



Exploring the Maxims of Filipino Kanal (*canal*) Humour through Semantic Analysis

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Abstract

This study aims to systematically and semantically analyse kanal humour in conversation– its features, the meaning behind it, as well as what it conveys or expresses to give clarifications and a more profound understanding of kanal humour. This study used the Semantic Analysis method to analyse and interpret the content of Kanal humour in TikTok videos. Furthermore, the result shows that Kanal Humour uses specific linguistic strategies, such as homophonic puns and double entendres, and violates maxims of conversation to subvert expectations and entertain. The analysis of "kanal humour" supports current theories of humour, showing that reinterpreting word meanings creates humour through incongruity and the subversion of expectations. Furthermore, the study shows how this form of humour has influenced language use among TikTok users, creating a distinct linguistic style that may be vague to those outside the platform's community. This effect is consistent with studies of language and communication, which show that humour often stems from typical conversational patterns. Researchers recommend that this study is of use as a reference for future researchers who would also study Kanal humour across various social media platforms, such as Instagram, Facebook, X, etc., as well as to examine and compare the content of Kanal humour from these platforms. Lastly, this can be of use or contribute to the field of linguistics and digital communication.

Keywords: *Kanal Humour, Semantic Analysis, Maxims*

INTRODUCTION

Nowadays, while people's discussions tend to be more serious and heavier, humour is a hidden gem. According to Libera (2020), humour is a characteristic that expresses amusement, laughter, or enjoyment. It showcases different forms that include wit, jokes, absurdity, and even irony. Humour delves into the capability to see or make situations that give amusement and laughter. In addition, Chaudhary (2020) stated that humour is an extraordinary device that helps every individual to acquire understanding from other people's viewpoints, as well as to grasp their worldviews, unlike any other communication means. It is distinguished by mental understanding that provokes laughter and gives entertainment. As Martin and Ford (2018) stated in their book entitled 'The Psychology of Humour', it is very important to know that humour is fundamentally a phenomenon that other people give a concept in which we experience humour.

However, just like everything, the word "humour" has undergone major transitions, as many inventions, modifications, and innovations of this word have emerged as time passed by. Humour itself, as part of language, also evolves, as it is the nature of the language to change over time and be coined with different words, to cope with the needs and demands of society.

One of the words that is invented as the language evolves is "kanal humour". "Kanal" (a

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canal in English), in a general sense, is a pathway of water that carries either clean or dirty water from land to sea. But, in the Philippine context, this refers to a dirty stream running through and beside crowded and populated areas. The word "kanal" is often linked to the word dirty. According to Manila Collegian- Medium writer, [Knows \(2023\)](#), for instance, when someone used to describe something or someone using the word "kanal", it connotes something negative. People who are tagged as having "ugaling kanal" or "street attitude" are people who speak bluntly, arrogantly, or rudely and do not behave well. It involves the use of puns that can be dirty and offensive. These jokes are created or crafted to be sarcastic, funny, rude, or satirical, catering to the unique sensibilities of Filipino society. "Kanal humour" is a reflection and combination of wit, irony, sarcasm, and cultural references that resonate with the Filipino audience. According to [Vilog \(2020\)](#), "Kanal humour" is believed to be rooted in the word "*baklang kanal*", a term commonly used in X, which refers to "gays who dare to express and speak their opinions and viewpoints boldly". During the COVID-19 pandemic, TikTok has become very popular and has taken over the world. The rise of this social media platform paved the way for the emergence of kanal humour, which is also a result of the humorous content made by content creators to garner views, followers, and likes. People laughed and loved humorous videos even if they sounded rude, blunt, offensive, or sarcastic, as long as they understood the language and the message it conveyed.

Understanding Kanal humour means understanding the meaning of the language used as well as the language itself, as what we call semantics. According to [Colle \(2023\)](#) semantics focuses on the organisation and meaning of words and phrases within a language. Understanding the semantics of Kanal humour helps us understand how humorous words are formed, and the jokes or contents being delivered, since Kanal humour is a combination of words that may or may not have a connection with each other and may be meaningless, unexpected, or even shocking, creating a sense of surprise or amusement.

The researchers conducted this study to systematically and semantically analyse the words used to form kanal humour, its features, and its meaning behind it, as well as what it conveys or expresses to give clarifications and a deeper understanding of kanal humour. Moreover, this study would examine or investigate how Kanal humour violates or flouts Grice's conversational maxims, as well as what conversational maxims it violates or flouts. Also, to know if it is really necessary to violate or flout conversational maxims to create a kanal humour.

Thus, this study can serve as a basis for future researchers who would also like to study, explore, and delve deeper into kanal humour and how it violates the maxim of quantity, relation, and manner.

