



## Invitation to a guest-lecture by



**Prof. Toshihiko Amemiya, Kansai University, Osaka**

Title: Toward the affective psychology of humor and laughter:  
A Japanese perspective  
Day: Thursday, March, 5, 2009  
Time: 10-12 am  
Room: BIN-0-K.11, Binzmühlestrasse 14/7, 8050 Zürich  
Email: [ame@ipcku.kansai-u.ac.jp](mailto:ame@ipcku.kansai-u.ac.jp)  
URL: <http://www2.ipcku.kansai-u.ac.jp/~ame/> (in Japanese)

### Abstract

As Ruch(1993) and Martin(2007) maintained, the core of humor is in affective experience of exhilaration or mirth. Humor is multifaceted phenomena just like other affective phenomena of anger or fear. There are cognitive appraisals, changes in autonomic nervous system and CNS, subjective feelings, bodily expressions, action readiness, and so on. In this lecture the author present an attempt to analyze the multifaceted phenomena of humor. Japanese lexicon and recent Japanese studies and applications related to humor and laughter will also be introduced.

Part1. Smile, laughter and humor in Japan

1. Japanese lexicon of smile, laughter and humor
2. Japanese onomatopoeia of laughter
3. Smile industry and humor studies in Japan

Part2. Humor styles and gelotophobia in Japan

1. Humor styles in Japan
2. Gelotophobia in Japan

Part3. Toward an affective psychology of laughter

1. Jelly fish model of emotions: The role of feeling in affective phenomena.
2. Awe and laughter as multifaceted contrastive positive emotions
3. Multifaceted time course of laughter: Measurement by EMG and affect rating dial
4. Affective structure of ludic experiences

### Relevant references

Amemiya, T. (2008) "Aha, haha and aho", *Humor Science*, 1, 133-137.  
Amemiya, T. in press, "Warai to yuhmoa no shinrigaku" (Psychology of laughter and humor), in: *Warai wo kagakusuru (Science of laughter)*, Y, Kimura ed., Tokyo, Shinyohsya. (in Japanese)  
Martin, R.A. (2007) "The psychology of humor: an integrative approach", Elsevier Academic Press.  
Ruch, W. (1993) "Exhilaration and humor", in: *Handbook of Emotions*, M. Lewis and J.M. Haviland, eds., New York, NY: Guilford Publications, pp. 605-616.

### Short biography

1978 Bachelor of Science (Biology), University of Tokyo  
1982 Master of Literature (Psychology), University of Tokyo  
1994 Professor of Psychology at Faculty of Sociology, Kansai University