



---

# The Role Of Humour In Indian Advertising Commercials

Dr. Kapil Chowdhury<sup>1</sup>, Dr. Mandakini Sharma<sup>2</sup>, Sachin Ghai<sup>3</sup>

<sup>1</sup>Assistant Professor, Department of Visual Arts, Graphic Era Hill University, Dehradun, Uttarakhand, email: [kchowdhury@gehu.ac.in](mailto:kchowdhury@gehu.ac.in)

<sup>2</sup>Associate Professor, Department of Visual Arts, Graphic Era Hill University, Dehradun, Uttarakhand, email: [msharma@gehu.ac.in](mailto:msharma@gehu.ac.in)

<sup>3</sup>Associate Professor, Department of Management Studies, Graphic Era (Deemed to be University), Dehradun, India.

---

**Abstract:** The advertising industry has approached the consumers or targeted audience through multiple elements and aspects. There are so many methods and techniques that are being applied by advertisers for the effective outcome of the products. Advertising is the main key to the commercialization of any brand/product. The emotional encounters have also been overlooked by the advertisers to add a unique approach to the marketing of the products. In these advertising methods, humor is a dominating element because it attracts consumers through entertainment. Sometimes, the consumers buy a product on the bases of their experience of humor which is given by the advertisers through commercials. The paper aims to discuss the role of humor in some Indian television commercials as a case study. Three case studies have been selected on the bases of their popularity and brand value. The concept of satire and humor can be found in all the selected case studies.

**Keywords:** Humor, Culture, Advertising, Fevicol, Five Star,

**Introduction:** Humor has a universal approach (Apte, 1986), and the impact of humor on the mind of human beings has been evaluated and investigated since the time of Aristotle (McGhee, 1971). The connection of humor with the life of human beings is a subject of attention for many researchers, critics, and historians in different fields. There is no certain theory that can be applied to evaluate or create humor and researchers are trying their best to get a sharp insight regarding the approach of humor through explanation (Nevo & Yin, 2001). Humor cannot be justified through some words but its reflection is very strong and deep so it made its way of communication in the advertising industry. It is a refined tool to manage the communication of ideas after adding

some spice. It's like butter or salt, which gives the consumer a unique and essential taste. Opined by Speck that "the humorous advertisements outperform non-humorous advertisements on attention" (Speck, 1987). The statement further elaborated by Eisend (2009), that in an advertisement, humor can stimulate a positive attitude towards the brand, advertisement strategy, and the positive intention of the consumer for purchase.

This strategy has been adopted by advertisers for increasing the brand value and purchase intention to gain success in the field of advertisement (Bressler & Sigal, 2006). Their approach is furnished with amalgamations of humor. The strategies are planned for doing effective business in international markets beyond their borders. The culture and traditional values of a particular country have also been adopted in terms of promoting their ways of advertisement (Chattopadhyay & Basu, 1989). The indigenous culture is inculcated after adding the approach of humor as per the particular place/country/region. As per the studies, it is indicated that the humor which has been generated after keeping an indigenous approach to culture in advertising has not been explored particularly (Alden, Hoyer & Lee, 1993). International humorous advertising and its impact on the respective fields have not been studied so far on some culturally oriented grounds (Veatch 1998). There is a gap in the studies regarding the effective application of tools and ideologies in respect of humor and advertising to enhance the purchase intention of consumers. Numerous memorable advertisements and ad-campaign are related to the aspect of humor. This is the most preferred strategy which has been used for the promotion of effective branding and advertising. Entertainment has been taken in a very positive manner because the consumer doesn't feel pitched towards the advertisement after using such techniques.

According to Claude C. Hopkins; "people pay more attention to a humorous commercial than a factual or serious one, opening themselves up to be influenced" (Hopkins, 2016). The advertisers and consumers both get the benefit when humor is used in appropriate manner for promotional benefits and this is a key to opening many doors in respect of fun and amusement. But it is not so easy from the perspective of the advertiser to create such type of advertisement, the advertiser has to balance the concept of advertising not only in a witty manner but in the message and another context also (Cantor & Venus, 1980).

Putting humor in advertisements is like icing on the cake because when the product has a good message for its consumer, humor gives more power to the concept which not only entertains the people but creates a very deep impact in the mind of the targeted audience in a very positive way (Gervis & David, 2005). According to Gulas & Marc (2006), the best way to create humor is when consumers pay very little attention to the products but

the entire focus is given to the story-building and other aspects of advertising. The magic of humor can be shown in consumable or inexpensive products without the projection of major facts (Gruner, 1967).

