3.3 Maxim of Approbation

As is presented in the above table, Maxim of Approbation is adopted 26 times, accounting for 21.7%. It is the second largest proportion. Maxim of Approbation, as the name suggests, is to minimize dispraise of other and maximize praise of other. In communication, following Maxim of Approbation can improve the other party’s favor, which is conducive to the smooth progress of communication. For guests who come here are all big names, by introducing their outstanding appearances and excellent representative works, it can show the host’s high EQ and language competence. The second part of the program is the chat between the host and guests and the publicity of their recent works. Therefore, when they appear on the stage, the host will do his best to praise guests’ representative works and show their social status, which also gives guests enough faces to facilitate the smooth progress of the program.

Example 3:

(The guest of the show is NBA superstar LeBron James. At the end of the show, James gave Fallon his signature shoes he launched this summer. After Fallon expressed his surprise, he proposed to try it on directly. Although the shoes were a little large, he still praised them and expressed his gratitude.)

Fallon: I’ve got to put these on right here. Oh my gosh. This is unbelievable. My God.

James: I don’t know you’re going to do with this big bow here.

Fallon: This is my color. This feel good. I feel good. I can pull these off. They take away a little bit from my fingers so this is good. I like this.

--from Season 2, Episode 102

Praise is the way of daily communication. For a NBA star who is the guest and also brings a gift to the host, Fallon’s no hesitation showed his love for the gift, and his constant praise after wearing shoes also made the giver feel satisfied. Although the size of the shoes was a little large, he skillfully said that someone took something from his feet and gave it to his fingers to show that his feet were a little small for the shoes, which skillfully solved the embarrassment and made the guest and the audience laugh, so as to achieve the humorous effect.

2.3.4 Maxim of Modesty

As is presented in the above table, Maxim of Modesty appears 19 times, accounting for 15.8%. Maxim of Modesty refers to praise yourself less and belittle yourself as much as possible. From the perspective of the speaker himself, it is the moral principle to consider and respect the objects involved in the speech, and adopt self modesty in the form of language.
Modesty, as a tradition of Chinese culture, has been leading our way of communication for thousand years. In order to set off the shining points and status of guests, the hosts will humbly highlight each other by belittling themselves.

Example 4:

(The guest in this example is Anthony Anderson, a famous actor and producer. He mentioned his son with a smile, who is a very young actor, cool, rebellious and a little arrogant.)

Anderson: My son is cool, man. He’s got a little swag to him. I’m like, “Son, anybody you want to meet?” He’s like, “No, dad, I meet who I meet, man. It’s all good.” Oh my god. All right.
Fallon: But he wasn’t excited to meet me at all?
Anderson: No, no, come on man. He’s met you several times.
Fallon: I know I’m trying to boost my ego a little bit.

---from Season 2, Episode 146

For the guest’s son, although the host is older than him, and has higher social status and popularity In order to better communicate with the guest and achieve the effect of the program, Fallon belittled himself and avoided self flattery. Fallon first asked Anderson if his son was excited to meet him. Then he immediately said that he was a little conceited when he asked this question in order to avoid the embarrassment of the other party. The famous host Fallon would even lower his identity to a child, so as to achieve the humorous effect.

2.3.5 Maxim of Agreement

As is presented in the above table, Maxim of Agreement appears 31 times and accounts for 25.8%. Therefore, Maxim of Agreement is the most frequently used maxim. The meaning of Maxim of Agreement is to reduce the disagreement between oneself and other, minimize the differences between the two sides, and increase the agreement between the two sides as much as possible.

Example 5:

(The guest of this program is presidential candidate Jeb Bush. Since Bush was a member in the political circle, the host showed great respect to him. When Fallon learned that Bush was losing weight recently, he told about the same weight loss experience, which increased the consistency between the two sides.)

Fallon: How did you lose 30 pounds?
Bush: Well, I wake up earlier and work out, but I am on the paleo diet. You know, it’s eating fish, nuts, fruit. Tough, but you lose weight.
Fallon: I did the gluten free thing, and the second week I was so grumpy.
Bush: All the workers were saying maybe you should get back to your normal diet.
Fallon: Yeah, I was really mean and grumpy. I would see people I’d talk to and it was like a hamburger talking to me.

---from Season 2, Episode 93

In daily expression, the essence of human beings is to like others to agree with themselves rather than oppose them, so as to increase their sense of identity. While agreeing that it is not easy for Bush to lose weight, Fallon also talked about the difficulties in losing weight. He used exaggeration to show that he was so hungry when he talked with others, he even saw them as delicious hamburgers, which caused the audience to laugh. Fallon’s quick witted jokes reflect his high professional quality, and his proper humor shortens the distance with the guest and the audience.

