



Humor Theory: Formula of Laughter

By Igor Krichtafovitch

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At last, the resolution of eternal puzzle: WHY PEOPLE LAUGH. Igor Krichtafovich discovered a formula of laughter. As it turned out, humor is a weapon. Humor is a bloodless verbal fight aiming to raise your status and strengthen your position. Even a friendly banter is a sort of intellectual clash, a kind of training before serious battles. In fact, we try to figure out who's the boss in the family when we poke fun at our loved ones. "If laughter is akin to aggression, why women have a liking for jesters?" "A sense of humor is a strong male quality. It is a sign of good intellect. Evolution stakes precisely on the intellect since a smart fellow has more chances of survival. That is why a sense of humor can be a much bigger sign of masculinity than the pumped-up muscles".

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Editorial Review

About the Author

Dr. Igor Krichtafovitch is a renowned scientist in the field of high voltage electrical engineering and air purification. He came to the US in 1994 after successful career in the former Soviet Union.

Author of dozens of International patents and scientific publications.

Also the author of numerous articles on Christianity and science.

Well known satirical poet, wrote many parodies and epigrams (all in Russian).

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The formula of laughter is primarily for comedians, writers who write satirical pieces, politicians and for people with strong sense of leadership. A good joke can effectively entice the voters.

The formula is as following:

$$HE = PI \times C/T + BM$$

PI - personal involvement

C - complexity of a joke. The higher degree of complexity the better provided that your audience can solve the problem within 1 or 2 seconds.

T - time spent by a person solving a joke. The longer the time, the weaker the effect.

BM - background mood. A joker can have an advantage if an audience enjoys the show. However, a real good joke can "blow up" the most dismal audience.

HE - humor effectiveness.

Users Review

From reader reviews:

Timothy Walker:

This Humor Theory: Formula of Laughter book is just not ordinary book, you have after that it the world is in your hands. The benefit you obtain by reading this book is definitely information inside this reserve incredible fresh, you will get info which is getting deeper anyone read a lot of information you will get. This specific Humor Theory: Formula of Laughter without we know teach the one who reading through it become critical in thinking and analyzing. Don't become worry Humor Theory: Formula of Laughter can bring when you are and not make your case space or bookshelves' turn into full because you can have it within your lovely laptop even telephone. This Humor Theory: Formula of Laughter having excellent arrangement in word and also layout, so you will not truly feel uninterested in reading.

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