LITERATURE REVIEW

Semantic Analysis

Since every language is unique and arbitrary, in the study of [Ejabena \(2016\)](#), he defined semantic analysis as a process that involves the elimination of semantic features in a certain language or context. This means that the meaning of words, phrases, and sentences may have different interpretations in a particular language or cultural context, depending on the emotion as well as the delivery of the speaker. According to [Kanade \(2022\)](#), it is a process of figuring out the meaning of the written or spoken words by looking at things like context, feelings, and opinions hidden in the words. In line with this, [Liza \(2024\)](#) defined semantic analysis as something that is really good at grasping language and figuring out the purpose, significance, and context of certain words, phrases, or sentences. Further, semantic analysis can be done at three (#) levels: semantic features ([Liza, 2024](#)), semantic roles ([Ejabena, 2016](#)), and the lexical relationship between words, phrases, and sentences ([Ejabena, 2016; Liza, 2024](#)). Thus, semantic analysis not only delves into the literal meaning of the words, phrases, and sentences but also dives deeper into their structure,

and it is used in a particular language or context.

Features Of Humour

Language is the medium of much humour (Attardo 2017); it is a social phenomenon (Inglis et al., 2024) and is an aspect of universal human behaviour (Anthro Book Forum, 2017). It is a thing that binds people together, people with different cultures, backgrounds, races, or places who sit together and laugh at different jokes even though they do not know each other.

According to the study of Ulfah (2002) modified in 2024, humour, as a facet of laughter, can be expressed through various means, including word plays and the characterisation of individuals and events. Humour is something that a person could say or do that needs no explanation; it is something that can be understood by everyone.

However, according to Mullan and Béal(2022), humour serves many practical purposes beyond simply making people laugh; in several cultures, it helps maintain smooth personal relationships. Humour is not merely about making people laugh; it helps to build connections and relationships with others, as well as to strengthen the bond of people who share the same culture.

Further, Yeghyayan A.A. (2022) suggested that humour is a pragmatic tool that can enhance language skills, broaden cultural knowledge, and challenge preconceived notions about the language, thereby improving communicative competence. Humour is powerful and is used to communicate with other people to know their beliefs, culture, or language. Bitterly (2022) noted the association of humour with power, as adept use can enhance social status and influence. Hence, humour helps the person to know how to deal with different people and can use it as a power to create rapport and affiliation. Through humour, a person can develop a sense of cultural awareness and speaking skills, as well as assist them in managing various circumstances they encounter in social engagements (Aerila, 2017).

Understanding Kanal Humour

According to Sheikhan and Haugh (2023), humour reception hinges on shared knowledge; when speakers assume listeners are informed, humour is embraced and elaborated, whereas assumptions of limited knowledge lead to humour being overlooked. For Priego-Valverde (2020), humour success and failure depend on people's understanding of humour, which is shaped by widely shared cultural rules and conventions. In the same manner, the level of knowledge of the person listening to the kanal humour must be on the same level as the person speaking, because if not, the purpose and meaning of the humour will not be the same. Thus, Attardo (2020) indicated that for something to be humorous, either the speaker delivering the joke or the listener receiving it (or both) must recognize its intention to be funny because humour may fail if a speaker recognizes the intention to be humorous but does not understand the joke. Furthermore, humour is more difficult to understand, especially if it is spoken. According to Attardo (2017), verbal humour consists of puns, ambiguity-based humour, or humour that is based on the repetition of parts of the signifier. The same as humour, a person struggles to understand Kanal humour, particularly if it involves sarcasm, ambiguity, irony, or blunt expressions. But various characteristics like incongruity, ambiguity, personal effect, and phonetic style play important roles in humour, and their expression varies depending on different contexts (Yang et al., 2015). One example of kanal humour is the statement below:

*"Maganda ka ba like me? Ows! Mahusay ka ba, tell me? P*tang*na mo, b*tch mang-aagaw ka! Sariling boyfriend ko inaangkin mo na." — kemeeee! May pa-APA citation pa?!"*

“Are you beautiful like me? Whoa! Are you great, tell me? You're so arrogant, bitch, you're stealing my boyfriend — Seriously?! You still want an APA citation?”