The products like Candy, Food, Soft drinks, Chewing gum, Toys, Paint, and the products of entertainment have been successfully promoted with the help of a humor-based campaign. The very example of a good humor advertising campaign of a television commercial can be taken into consideration, i.e the series of Happydent White chewing gum, where the company has projected the quality and features of the chewing gum in a very witty form. They have exaggerated the teeth whitening element in such a way that no one could have imagined before that a man can make give bright light via his whitening teeth, a photographer like to use the man instead of a photo flashlight by showing his teeth. The major point which is considerable in humorous advertising is that funny things work very differently on individuals. Many individuals can burst out with laughter after having an experience of a particular commercial but the same can create tension and negative effect on another group of individuals. So it is too much important that exaggeration and wittiness should not only attract the targeted audience but leave a strong and positive impact on the mind of all. Humor cannot improve the quality of the product but can improve the sales and recognition of the product in the market. In India, humor has become a very successful element in the advertising industry. In India, people are very fond of entertainment, they love humor, comedy, and laughter punch whether it could be in Bollywood movies or advertisements. The advertiser and advertising agency never forget to take advantage of the process. The urge of creating funny advertisements is growing consecutively with the competition. The advertisers are seriously involved to beat each other for the successful purchase of their products. The advancement of technology has also been used with the help of creative ideas to beat the demand for competition and commercialization.

In this perspective when the advertiser coalesces the advertisement with the technology then they never forget to use the visual effects of multimedia and animation. The Fusion of humor and animation is the most power full concept in the field of advertising (Sternthal & Craig, 1973). Animation helps advertiser to convert their imagination into virtual reality. Animation not only helps the advertiser to project the unreal phenomena realistically but also gives the space to the people to go beyond their imagination with the acceptance of the phenomenon that the animator has shown to them. Otherwise, the unbreakable egg in the television commercial of Fevicol, the Story of Ramesh and Suresh in the commercial of Cadbury 5 star, and a lot more could not be successful if the people do not get entertained by the advertisements. The study is based on a discussion and analysis of some

television commercials which still come in the category of most successful Indian advertisements owing to their humoristic approach.

### **Materials and Methods:**

The study is related to the qualitative analysis of the projection of certain advertising commercials in the Indian advertising industry. The data has been collected through secondary sources. On primary grounds, the argumentative research method has been followed and for the generation of the arguments, certain factors like culture, society, and indigenous approach have been used for analysis. Certain theoretical approach from the reviewed studies has also been used to frame the methods of discussion through three case studies. The case studies have been selected to target three different but very strong approaches to Indian society that is property issues, gender politics or man-woman relationship, and the brotherhood. The selection criteria behind the case studies are based on social and socio-cultural and socio-political factors which are targeted in the selected commercials. The case study has also been selected as per its popularity and its reach to the targeted audience as all the products are being used by all groups including the elite and the middle class and the marginalized groups.

**Fevicol -Train:** Fevicol is the most iconic brand name in the Indian market which has given its astounding quality of the product over the last six decades (<http://www.pidilite.com>) and achieved its unique identity around adhesive brands. Pidilite manufactures Fevicol and placed its brand at the pinnacle of success in the Indian market, but Fevicol is also known for the glory of success in advertising communication. The initiative of promotion of Fevicol has been done by the agency named Ogilvy & Mather during the 70s through advertising. Fevicol is particularly famous for the quality of bond of its adhesive but it also has another outstanding bond with Ogilvy & Mather that formed in the year 1970 (<https://www.campaignlive.co.uk/article/indias-creative-partnerships-fevicol-ogilvy-mather/1399430>). After creating many successful commercials for Fevicol, in the late '90s, Ogilvy & Mather brought a very creative television commercial and this time the agency introduced the flavor of humor in the advertisement. After the Elephant, Egg, Bus Moochwali Campaign, the agency spotted the train that featured Katrina Kaif and a newly married couple. The commercial represented a surrealistic concept with the humor approach, the creativity which has been projected through the dream of the groom when he struggles to get the girl (featured Katrina Kaif) who is sitting next to him on the train. Though he was sleeping by resting his head on the box of Fevicol adhesive, he could not chase her due to the ultimate bond of Fevicol. In the dream he starts running toward the girl, when he started running he cannot move forward because something grabbed him very tightly. Suddenly he woke up and realized that it was a dream, along with that he

