

2nd Humor Research Conference 2011

September 30-October 1, 2011

East Texas A&M University



Friday, September 30, 2011

9:30 – 12:00 – Registration

10:00 – 10:30 – Salvatore Attardo, East Texas A&M University

- Intentionality and Irony

10:30 – 11:00 – Sergio Pizziconi, East Texas A&M University

- Language Variety-Based Humorous Effect in Advertising: A Proposal for An Analytical Grid of Linguistic and Marketing Variables

11:00 – 2:00 – Break. Lunch on Your Own.

- 11:00-11:40 Armadillo Plenary: Kathleen McDermott

2:00 – 5:00 – Registration

2:00 – 2:30 – Audrey Adams, East Texas A&M University

- Prosodic Features During Humor Production in Autism Spectrum Disorders

2:30 – 3:00 – Laura Di Ferrante, East Texas A&M University

- Stereotypes and Humor: A Pragmatic Model

3:00 – 3:30 – Break

3:30 – 5:00 – Victor Raskin, Purdue University; and Salvatore Attardo, East Texas A&M University

- A Roundtable on the GTVH/OSTH

5:00 – 6:00 – Poster Session

- Rachel Hull, Sumerya Tosun, and Jyostna Vaid, Texas A&M University
 - Cognitive Basis of Humor Production: An Experimental Inquiry
- Southern Methodist University posters
 - TBA

6:30 – Dinner at Shumardii Restaurant, Greenville, Texas

Saturday, October 1, 2011

9:00 – 12:00 – Registration

9:30 – 10:00 – Owen Lynch, Southern Methodist University

- Humorous Ethnography: The Study of Organizational Culture Through Everyday Humor

10:00 – 10:30 – Break

10:30 – 11:00 – Diana Popa, Dunarea de Jos University of Galati

- Microspaces of Power in Imagined Spaces: The Case of Romania

11:00 – 1:00 – Lunch Break on Your Own

- Computational Humor Panel: Osth Reformulations of GTVH Phenomena

1:00 – 1:30 – Victor Raskin, Purdue University

- How to Calculate Script Opposition?

1:30 – 2:00 – Christian Hempelmann, Riverglass, Inc.

- Formal Logic of the Not-So-Logical Mechanism

2:00 – 2:30 – Julia Taylor, Purdue University

- Computational Humor: What do the Numbers Really Mean?