According to the [Manila Collegian \(2023\)](#), the statement fits with the description of “kanal humour” and is suitable from which the term “Kanal” originated, which carries a negative connotation and is associated with the term “*ugaling kanal*”, indicating a lack of “*delicadeza*”, or being impolite or displaying an indecent or rude behaviour. This can be related to [The Editors of Encyclopaedia Britannica \(2025\)](#) “black humour,” which is a mix of dark or scary things, often using silly or ridiculous situations to highlight that people can't control their fate or who they are. In addition, according to [Gubanov et al. \(2018\)](#), black humour can be described also as the most ambiguous kind of humour that can awaken the person's whole range of emotions and feelings: shock, disgust, shame, and joy. Moreover, the influence of the media is considered in the formation of black humour. When the pandemic started and people got more engaged in social media platforms, millions of people came up with COVID-19-related humour scripts to soften grief, lighten moods, and distract people from the struggle to accept the new normal ([Torres et al., 2021](#)). Thus, kanal humour is a term used when a person speaks or jokes rudely, offensively, satirically, sarcastically, arrogantly, uses foul language, and frankly. This is why there is a need for the speakers and listeners to have knowledge and understanding of the cultural context of a certain place.

Grice Cooperative Principle and Conversational Maxims

According to [Study Smarter \(2024\)](#) Grice's Cooperative Principles, proposed by H.P. Grice, assume that to achieve meaningful and effective conversation, participants must try to be authentic, insightful, significant, and unambiguous to avoid misunderstanding. The cooperative principle is divided by Grice into four (4) maxims: quality, quantity, relation, and manner. In the maxim of quality, one should try to be as factual and truthful as possible; in the maxim of quantity, a participant must try to be as informative as they can and only provide necessary information or detail; in the maxim of relation, one must input information that is relevant and essential to the discussion; and lastly, the maxim of manner, participants must give a clear and concise input to avoid uncertainty, doubt, and vagueness in a conversation. If the participants are not able to follow or adhere to these guidelines may result in violating or flouting these maxims, which can lead to miscommunication or ineffective communication, humour, or emphasis on certain points or things. Hence, they should be mindful of what they speak to avoid the violation or flouting of these maxims. [Dynel \(2009\)](#) categorises various forms of conversational humour and discusses their pragmatic functions, including the flouting of conversational norms. [Haugh \(2010\)](#) investigates how jocular mockery operates within conversations, often involving the flouting of maxims to achieve humour and manage social relationships.

However, when it comes to humour, these cooperative principles, specifically, the maxims of conversation, are often violated or flouted. [Khosravizadeh and Sadehvandi \(2011\)](#) stated that there are times when the speaker intentionally violates or flouts these maxims to attain or fulfill specific goals or intentions ([Kresnawaty, 2017](#)), which is humour. In the study of [Agustinia \(2016\)](#), a conversation with humour may be compelled by flouting four conversational maxims. The flouting of the maxims will result in ludicrous situations that will make the conversation humorous.

Even though there are a lot of studies about humour and the like, no known study has touched on kanal humour. To dig deeper into understanding and knowledge about kanal humour, the researchers aim to explore the semantics of kanal humour in conversation.

RESEARCH METHOD

This chapter explains the different methods that were used in gathering data for this study. The methods and procedures include the research design, research instrument, corpus of the study, and data-gathering procedure.

Research Design

The researchers used the Semantic Analysis method because it allowed them to analyse and interpret the content of Kanal humour across various media or sources. It provides a structured method for examining the language and communication patterns within the humour, helping them to uncover the underlying meanings, cultural nuances, and audience perceptions. Semantic Analysis was used by other and recent researchers to analyse the underlying meaning of words and phrases, and [Mawwadah and Rahmat \(2023\)](#) utilised semantic analysis to analyse the lyrics (words and phrases) in Aespa's song "*Life is Too Short*".

Research Instrument

This research utilised matrices to analyse, comprehend, and examine the semantics of kanal humour created by TikTok content creators. A range of studies have explored the use of matrix-based methods in semantics research. [Lelakova & Lackova \(2015\)](#) applied the matrix method to analyse the semantic relations within a lexico-semantic field, demonstrating its potential for both lexicographic and didactic purposes. [Kartsaklis et al. \(2017\)](#) extended this work by proposing a Matrix Theory approach to the analysis of word matrices, emphasising the role of permutation symmetry and Gaussian weights. [Delteil et al. \(2022\)](#) further advanced this approach by introducing MATrIX, a Modality-Aware Transformer for Information Extraction, which used a matrix-based method to extract information from visually rich documents. Finally, [Zamaraeva et al. \(2002\)](#) highlighted the utility of the Grammar Matrix, a meta-grammar engineering framework, for studying complex interactions in linguistic analysis. These studies collectively underscored the value of matrix-based methods in semantics research, particularly in the analysis of semantic relations and the extraction of information from diverse sources.