noticed a box of Fevicol with branding and tagline ‘The ultimate adhesive’ nearby his side where he was resting his head in the meantime of sleeping. Then, he took the box of Fevicol and kept it away from himself and again get to sleep and start dreaming with a satisfactory smile. The very humorous way the advertiser projected the quality of the bond of this adhesive in this commercial and relates the product and its quality in a surrealistic manner that due to keeping the head over the box, even in the dream also the groom cannot move from his actual place. It represents the unique strength of the bond that is unbroken after fixing and even it can chase you in your dreams. But in this advertisement humor plays a very vital role that pushed the commercial to grab a special space inside the mind of the viewers or audience. Possibly, this is the main reason that these types of advertisements are still counted as the most memorable and evergreen television commercial in the Indian advertising industry. The desire of the man in this commercial was so determined but all was vain because of the quality of Fevicol. The humor represents the tragic condition of the man who mistakenly rests his head over a box of Fevicol. When he realized the power he could not change his fate and missed the girl. There are so many factors in Indian society where a man wants a beautiful and fair girl and the Bollywood actress is usually shown as a dream of men. On various occasions of daily life encounters, we can feel the sense of this concept where ironically the desire of men has been compared on such grounds. So the concept is very connected with the roots of Indian society because most of the time the humor and satire of the approach of wanting an actress as a beloved or as a wife are usually discussed in many Indian families.

**Cadbury 5 Star – Brothers’ Duo:** This television commercial is an example and masterpiece of serious comedy or humor in the Indian Television commercial. For the last two decades, this brothers’ duo has been representing the mascot of this product and won the hearts of millions of viewers. The television commercial gives a full dose of laughter through its concept of getting lost by the taste of chocolate bar but it never gets distracted from presenting the USPs of this product in the television commercial. The duo of two brothers Ramesh & Suresh has become very popular and most iconic characters in the advertising industry and this duo not only grabbed the attention of potential consumers but created its own space amongst the youth of this country (Ramesh & Suresh turn teenagers, still lost in 5 Star, January. 2018). This duo has been projected in many television commercials for the campaign “Jo Khaaye, Kho Jaaye” but the most iconic advertisement of this campaign is ‘Ek Bilang’ which follows the storyline of temporary short amnesia because of consumption of Cadbury’s 5 Star. The television commercial starts with two patrons of the product Cadbury’s 5 Star Ramesh and Suresh visiting the tailor shop in their neighborhood. This brother’s duo

has projected in a very different but same getup, hairstyle & shades; they look very funny and project the typical characters like small-town boys. The tailor shop also characterizes the provincial ambiance where the brothers instruct the head tailor master ji to shorten the length of their father's pants by one span (Ek bilang) and they both start having this chocolate bar. Their expressions are melting in one's mouth which makes to enter a state of short amnesia. At the same time, the head tailors altered the trouser to a short length, then again the brothers have another bite of Cadbury's 5 Star and get lost into short amnesia and again instruct the tailor to shorten the length of the pant for a span. Eventually, the pant gets altered to short pant. The television commercial has projected a very humorous film of 45 seconds where this duo of brothers gets lost in the taste of the product Cadbury's 5 Star in such a way that they lost control of themselves and moved into a state of short amnesia. Even, at the end of this commercial, they are shown busy having their chocolate bar as a primary task rather than shortening the pant of their father for which they arrived at the tailor shop. According to Abhijit Awasthi, National Creative Director, Ogilvy India, in this television commercial of Cadbury's 5 Star, they introduced dramatized elements of temporary amnesia that add a layer of humor to the entire commercial. It helps the creative team to bring the commercial to the next level (Saraiya, 2011). In response to this commercial, Ogilvy and Mondelez decided to continue this brothers' duo in all upcoming campaigns of Cadbury's 5-Star (Exchange4medai Staff, 2018). This witty duo Ramesh & Suresh helps the brand to dominate over the five decades-old brand 5 Star and brought out a new face for this brand in the market (<https://www.exchange4media.com/advertising-news/ramesh-suresh-turn-teenagersstill-lost-in-5-star-88214.html>). This duo has also helped to form a new shape and a new form for the brand in the market and gathered tons of loves from their customers. Therefore, the response to this television commercial and the entire campaign is tremendous and the brand is constantly increasing its score amongst the youth. The relationship between the sibling and brother has also been projected with an emotional touch but funnily. The consumer can relate to their situation and can feel the brotherhood and can have a short glimpse of their mischievous task from childhood to young age. In the Indian family, such kinds of tasks are common where the father usually sends his son to his tasks. The fear of being scolded after the problematic encounter at the tailor shop is also indicating a different kind of humor. The people see and relate themselves to their condition and also can feel the extraordinary quality of the chocolate. This temptation at a critical situation when anyone can face the problem of not completing the given task by the family is also giving a boost to the taste of this chocolate.