2.3.6 Maxim of Sympathy

As is presented in the above table, Maxim of Sympathy accounts for 11 out of 120 talk turns, accounting for 9.2%. The meaning of Maxim of Sympathy is to reduce the emotional opposition between oneself and other, minimize the opposite party’s aversion, and increase the other party’s sympathy. In order to form a good atmosphere of discourse, reduce conflicts and increase harmonious communication environment, as well as maintain politeness, guests and hosts often follow Politeness Principle to make fun of each other, which can also achieve humorous effect. Therefore, Fallon mostly conforms to Maxim of Sympathy, achieves consistency with guests with personal professionalism and empathy, and still can produce verbal humor, which are his unique features as a host.

Example 6:

(James did not win the NBA finals. He joked that when he came home, the child didn’t care how he played, only why he didn’t win.)

Fallon: And of course, you made it to the finals this year, didn’t make it all way, though. I’m sorry about that.
James: It’s all right.
Fallon: You said your kids get you out of the funk?
James: Yes, they do. It doesn’t matter how well you play or how bad you play. And kids are very, very blunt. There’s no sugar coating with kids. If you go out and you don’t perform well, when you get home, “Daddy, why did you lose. It’s your fault you lost.”
Fallon: Kids don’t care, kids don’t care. They don’t care absolutely.

---from Season 2, Episode 102

In the face of not winning the championship, James joked that his children always care about the final results of the games, not whether he played well or not. The children are naive. They can’t understand their father’s efforts and tactics on the field. If the host violates Maxim of Sympathy here and questions why James didn’t win the championship with the same sharp tone as James’s children, the atmosphere of the program will become awkward. Maybe even though the host and the guest are very familiar in private, it will also crack their friendship. Therefore, he adopted Maxim of Sympathy. Instead of laughing at James, Fallon comforted James that children simply care about the results due to their childish nature. This will pave the way for consistency in their later conversations and reduce differences.

2.4 Influencing Factors of the Choice in Humor Strategies

For the host, there are many reasons behind the selection of
different maxims. The host should consider the relationship of the whole social environment, such as social status, face and age. In the following part, the paper will discuss the reasons for the three main factors that influence the choice in humor strategies.

2.4.1 Social Status

Through the study of the corpus, it is found that the choices of Maxim of Agreement and Maxim of Sympathy are closely related to the social status of guests. People are a part of society, and people’s behavior will inevitably be affected and restricted by society. All these can be reflected in language, because language and society are inseparable. Guests of The Tonight Show Starring Jimmy Fallon are people who have a great influence in different areas of society, including presidents, presidential candidates, sports stars, movie stars and so on. In order to shorten the distance between the host and guests, the host should avoid differences and opposition with guests on the issue, and express a lot of words that agree with guests’ views, so as to increase the consistency of both sides, and to better carry out the follow-up interview.

2.4.2 Face

When choosing Maxim of Approbation and Maxim of Modesty, the host mainly considered the faces of guests. Whether it’s guests who come to the program for the first time or the friends who have a deep friendship with the host, the host always praises their achievements when introducing guests at the beginning, so that the audience will have a simple understanding of the social status of guests. Face is a public image that individuals try to create for themselves. It needs emotional input and continuous interaction. As guests, they want to be recognized, appreciated and supported by others. Therefore, the host just conforms to their needs and takes some measures to maintain the face of guests, such as accommodating or obeying the other party, considering problems from the other party’s point of view, not forcing the other party to answer all the questions, setting off the other party by humbly belittling hosts, and so on.

2.4.3 Age

Through the research, it is found that the choices of Maxim of Tact and Maxim of Generosity have a close relationship with the age of guests. In the face of Donald Trump, Jeb Bush, Jim Parsons and other guests who are all older than Fallon, he often uses the Maxim of Tact to benefit them as much as possible, and also often uses Maxim of Generosity to reduce the expression of self-interest. As a talk show host, the appropriateness of language is not only showing the respect for the audience, but also for guests and the program brand. Tact and generosity are the potential conventions in human verbal communication. For those who are older than him, Fallon shows respect for guests with proper words, expresses his own self-cultivation and professionalism, and achieves the communicative effect of harmonious humor.

3. The Pragmatic Functions of Talk Show Humor Based on Politeness Principle

As the protagonist of talk show, the host’s use of language is not only the realization of personal pragmatic purpose, but also the key to bring good communication effect to the program. On the surface, the host’s language behavior belongs to a kind of personal behavior, but in fact, it is a kind of communicative behavior. In the program, it belongs to the behavior of information dissemination (Ding Yuan, 2014). The host follows Politeness Principle and implies verbal humor, which has a positive impact on his own image, the establishment of program brand and the increase of audience. This part will discuss the three pragmatic functions of talk show humor based on Politeness Principle.