The matrices used by the researchers were composed of eleven (11) rows and seven (7) columns. The first column contained the dialogue from TikTok content creators and their followers. The second column was the kanal humour, which explained how the responses became humorous. Next was the semantic analysis of Kanal humour that explained how the content creators responded to the questions or statements used and how they interpreted the words or phrases in the statements. Lastly, the columns of maxims in conversations by H. Paul Grice consisted of quality, quantity, relation, and manner. The maxim of quality is explained when one makes an effort to tell the truth and refrains from offering data that is untrue or unsupported by facts. The maxims of quantity explained that one made an effort to be as insightful as they could, providing only really necessary information. Maxims of relation, on the other hand, described one that made an effort to be essential by adding comments that were meaningful to the conversation. Lastly, the maxims of manner explained that when speaking, one attempted to be as concise, organised, and transparent as possible while avoiding confusion and obfuscation.

Corpus of the Study

The corpus of this study consisted of ten (10) TikTok videos from three (3) TikTok content creators. These three influencers were three of the most popular content creators when it came to this kind of content. Their humour and how they linked different words in a statement and then created another meaning afterwards were the most suitable for this research. The way they told their jokes was a combination of dark humour, irony, sarcasm, satire, and humour at the same time. Tiktokker 1 has one (1) million followers and posted 128 videos about kanal humour; Tiktokker 2 has

two million and nine hundred thousand (2.9) followers and posted 109 videos; and Tiktoker 3 has three (3) million followers and posted 76 videos. The data written above was gathered as of the time of the research. Since no known research had given the conceptual meaning of kanal humour, the researcher focused on analysing the contents of the videos to generate ideas, concepts, or conclusions on how the kanal humour was formed, the words used, its delivery, how the person conveyed the message, and the new meaning of a certain statement. Their videos were selected through a thorough analysis of how they responded to the questions or statements and created new meanings for the words, as well as their TikTok followers and the number of videos Kanal Humour had posted.

In gathering data, first, researchers articulated the objectives of the research. Next, they selected TikTok content creators who were known for generating Filipino kanal humour while considering popularity, engagement, and relevance to the research project. Then, they randomly selected samples of TikTok videos from the chosen content creators. After that, researchers watched, analysed, and documented the selected TikTok videos, taking note of the language used, humour techniques integrated, and the delivery style. They also conducted a linguistic analysis on the transcription of videos where they examined the language patterns, vocabulary, wordplay, and cultural references used in Filipino kanal humour. The application of semantic analysis was also used after conducting linguistic analysis to explore deeper meaning, connotations, and relationships of words, phrases, and expressions used in those selected TikTok videos. Then, researchers further analysed the employment of humour techniques in the content creators' engagement with their audience and the language used when they responded to comments on their TikTok videos. The findings were then meticulously presented in tables by [Serviano et al. \(2024\)](#), [Cabasal et al. \(2025\)](#), and [Akilith et al. \(2025\)](#) to facilitate a comprehensive understanding of the language and humour techniques used.

And to see if there were existing studies on the semantics of humour, linguistic analysis, and Filipino kanal humour, researchers conducted a comprehensive literature review. Finally, related findings and theories were incorporated to provide a broader context for the study. To ensure the validity and reliability of the findings, the triangulation method was used by the researchers, as [Parilla and Evangelista \(2025\)](#) did, to combine data from different sources and apply different approaches to the analysis. A detailed examination of the semantics of Kanal humour was conducted using matrices to identify maxims, patterns, and linguistic structures. Then, the researchers observed ten TikTok videos from selected famous content creators on TikTok to contextualise the humour in real-time interactions. Lastly, Insights from existing studies on semantic analysis and humour research provided a theoretical foundation for interpreting the results.