**M Seal – Dying Man:** Daying Man is also a hilarious television commercial that represented the current socio-cultural scenario in the advertisements in a very humorous manner. It not only gives laughter but at the end of the commercial it conveys a valuable message that greed always leads to downfall. The USP of the product is also shown in a very appropriate manner. M Seal is a multi-purpose sealant solution product that helps to repair domestic water leakage, joining, fixing, and buildings. The product has been created by the same company Pidilite and the commercial is created by Ogilvy & Mather (Pidilite, 2018). This television commercial was launched in the year 2003 and helped the brand to transform into a leading consumer product from an industrial product. Humor helps to build the image of a brand through advertisement because it touches the emotion of human beings (Chattopadhyay, A., & Basu, K. 1990) and it can be seen in this television commercial as well. So, the commercial is a story of an old man who is taking his last breath by lying on the bed and surrounded by family companions. A scheming and greedy son has also been shown who forcefully asked his dying father to increase the amount in the last will because the old man has given an equal amount of money. The son succeeded to increase the amount in the will against the desire of his dying father from 1000 to 1000000 by adding zeros (numerically). But the advertiser or creative team has represented the ultimate fate of the cunning person in a satirical manner. After forcefully increasing the number in the will the son gets busy taking the look at the will. Then suddenly a drop of water falls on the will and washes away the numerical letter one from the will along with all the remaining zeros. Suddenly he noticed that the father is also dead. The television commercial ends with the tagline through a voice-over that ‘a falling drop of water can change the life, always keep M Seal at home. The entire concept of the television commercial with the product and qualities has been projected successfully. Through this advertisement, the brand gathered huge positive responses (Nautiyal, 2013) and sales grew by more than 55% at the end of the year 2003 (Reference). The relationship of a father with a son in Indian society has been encountered and served with a touch of humor. This is again an indication of the socio-cultural aspects which have been encountered through the sense of humor and liked by the consumers.

### **Result and Analysis:**

As per the analysis, the study is an indication of some core aspects of these commercials and it can be identified that the effectiveness of humor in Indian advertisements is changing its approach entirely. Humour is a very different type of element which entertains the viewers on a larger scale. If the usage of humor is envisaged properly in commercials, then humor releases the positive emotions of viewers and creates a special place in the mind of the viewers for promoted products (Strick, Holland, Baaren & Van, 2012). Otherwise, the

product needs to face consequences leading to less income. Aforesaid mentioned commercials are the perfect examples of humor and played a vital role in communication and commercialization. The channelization of emotional sentiments has been done for the generation of interest and likeness. The people feel connected first, that they relate their situation with the ongoing projection of the story, and then comes the humor to create a happy feeling. This policy works very well when certain indigenous thoughts have been imbibed with emotions with a punch of comedy or humor. The very gendered aspects have been triggered by the story when the fantasy of mostly all Indian males has been utilized to depict the picture of a famous Indian actress. In day-to-day life, Indian youth may be caught having the fantasy to marry a Bollywood star having hybrid parentage like Katrina Kaif. Fevicol-Train commercial projected a groom who struggles to chase a girl in his dream, where an advertiser or creative team projected an actor (Virendra Saxena) as a groom who looks like a common man and on the other hand advertiser has cast Katrina Kaif (who was new and very famous at that time) as the girl who is sitting next to him. The advertiser intentionally projected Virendra Saxena as the groom and Katrina Kaif as his opposite. So, the common man can relate to their situation with the groom and can feel connected through the transportation of the same desire i.e to get the heroine of their dream. In Indian society, there is a typical belief that men should approach women. Most men have a fascination to have a girl like Bollywood actresses but they know it's just a dream. Henceforth, the commercial very sarcastically presented this concept so all the common people can understand the irony, and satire, and can be ended up with entertainment through the commercial. In an article, Sayantani Kar stated that "Fevicol ads have played a crucial role in the phenomenal success of the brand, which has become the largest selling adhesive in Asia and is present in over 50 countries" (Kar, 2013). Piyush Pandey, executive chairman of Ogilvy & Mather (India and South Asia) said that the humor in the commercials of Fevicol brings a smile to the face of the viewers. According to Pandey, this commercial of Fevicol made their other clients think about the various factors and values of life rather than selling the products, so they can connect with the audience in a much better way (Kar, 2013). That means humor can connect with the audience so deeply that can help in the sale and promotion of a product if it's oriented properly in the commercial. The same thing can be observed in the television commercial of M Seal where another socio-cultural aspect has been captured through a dying man and his family. In the commercial, a sarcastic visualization can be found in the situation of a helpless dying man where his cunning son very greedily schemed money through the last will. But in the end, all attempts of the son go in vain by a drop of water which wipes off '1' from the sum on the document. This television commercial has also presented another Indian social issue of property dispute and money laundering. Though humor is