3.1 Establishing the Image of Host

The establishment of the host’s personal image has a great influence on the overall communication effect in the program. This kind of establishment mainly depends on the audience’s affirmation of the host. It does not mean superficial appearance image establishment, but focuses on its internal excellent quality. In recent years, with the diversification of talk show types and the openness of communication environment, the host’s way of speaking is gradually changing. When more and more talk show hosts go further and further on the way of violating Politeness Principle, they use sharp jokes and aggressive language to achieve the program effect. Therefore, it’s very valuable for Fallon to abide by Politeness Principle and can still bring humorous effect. His own language talent plays a great role in the establishment of his own host image. His unique and incisive comments on current events are loved by the audience, but he can also follow the Maxims of Agreement and Sympathy. He stands from the perspective of the audience, has the same value with the audience, and helps the audience ask questions they dare not ask. He is good at using the Maxims of Approbation and Modesty, respects guests, but he can also have a heart to heart talk with guests and cooperate harmoniously. He uses the most simple, vivid and humorous way of expression to form his own distinctive and grounded language expression characteristics.

3.2 Constructing the Brand of Program

If a media wants to gain a firm foothold in the fierce competition and seek development and final victory, the way is to comprehensively improve the quality of the program, strive to build its own brand, and firmly attract the audience with the brand. On the way of program brand constructing, apart from the overall packaging and setting of the program, the host also plays a key role. The style of the host is the show of the program style. A good host can complement the needs of the program itself. He knows how to make use of the advantages of the package of the program itself and release all his advantages through the setting of the program, so as to play a positive role in the brand construction of the program. Therefore, as a talk show suitable for all ages, The Tonight Show Starring Jimmy Fallon has its own unique style in band accompaniment, program link setting, guest selection and current political content broadcasting. It can be said that this program is full of harmony and happy atmosphere from the beginning to the end. It can be seen that the observance of Politeness Principle will bring national popularity and good reputation to the program brand.
3.3 Meeting the Needs of the Audience

In the process of mass media communication, the audience is the receiver of information. In other words, whether the audience is willing to obtain a certain form of mass media depends on whether their needs are met. First of all, for the audience who are busy all day, relieving psychological pressure and entertainment are the primary needs. The pursuit of happiness is human nature. It is this nature that urges people to watch talk shows and enjoy the sense of humor. Therefore, compared with the reserved and serious content of traditional news, when broadcasting current affairs, politics and sensitive topics, Fallon combines humorous language with the background music provided by the band, so that people can get many key points while relaxing. Secondly, if the host uses ironic language to make fun of guests so as to achieve the humorous effect, it may make the audience feel nervous and unsatisfied and fail to relax. Therefore, on the premise of following Politeness Principle, Fallon can also reflect the wit and humor of the language, which can well comfort the audience and win a group of loyal fans.

4. Conclusion

With the rapid development and the upgrading of today’s media platform, The Tonight Show Starring Jimmy Fallon, an American talk show creates its own style, that is, the combination of current affairs, politics and entertainment, and the combination of guests and games, which leaves a deep impression on the audience. Language is the most important carrier of personal style. Fallon’s unique insight, his humorous language as well as the good use of Politeness Principle, strengthen the brand effect of the program and make a great contribution to the humorous effect of the program.

This research is a pragmatic study of verbal humor based on Politeness Principle. Through data analysis and pragmatic research, it is found that six maxims of Politeness Principle are used in talk shows with different proportions. Among them, Maxim of Tact and Maxim of Approval are the most frequently used. The host can achieve the humorous effect required by the talk show by following Politeness Principle. After that, it explores the three factors of the choice in humor strategies. In the qualitative analysis, this paper found that in the case of conforming to Politeness Principle, the host can still bring humor to the audience, and also have a positive impact on establishing the host’s own image, constructing the program brand and meeting the audience’s needs. From the above, we can see that the host or hostess’s language competence and the adaptability in different circumstances is of great significance, thus he or she should strengthen the pragmatic level and make sure to convey the high-quality program content to the audience.

There are still some limitations in the study of talk show humor. First of all, the literature for the relative research is few, which increases the difficulties of the research and lead the research content to be relatively single. Secondly, researcher has few research experiences, which leads to the lack of depth of the full text research. Finally, the analysis of the corpus may be subjective. Due to cultural differences, researcher may not have a thorough and comprehensive understanding of the humorous effect of foreign talk show, and the effect of humor varies from person to person. In the face of today’s society’s talk show, how to effectively use pragmatics, constantly strengthen the lasting charm of the humorous features of talk show language, and improve the audience’s awareness and loyalty, is a problem worthy of discussion.

References