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## **Impact of Humor in Formal Communication**

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### Impact of Humor in Formal Communication

There are so many roles that humor plays in our lives. It entertains and amuses. It helps us enjoy and deal with stress by making us happy and feel relaxed. Sometimes it's a positive effect by person (producer) for the audience intentionally for entertaining. Humor has serious impacts in communication in various ways, for example making advertisements and marketing, it has also effected the formal communication between teachers and their students, and it's also a laughing matter since it's a comedy.

According to <sup>1</sup>(Bonnici, T., Briguglio, M., & Spiteri, G. W. (2023) Humor has changed drastically the way a customer communicates with others through the social media since laughing is what people have in common. That's why people find humor as an advertising technique to attract customers. The main issue is to make the majority of the audience to find it funny and draw their attentions. Since each and everyone loves jokes it has been said that humor has made the best tactical achievements for branding commodities successfully since a well delivered humor attracts and engages customers and the audiences at large. Communication with audiences especially on social media is becoming a serious issue in crisis communication. Always the desire of a customer to purchase commodities or any services it does depend on how marketers present the idea. Due to the humor creativity, you can see how it has brought drastic impact in advertisements and marketing which is also a pillar in economic growth of an individual and a country at the same time.

In schools a teacher has many strategies to motivate learners. Teachers need to increase interest of learners to participate during the session in class. According to ( Davis, J. M., & Farina, A. (1970). Humor is one of the key strategy a teacher uses since it has numerous impact in both students and himself since it increases happiness and joy, confidence and enthusiasm, willingness to take any risk, optimism and also stress reduction. When learners find such qualities from their teacher indeed students feel relaxed, trust, comfortable, benevolent but also develop a positive view of life. Research agrees that a student who laughs in class develops a very strong thinking skills critically, communication skills, and also becomes more creative and can cope with challenges like stress. So when a group of learners sit together with their teacher and laugh together it also creates a bond amongst them. Humor is considered an ice breaker since it connects learners regardless of their differences which leads to reduction of classroom conflicts and increases attention and participation amongst learners. Humor is essential especially in interpersonal relationships whereby one is able to create good connections and a warm atmosphere to transmit energy to learners. Humor should also be part of the training since it makes both a learner and a teacher to be attentive in their session. Humor indicates the ability of a teacher to express spiritual and intelligent expression since it is the best way to capture the learners' attention by awakening emotion which makes students so that they can remain active during the session. Humor motivates students and also increases learning power and academic achievements.

Humor and comedy have been endorsed and mobilized at the same time as cultural resonant vehicles for effective communication to make people happy. According to (Kim, H. S., & Plester, B. A. (2019). It does put smiles on people's faces and it has more health benefits like your heart

healthier by increasing blood flow and also blood vessel functions at the same time. It also decrease stress which results to heart health improvement. It also boosts immune system by releasing tension in muscles; reduce blood sugar and cuts down stress hormones. Due to all those it decreases chances of getting sick. Humor improves the mood of an individual which increases happiness on the face of an individual. It also strengthens the relationships by keeping the relationship fresh, fun and also exciting. It also improves communication and can be applied to solve disagreements, resentment and hurt. Generally humor has many benefits for your mental and physical health which encourages us to do it more and more daily.

There is also another impact of humor in social medial communications where it makes brands memorable maybe because it made you laugh because it was funny, it leaves a good impression by linking a brand with a positive emotions because humorous content keeps on sinking in mind of the audience according to ( <sup>2</sup> Wood, R. E., Beckmann, N., & Pavlakis, F. (2014). Humorous content can be more sharable especially if it's funny the audiences will keep on liking it and sharing it to many people especially when it is blended with inspirational content which will touch the followers. Findings show that when humor included it elicits a great responses than the factual information itself but that combination of humorous cartoonish with the factual message makes the big difference.

### **Conclusion**

As we have seen humor has contributed much in our daily lives since it has caused tremendous impacts in the marketing and advertising department especially through social media by persuading audiences to chance their perspectives on a given commodity and creates a desire to purchase that commodity which is one way of developing our

economy individually and even as a country. We have also seen how humor has brought apposite impact in institutions whereby it creates warm atmosphere in class and make students attentive during the session since it captures their attention. We also noticed that humor is a major component in our health it does put smiles in our faces which leads to increase of blood flow and also blood vessels functions at the same time.it also boosts immune system by releasing tension in the muscles which also reduce blood sugar and also cuts down stress hormones.

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