

Editorial:**Researching Humor across Culture and Discipline****Dave Korotkov* | Lydia Amir** | Arie Sover*****

Welcome to the second issue of the Israeli Journal of Humor Research! In our first inaugural issue, we were fortunate to publish a host of scholarly articles from an array of international and esteemed humor researchers. In the current issue, we continue that trend by not only expanding on the number of articles, but the breadth of topics as well. As you will see, the articles in this issue offer up an exciting range of issues for our readership. These articles run the spectrum from the sociological to the political and are presented by writers from the U.K., the U.S., and Israel. With great certainty, the study of humor is truly a global endeavor and the ISJHR is an international platform for explicating such discussion. To understate this would be to betray various global trends, both within the academy and beyond. For example, 'Googling' the following terms yields an array of interesting statistics that support our mission: humor - 806,000,000 hits; laughter - 111,000,000; fun - 3,370,000,000; satire - 51,800,000; joke - 310,000,000; comedy - 822,000,000; comic - 466,000,000; irony - 55,500,000; wit - 350,000,000; pun - 307,000,000; and parody - 165,000,000 hits. Moreover, a simple search using just the Academic Search Premier® database for the subject term "humor," yields a current count of 16,828 results. Clearly, the scholarly pursuit, significance, and everyday use of humor and its allied terms, goes beyond mere allusion in defining it as a relevant and critical aspect of human functioning.

As in the first issue and akin to the field's flagship journal, HUMOR: International Journal of Humor Research, the ISJHR highlights the scholarly and practical contributions to humor from a diverse set of researchers, with parallel though unique goals. Therefore, in keeping the Journal online and open, we aim to attract a greater number of unsolicited and high quality manuscripts, and to appeal to a multidisciplinary and international audience. Our readership and contributors reflect those with an active interest in humor, as well as lay observers and analysts, and more specifically, researchers, theorists, and practitioners. In coveting such broad interests,

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we aim to expand our understanding of humor and related concepts, as well as to improve the conditions of life. Given the global recession, other international strains, as well as pressing local and regional demands, embracing the value of humor becomes even more paramount.

As we have alluded to, several countries and disciplines are represented in this issue, with each passionate scholar offering up rich, multiple insights, through expanded discourse, empirical study, as well as theoretical analysis, and via critical immersion into the significant issues of the day with reflections into the past. For example, from the co-founders of the ISHS, Don Nilsen and Alleen Pace Nilsen in their paper, "The Significance of Irony as a Master Trope," we are provided with a fascinating and brilliant comparative analysis of irony. Specifically, Nilsen and Pace Nilsen make the case for irony as being the most significant of the four master tropes, which also includes metaphor, metonymy, and synecdoche. Irony is not only compared and contrasted with these three but the comparisons and contrasts are also extended to different forms of irony, such as stable and observable irony. In the second paper, "The English Mother-in-Law Joke and its Missing Relatives," Christie Davies presents us with an engaging sociological analysis of the mother-in-law joke, from both male and female, as well as kinship perspectives. In the third paper, "Using the Process-Based Interview to Investigate Comedy Writing," Jeffrey Davis and Peter Desberg adopt a qualitative methodology to study how the process interview may help to understand the mechanisms that professional comedy writers use successfully time and time again. Similarly, in the fourth paper, "Ephraim Kishon's 'Lefi Ratzon' - 'As much as You Like': the Metamorphosis of a Skit Across Languages and Cultures," Yaniv Goldberg astutely discusses the double metamorphosis of the skit "As Much as You Like." Originally written by Ephraim Kishon in 1954, the skit has since morphed into two adaptations, in part determined by both language and cultural considerations. Equally penetrating is our next paper, a provocative interpretative essay by John Parkin, "Comic readings of Flaubert's Dictionnaire des idées reçues." In Ruth Avidar's "How a Politician Can Successfully Use Self-Humor and Apply Public Relations Principles Online: An Israeli Case Study," a co-creational perspective from a public relations bent is adopted to analyze a political case study. Of particular interest, is the role of social media and a humorous meme in deflecting political criticism while engaging in organization-public relationship building (OPR). The ISJHR is also pleased to publish a short communication by Mel Gordon entitled,

“Nazi ‘Proof’ that Jews possessed the Worst Humor in the World.” In Gordon’s discussion, we are taken on a historical journey concerning the toll exacted by the Nazis on the Jews of Germany’s “once celebrated rostrum of popular entertainment.” The Journal closes with a descriptive review by Anat Zajdman of the book, “Polish Humor” edited by Dorota Brzozowska and Wladyslaw Chlopicki. Concise in the review, Polish Humor represents a valuable addition to the extant humor literature, highlighting the history of Polish humor in three sections: Genres of Polish Humour, Forms of Polish Humour, as well as Humour Research in Poland. As the reviewers sum up, “..., Brzozowska and Chlopicki have produced a deep and thorough work, presenting us with a volume of 33 articles, most of them very interesting and at a high level. This is the first of its kind to present a vast and exhaustive survey of Polish humour over centuries through different disciplines and approaches.” Taken together, these articles provide readers with a sweeping intellectual introduction to the variants of humor, its import within the ‘ivory tower,’ and more indirectly, of its necessity in a world divided by strife and uncertainty.

In looking towards our next volume, the ISJHR would like to take this opportunity to thank the authors and the Board/referees for their scholarly contributions. We would also like to thank the editors of Polish Humor for providing us with a copy of their text for review. Lastly, we would like to take this time to encourage our international readership to consider submitting their research to our Journal. Although we are excited about the contributions to this issue, we also look forward to the future as we expand our understanding of this most valued characteristic of the human experience. Indeed, much needs to be done. The Journal is certainly 'geared' for an exciting move in this direction.