FINDINGS AND DISCUSSION

Table 1. Examples of TikTok Dialogues with Humor Channels and Semantic Analysis

Dialogue from TikTok	Kanal Humor	Semantic Analysis
1. Person A: " <i>Kuya, she left me</i> " (Kuya silip me) (Brother, peaks at me) Person B: " <i>Ay bastos man yan.</i> " (Oh, that's indecent.)	In this video, Person A said, " <i>Kuya, she left me,</i> " which shows emotional distress, but Person B responded, " <i>Ay bastos man yan,</i> " humorously, misinterpreting "she left" as " <i>silip</i> " (to take a peek), which has indecent connotations in Filipino culture. Person B's altered interpretation of keywords plays a big role in creating humour. For instance, " <i>silip</i> " is used to replace " <i>she left,</i> " creating humour through double meanings and homophonic puns.	Person B deciphered the phrase " <i>she left</i> " into " <i>silip,</i> " which means to take a peek. In the Filipino context, the word " <i>silip</i> " is an indecent act or an act of sexual harassment- a reason why Person B said that it was a bad idea.
2. Person C: " <i>Kuya, ba't lagi kang pawis?</i> " (Brother, why are you always sweating?) Person D: " <i>Hindi naman, minsan pa-south, pa-north, pa-east. Hindi laging pawis.</i> " (Not all the time, sometimes I go to the south, north, and east; not always in the west.)	In the second video, Person C asked Person D why he is always sweating (pawis in Filipino term), but Person B referred to the word " <i>pawis</i> " as " <i>pa-west</i> " which means direction, and he sarcastically answered the question.	There is an alteration of the pronunciation and meaning of the word " <i>pawis</i> ". " <i>Pawis</i> " simply means sweat, but Person D gives it a new meaning by using it as a direction.
3. Person E: " <i>Kuya, you're so expert naman sa pagiging kanal</i> " (Brother, you have mastered creating and throwing canal jokes) Person F: " <i>At dahil dyan ire-rate ko ang mga kanal dito malapit sa amin.</i> " (And because of that, I will rate the nearby canals in our place.)	In the third video, Person E simply complimented Person F for being an expert in the field of kanal humour. However, Person F sarcastically responds by saying that because of that, he would rate the nearby kanals (canals) in their place.	Person F took the compliment of Person E literally. Kanal (canal in English) is a small water channel that is used to manage water flow. In the Filipino context, when a person hears the word kanal, it is often associated with a small, dirty, stagnant water channel that is full of garbage and trash. But in this context, Person E praises Person F for having kanal humour, which means that he is so good at making people laugh through his jokes, even if it is rude, sarcastic, and satirical sometimes.
4. Person G: " <i>Kuya ano po yung vowels?</i> " (Brother, what are vowels?) Person H: " <i>Ah hindi mo pa alam? Sige bago pa kasi tayo na jowa. Number one is bawal (vowel) ka magpagutom kasi magkasakit ka niyan. Number two is</i>	In the fourth video, Person G asked Person H what vowels are, but the latter interpreted the word " <i>vowels</i> " as " <i>bawal,</i> " which means not allowed or prohibited, and he responded to the question by acting as if they were in a relationship.	Vowels are letters used to represent vowel sounds (a,e, i,o, u, and sometimes y and w). While " <i>Bawal</i> " is a Filipino term that means not allowed or prohibited. Person H used the word " <i>bawal</i> " as a

Dialogue from TikTok	Kanal Humor	Semantic Analysis
<p><i>bawal (vowel) ka magka-boybestfriend kasi ako lang dapat lalaki sa buhay mo. I love you so much.</i></p> <p>("We're still new to this, so let me set some rules. First, don't skip meals or you'll get sick. Second, no male best friends - I'm the only guy for you. I love you so much.")</p>		<p>substitute for the word "vowel" to create the humour.</p>
<p>5. Person I: "<i>Ano po Tagalog ng 'affairs'?</i>" (What is the Filipino translation of affairs?)</p> <p>Person J: "<i>Huy, karera tayo, 1,2,3, go (tumakbo)</i>" (Hey, let's race, 1,2,3, go (runs))</p> <p>Person J: "<i>Yeey, ako Affairs (a first) Ikaw a second.</i>" (Yehey! I got the first place, and you got the second.)</p>	<p>In this video, Person I asked Person J what the Filipino translation of the word "affairs" is. Person J translated the word "affairs" to "a first" in which he created a scenario wherein he asked someone to race with him and won first place.</p>	<p>Affairs mean romantic relationships outside a partnership or marriage. It can also refer to matters in political, social, or economic terms. However, Person J refers to the word "affairs" as "a first" placement in a contest such as a race. Person J altered the meaning of the word "affairs" as well as its pronunciation.</p>
<p>6. Person K: "<i>Bakit after the rain pa yung rainbow idol?</i>" (Idol, why does the rainbow only appear after the rain?)</p> <p>Person L: "<i>Kasi nag-symbolized yan na tapos na yung presentation nya kasi after nya mag rain mag bow na yan siya tsaka palakpakan na sya sa mga tao.</i>" (Because it symbolises that it has finished its presentation, that is why it needs to take a bow, and then the people will give it a round of applause.)</p>	<p>In the sixth video, Person K asked, "<i>Idol, why does the rainbow only appear after the rain?</i>". Person L responded that it is because the rain had already finished its presentation that it takes a bow.</p>	<p>According to National Geographic, rainbows are a meteorological phenomenon that is caused by the reflection and dispersion of water droplets, resulting in a spectrum of light appearing in the sky and taking the form of a multicoloured circular arc. However, the interpretation of Person L is different, he separated the rain and the bow which makes it into two words: the rain which is a droplet of water that came from the sky, while, bow, on the other hand, is an act of bending the upper part of the body, specifically, after a presentation or There is an alteration in pronunciation as well as the meaning of the word "rainbow".</p>
<p>7. Person N: "<i>Lalaki pala noon si Dua Lipa?</i>" (Is Dua Lipa a male before?)</p> <p>Person M: "<i>Anong lalaki?</i>" (What do you mean?)</p> <p>Person N: "<i>Nasa news oh, ang name nya daw dati ay Callum Turner.</i>"</p>	<p>In the seventh video, Person N was shocked by the news headline stating that Dua Lipa is dating British actor Callum Turner. He pronounced the word "dating" as "da-ting" (a Filipino term which means previously), and he shockingly asked himself if Dua Lipa</p>	<p>Dating refers to romantic relationships or interaction between two people, but Person N pronounces the word "dating" (A Filipino term that came from the root word "dati," which means in</p>