never alone, it always brings other emotions like joy, satire, and sarcasm, but this television commercial has also delivered some important messages to moralize the audience with fun. At a first glance, the commercial showcases a very serious and tragic situation of death and inheritance. But with progress, the commercial reveals the real flavor of humor by bringing all the attention from the central character 'dying man' onto his scheming son and the humor is so strong that instantly connects with the audience. Though humor is the common element that has mostly been shown in the television commercial of Pidilite and as usual this commercial also gets a huge response from the audience. The major concept behind this television is to connect the product with the audience and represent the M Seal as a consumer product so it can be available to all people. This television commercial was so effective at that time in 2003 that it enhanced the sales of M Seal by 12 percent and the campaign has been floated for eight weeks long in national television (Nautiyal, 2013). Nilesh Mazumdar, president, of sales and marketing, Pidilite Industries said that as a successful brand the company has to expand the categories of brands. The future target of the company is to make M Seal, Fevicol and other products available in all the grocery stores, in this circumstance advertisement can help the company to achieve the goal (Nautiyal, 2013). Even Pidilite and Ogilvy & Mather also know that they are on the right path and utilizing the humor properly to achieve all market goals. In the same way, the third case study also reflects how humor can connect the product with the audience (Chung & Zhao, 2013). The commercial not only brought the attention of the audience but made the character Ramesh-Suresh an identity for this chocolate bar. The creative team has maintained the appearance of the brothers' duo so provincially that they can touch the audience aesthetically. The small-town ambiance of the tailor shop and repeated phases of short amnesia of both brothers have helped the product to connect quickly with the audience but the result of this television commercial was very surprising. This television commercial and its campaign turned the teenagers so vigorously that this brothers' duo becomes the iconic testimonials for this brand (exchange4media, 2018). Amitabh Agnihotri, Creative Director of Ogilvy & Mather also stated that after getting a tremendous response through these television commercials, Ramesh and Suresh will continue in all upcoming television commercials to entertain the viewers with their satirist appearance and short amnesia (exchange4media, 2018).

**Conclusion:** Adding humor in advertising is a very effective process to connect with the audience and grab their important pulse called 'emotion'. Through this element, advertisers and companies bring the positive emotions of customers and connect with them through commercials. The reactions of consumers are very valuable and effective for all types of products or brands to do good business in the market. Moreover, it is more effective when the

brands/ products or companies received positive reactions with emotional approaches. In this type of circumstance, humor works like an incantation in advertisements. In advertising, humor helps to enhance the quality of content and connect the consumers to a product that may seem dry or repulsive. With a creative and funny campaign, it can increase brand awareness amongst the consumers and they can easily recall and share it with their friends. In the current scenario, human lives are getting busy and surrounded by daily life tasks, jobs, and stress. In this condition, if the advertisers want to grab the attention of the people towards the product and give relief to the consumers or audience from their stress and loads in return. Then humor will be the only option to do so. It has been proven that humor emotionally connects people with a brand or company and boosts revenue. But humor never improves the quality of the product, it's just a strategy to store the advertisement inside the memory of a customer. So ultimately it is very necessary to maintain the quality of the product while portraying the such type of humor to attract the attention of the people towards the particular product. Aforesaid mentioned products are well known and famous for their quality so the content of humor works as a cherry on the cake for such types of products or brands. Humour can never be represented alone it always brings sarcasm and satire too so; sometimes these emotions can offend anyone from various perspectives and create trouble for the brand/ products or companies. Though, this is very important to know the process to utilize these emotions positively so it can fulfill all purposes through advertisements. The places, culture, and community also have a very unique role play in creating humor because funny things can vary as per different situations. The person who is not aware of a particular process of society/place/culture cannot be entertained with the same concept. The emotional aspects have been identified first then a flavor of humor has been given so that no one feels offended after having these commercials.

