

3.2. Source of the Data

In this study, the writer uses Reader's Digest Asia magazine issued in October, November and December 2009 editions as the source of data, since this magazine provides more on humour section than other magazine. It offers special column for laughing as much as possible. As one of the successful regional magazines, Reader's Digest Asia is committed to inform, entertain and inspire people of all ages and cultures. In order to entertain the readers all over the world, Reader's Digest Asia provide them with a forum to express their creativity in making short text humours. The humours in this magazine are written and contributed by common people from various countries and societies. Besides those reasons, the writer finds various theme of humour in those editions such as about military, kids, marriage, journey, office hour, job seeker, birthday party, etc therefore it means that this magazine is qualified to be analyzed as the subject of the study.

3.3. Data Collecting Procedure

This study is a qualitative research and it analyzes the content of humor, so the writer does not need either questionnaire or respondents to get the data. The writer collects the data and analyzes them based on the theory above. In order to obtain the data, the writer does some steps as in this below followings:

1. Collecting data by picking up short texts humor randomly from Reader's Digest magazine issued in October, November and December 2009 editions.
2. Choosing either short texts humor which consist of a single joke and consist of no more than four or five paragraphs or the easiest short text humor to be understand by especially English Department students. In this case, there are totally 23 short text humors that fulfilled the condition above to be analyzed.

3. Reading the selected short texts humor on each magazine's edition thoroughly.

3.4. Data Analyzing Procedure

After collecting the short texts humor, the writer starts to analyze the data through some steps as the following:

- I. Identifying the components of humor texts through the part of speech to get the generalization of lexicon meaning of each terms by using a table:

Word	N	Pron	V	Adj	Adv	Conj	Prep	Interj	Meaning

Summary of all words = ... words							
N	Pron	V	Adj	Adv	Conj	Prep	Interj

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entifying the semantic mechanisms of the humor as this following:

Interpreting the joke which has the idea comes up first in mind (M_1) or the expected idea and what comes up later or right after finish reading the joke (M_2) or the surprised idea. In this case, the interpretation is based on the reference; the theory mentioned in chapter 2 and the condition in reality.

- III. Classifying the short text humors into four different parts:

- a. Short text humors which manipulate lexical ambiguity.
- b. Short text humors which manipulate grammatical ambiguity.
- c. Short text humors which manipulate truth conditional semantic.
- d. Short text humors which manipulate causal fallacy.

IV. Putting and counting the findings into a table of percentage to see the frequency of each violation. This is how the data would be counted:

$$\frac{\text{Manipulation of.....}}{\text{Total number of the jokes}} \times 100\% = \dots \%$$

Total number of the jokes

The table of findings can be seen as follow:

Frequency of each Semantic Mechanism

No.	Semantic Mechanisms	Frequency	Percentage (%)
1.	Semantic Ambiguity: a) Lexical Ambiguity b) Grammatical Ambiguity		
2.	Conditional Semantics: a) Truth-conditional Semantics b) Causal Fallacy		

V. Drawing conclusion as final result