Dialogue from TikTok	Kanal Humor	Semantic Analysis
<p>(It is stated in the news that his name before was Callum Turner.)</p> <p>Person M: <i>"Yun yong name ng boyfriend nya ngayon."</i></p> <p>(That is her boyfriend's name.)</p> <p>Person N: <i>"Kasi nasa news 'Dua Lipa is dating British actor Callum Turner'."</i></p> <p>(Because it is in the news, Dua Lipa is dating actor Callum Turner.)</p>	<p>was a man before because it confused him.</p>	<p>the past). Thus, the word "dating" in the conversation is based on the Filipino context, which confuses.</p>
<p>8. Person O: <i>"Keep up the good work."</i></p> <p>Person P: <i>"Why only the Keep up (K-pop), why only Koreans do good work?"</i></p> <p>How about the Filipinos, how about the P-pop here?</p>	<p>In the eighth video, Person P intentionally misinterpreted the phrase "keep up" as "K-pop (Korean pop)". He showed his disappointment because there are a lot of pop groups in different countries, including P-pop (Philippine pop), but only K-pop was given the recognition.</p>	<p>Person P misinterpreted the word "keep up" as "K-pop" using phonetic similarity or similar-sounding words. The phrase "keep up" means "to sustain or maintain", while "K-pop" is a contraction of the phrase "Korean pop," which refers to music that originates from South Korea.</p>
<p>9. Person Q: <i>"Bakit ka nakasumbrero? May pokemon pa dyan sa balikat mo. Nasa simbahan ka nakakahiya."</i></p> <p>(Why are you wearing a cap? You also have a Pokémon on your shoulder. You're in the church, it's embarrassing.)</p> <p>Person R: <i>"Ash Wednesday di ba?"</i></p> <p>(It's Ash Wednesday, right?)</p> <p>Person Q: <i>"Punyeta Ambobo mo"</i></p> <p>(Oh my god! You're so stupid.)</p> <p>Person R: <i>"No, you're wrong!"</i></p>	<p>In the ninth video, Person Q asked Person R why he was wearing a cap with a Pokémon, specifically, Pikachu, on his shoulder while they were in the church. Person R casually answered that it is because it is Ash Wednesday, because he interpreted Ash Wednesday as a celebration for the character in Pokémon, Ash.</p>	<p>There is a misinterpretation between the religious practice of Catholics, wherein the priest puts ashes on their forehead in the shape of a cross. But, in the context of Person R, Ash Wednesday was referred to as a celebration of Ash's Day, the character in the anime series Pokémon and the owner of Pikachu.</p>
<p>10. Person S: <i>"Uncle Bakit ang tawag po sa mga anghel ay anghel diba dapat po ang heaven? Kasi anghel, hel impyerno yun eh."</i></p> <p>(Uncle, why are angels called 'anghel'? Wouldn't it be 'angheaven'? Because anghel, since hel (hell) means abyss.)</p>	<p>In the tenth video, Person S, who asked about why anghel(angel) is called anghel, humorously reasoned out that it should be called "angheaven" because he notices that the last part of "anghel" sounds like "hell." Which creates a humorous dissonance because "angels" are typically associated with "heaven," not "hell."</p>	<p>In the tenth video, the humour stems from a playful phonetic and semantic misunderstanding. In Filipino, the word "anghel" means "angel," a celestial being typically associated with goodness and heaven. However, in Tagalog pronunciation, it is pronounced as "ang-hel." The ending "hel" phonetically resembles the English word "hell," which means an abyss or lake of fire and is associated with evil. This phonetic similarity creates a humorous dissonance because angels are traditionally linked with</p>

Dialogue from TikTok	Kanal Humor	Semantic Analysis
		heaven, not hell.