### **Reference:**

1. Alden, D. L., Hoyer, W. D., & Lee, C. (1993). Identifying global and culture specific dimensions of humour in advertising: A multinational analysis. *Journal of Marketing*, 57, 64–75.
2. Apte, M.L. "Humor and Laughter: An Anthropological Approach", 1986.
3. Bressler, Eric R., and Sigal, Balshine. 2006. The influence of humor on desirability. *Evolution and Human Behavior* 27: 29–39.
4. Cantor, J. R., & Venus, P. (1980). The effect of humour on recall of a radio advertisement. *Journal of Broadcasting*, 24, 13–22. doi:10.1080/08838158009363961

5. Chattopadhyay, Amitava and Kunal Basu. 1989. Prior brand evaluation as a moderator of the effects of humor in advertising. *Journal of Marketing Research* 26, no. May: 466–76.
6. Chung, H., & Zhao, X. (2003). Humour effect on memory and attitude: Moderating role of product involvement. *International Journal of Advertising*, 22, 117–144.
7. Eisend, M. (2009). A Meta-analysis of Humour in Advertising. *Journal of The Academy of Marketing Science*, Vol. 37,
8. Exchange4media Staff. (2018). Ramesh & Suresh turn teenagers, still lost in 5 Star. Exchange4media. <https://www.exchange4media.com/advertising-news/ramesh-suresh-turn-teenagersstill-lost-in-5-star-88214.html>
9. Gervais, Matthew, and David Sloan Wilson. 2005. The evolution and functions of laughter and humor: A synthetic approach. *The Quarterly Review of Biology* 80, no. 4: 395–430.
10. Gruner, Charles R. 1967. Effect of humor on speaker ethos and audience information gain. *Journal of Communication* 17: 228–33.
11. Gulas, Charles S. and Marc G. Weinberger. 2006. *Humor in advertising. A comprehensive analysis*. Armonk, NY: M. E. Sharpe.
12. Hopkins, C. (2016). *Scientific Advertising*. Ingram short title
13. Kar, S. (2013). How Fevicol moved up the stickiness curve. *Business Standard*. [https://www.business-standard.com/article/management/how-fevicol-moved-up-the-stickiness-curve-109122800019\\_1.html](https://www.business-standard.com/article/management/how-fevicol-moved-up-the-stickiness-curve-109122800019_1.html)
14. McGhee, P. E. “Development of the humor response”, *Journal of Psychological Bulletin*, 1971.
15. Nautiyal, R. (2013). Why good advertising works. *Business Standard*. [https://www.business-standard.com/article/management/why-good-advertising-works-112110500937\\_1.html](https://www.business-standard.com/article/management/why-good-advertising-works-112110500937_1.html)
16. Nevo & Yin, “ The Psychology of Humour at Work: A Psychological Perspective” Routledge Publication, 2001.
17. Pidilite, (2018). <https://www.pidilite.com/our-brands/mseal/>

18. Saraiya, N. (2011). Ramesh & Suresh returns in Cadbury's 5-star commercial. Best Media Info. <https://bestmediainfo.com/2011/11/ramesh-suresh-returns-in-cadburys-5-star-commercial>
19. Speck, P.S. (1987). On Humor and Humor in Advertising. Thesis, Texas Tech University.
20. Sternthal, B., & Craig, C. S. (1973). Humor in advertising. Journal of Marketing.
21. Strick, M., Holland, R. W., Van Baaren, R. B., & Van, K. (2012). Those who laugh are defenseless: How humour breaks resistance to influence. Journal of Experimental Psychology: Applied, 18, 213–223. doi:10.1037/a0028534
22. Veatch, T. C. "A Theory of Humour", Humour - International Journal of Humour Research, Volume 11, 1998.