Table 2. Analysis of Humor Channels Based on Grice's Conversational Maxims

<i>Kanal Humour</i>	<i>Quantity</i>	<i>Relation</i>	<i>Manner</i>
Kanal Humour # 1	It flouted the maxims of quantity since it does not provide informative or insightful information; rather, the answer is annoying.	It flouted the maxims of relation since the answer is not relevant to the conversation. Instead of giving her advice, his answer has nothing to do with Person A's statement.	The maxim of manners is violated since Person B does not provide any explanation for his answer, and his answer is ambiguous and hard to understand.
Kanal Humour # 2	The answer of Person B violates the maxims of quantity because he provides a lot of unnecessary and irrelevant information.	The answer violates the maxims of relation because it is irrelevant to the question.	In the second video, Person C asked Person D why he is always sweating (pawis in Filipino terms), but Person B referred to the word "pawis" as "pa-west", which means direction, and he sarcastically answered the question.
Kanal Humour # 3	The maxim of quantity is flouted because of the information provided by Person D.	The answer violates the maxims of relation because the response is irrelevant to the statement.	The maxim of manners is violated because the answer is too lengthy and vague, ambiguous, and hard to understand.
Kanal Humour # 4	It violated the maxims of quantity because the answer of Person 2 is too lengthy, yet it does not answer the question.	It violated the maxims of relation because the response of Person 2 is irrelevant to the question and does not contain any significant information.	It violated the maxim of manners because Person 2 fails to adhere to the question as he becomes overly verbose, which leads to confusion and ambiguity.
Kanal Humour # 5	It defied the maxims of quantity because the information provided by Person J is unnecessary to the supposed answer of Person I.	It defied the maxims of relation because the response of Person 4 is irrelevant and inaccurate to the question.	It defied the maxims of manners because the response is short yet unclear, which causes misunderstanding and vagueness.

<i>Kanal Humour</i>	<i>Quantity</i>	<i>Relation</i>	<i>Manner</i>
Kanal Humour # 6	Person L's response provides an exaggerated and overly elaborate explanation for why rainbows appear after rain. Instead of giving a concise and straightforward answer, they go into unnecessary detail, deviating from the principle of providing just enough information to answer the question.	The response violates the maxim of relevance because it fails to directly address the question asked by Person K. Person K's question was about why rainbows appear after rain, which is a straightforward inquiry about a natural phenomenon. However, person L's response introduces a completely unrelated analogy about presentations and bows, which is not relevant to the original question.	Person L's response is delivered in a humorous and sarcastic tone, which may not be immediately understood by Person K. The use of exaggerated language and the comparison between rain and a presentation may confuse or mislead Person K, violating the principle of clarity and directness in communication.
Kanal Humour # 7	Person N's statement lacks sufficient information. He should have clarified his understanding of the word "dating" to avoid confusion.	Person N's interpretation of the news is irrelevant to the actual information. He misunderstood the context of "dating," leading to a non-sequitur.	Person N's statement is ambiguous and lacks clarity due to the homophonic confusion.
Kanal Humour # 8	Person P's response includes extraneous information that was not required by the initial statement. "Keep up the good work" is a simple expression of encouragement, but Person P introduces an unrelated topic.	Person P's response is not relevant to the initial statement. The phrase "keep up the good work" is meant to be motivational, but Person P shifts the topic to a critique of the recognition of different pop genres.	Person P's response is ambiguous and intentionally misleading. By interpreting "keep up" as "K-pop," Person P introduces confusion into the conversation.
Kanal Humour # 9	Person R's response is overly simplistic and lacks the necessary background to make his interpretation clear. He doesn't explain his reasoning, leaving Person Q without essential information to understand his point of view.	Person R's interpretation is not relevant to the religious context. Ash Wednesday is a significant day in the Christian calendar, and Person R's comment about Pokémon is unrelated to this context.	Person R's response is ambiguous and unclear. The term "Ash Wednesday" has a well-known religious meaning, and using it to refer to a Pokémon character without clarification creates confusion.
Kanal Humour # 10		The focus on the phonetic resemblance to "hell" is irrelevant to the actual meaning of "anghel" as "angel."	The playful suggestion to rename "anghel" to "angheaven" introduces ambiguity and confusion, violating the expectation for clarity.

Kanal humour, characterised by wordplay and double meanings, aligns with existing humour theories that emphasise incongruity and surprise. The use of puns, satire, rude, and sarcastic responses is prominent in the given corpus. [Nijholt \(2018\)](#) explores various forms, such as satire, irony, puns, quips, jests, wit, and ridicule, that create humour through the juxtaposition of incongruous elements. [Ortega et al. \(2021\)](#) highlight irony, satire, sarcasm, humour, puns, simile, hyperbole, and metonymy in social media contexts rooted in incongruity, which contribute to the humorous content found online. The results and discussions show that these instances of kanal humour are consistent with such findings, demonstrating how semantic reinterpretation creates humour through incongruity and subversion of expectations. Moreover, it showcases how Kanal's humour influenced the language used by the people, more specifically, to TikTok users, making it more confusing and hard to understand for others. Further, previous related research in semantics and pragmatics highlights how humour often arises from unexpected violations of conversational norms. In the corpus, it is evident and stated how they violate the maxims of conversation. In the maxims of quantity, all ten corpus are violated as they provide information that is unnecessarily needed by the audience. They also violate the maxims of relation since their responses and the comments are irrelevant, which causes confusion and annoyance to the audience. Lastly, they violate the maxims of manners as the answers to the comments are too lengthy, ambiguous, and vague, which causes misunderstanding. The analysis of these TikTok videos illustrates that kanal humour uses specific linguistic strategies, such as homophonic puns and double entendres, and violates the maxims of conversation to subvert expectations and entertain. This study confirms previous research, which similarly identified that humour stems from the intentional violation of conversational norms. [Hamdi's \(2024\)](#) study on the Tunisian short story "The Star-Gazer" revealed that humour was achieved by flouting the maxims of quantity (providing too much or too little information), relevance (introducing irrelevant topics) and manner (using ambiguous or unclear expressions). Both studies affirm that humour stems from creating confusion, irony, and subversion within dialogue.

This also offers a foundation for developing a theory or model that explains how kanal humour operates within the framework of conversational norms and digital communication. The study suggests the theoretical development:

The Kanal Humour Model: A Framework for Linguistic Subversion

The use of puns, double entendres, and wordplay to reinterpret the meaning of words or phrases, creating incongruity and humor; deliberate violations of Grice's maxims (quantity, relation, and manner) to disrupt expectations and subvert conventional conversational flow; the role of social media platforms (e.g., TikTok) in shaping humor, where brevity, visual elements, and interactive comments influence the delivery and reception of kanal humour.

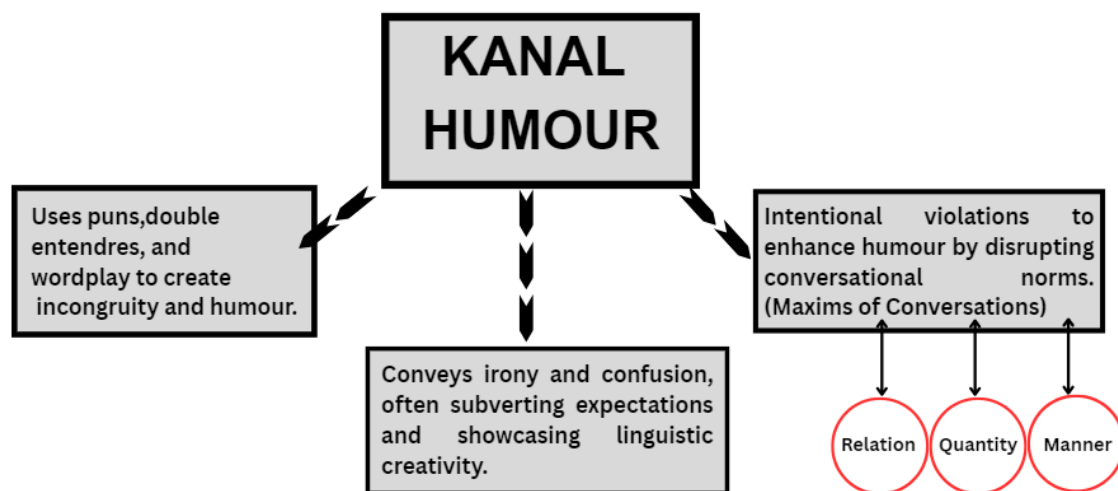


Figure 1. Kanal Humour Creation

CONCLUSIONS

The findings in this study are supported by a rigorous analysis of a TikTok corpus and are consistent with prior research, which links humour to the violation of conversational norms. The study's methodology ensures credibility by systematically identifying patterns of conversational rule-breaking and linguistic strategies across multiple examples. This research contributes to the field of linguistics and digital communication by extending existing humour theories to the context of social media, showing how conversational norms are adapted and subverted in online spaces. Emphasising the role of kanal humour in shaping digital language trends, providing insights into evolving communication styles in the digital age, and laying the groundwork for a potential theoretical framework on humour in digital environments, focusing on the interaction between conversational principles and linguistic creativity. These contributions enrich the understanding of humour's role in digital culture and its implications for linguistics and media studies. This study can also be used as a reference for future research that would delve deeper into kanal humour across various social media platforms, including Facebook, X, etc., as well as to examine or investigate the similarities and differences of kanal humour in these platforms. This can also be used as a basis to study what features of Kanal humour violate Grice's maxims of quality in conversation.

LIMITATION & FURTHER RESEARCH

The study focuses solely on TikTok, which may limit the applicability of findings to other social media platforms with different audience dynamics and features; The study does not fully explore how cultural differences influence the creation and interpretation of kanal humour; Lastly, the analysis is based on a limited set of examples, which might not capture the full diversity of kanal humour in online contexts.

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