

## RHETORICAL TECHNIQUES ON REDDIT'S RACIST JOKES

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### Abstract

This study will be focus on analyzing the racist jokes in Reddit's dark humor forum, from rhetorical perspective. This research uses theory of rhetorical technique by Berger (1995) to identify the techniques used by the creator of humor. The data was taken from Reddit, and the research employed descriptive qualitative method, embracing the characteristics of a qualitative texts analysis. The results of this research shows that among the four categories of rhetorical techniques proposed by Berger, there are only three categories that were found in the data, those are; *Language-based*, *Logic-based*, and *Identity-based*. The last category which is *Visual-based* technique, was not found in the data, since the data was in a form of texts, instead of picture or video.

**Keywords:** Racist Joke, Rhetorical Techniques

### Abstrak

Studi ini akan fokus menganalisa lelucon rasis yang ada di forum dark humor Reddit, melalui perpektif retorika. Penelitian ini menggunakan teory teknik retorika oleh Berger (1995) untuk mengidentifikasi eknik-teknik yang digunakan oleh pencipta humor. Data-data diambil dari Reddit, dan penelitian ini mengaplikasikan metode penelitian deskriptif kualitatif, yang memegang karakteristik dari analisa teks kualitatif. Hasil dari penelitian ini menunjukan diantara empat kategori dari teknik retorika yang di kemukakan Berger, hanya ada tiga kategori yang diketemukan pada data, di antaranya; *Languange-based*, *Logic-based*, dan *Identity-based*. Kategori terakhir yaitu tenik *Visual-based*, tidak di ketemuan karena data yang di ambil berbetuk tulisan, bukanlah gambar atau video.

**Kata Kunci:** Lelucon Rasis, Teknik Retorika.

### INTRODUCTION

Humor is one of the literary works, which gained popularity in the midst of human society by making people laugh as a form of entertainment. It becomes a part of everyday communication, since people delivering their sense of humor by involving their aspect of lives. One of the interesting humors is black comedy/dark humor. It is a humor, which focuses on serious matter and considered as a taboo, and people often found it controversial considering with the subject of humor. Some of the most popular subjects of black comedy relate to racism, religion, terrorism, crime, terminal illness, disease, and murder. The phenomenon of dark humor is often found in the Internet, especially on a website dedicated mainly as a discussion forum where people are able to share ideas and information freely. Firstly founded in June 2005 by Steve Huffman and Alexis Ohanian, Reddit became one of the most famous internet social website. The registered users of Reddit are able to upload any kinds of content including stories, image, and link, which is later the uploaded content will be gaining

vote from other users to determine the quality of the content.

This study focused on analyzing the racist jokes in Reddit's dark humor forum, from rhetorical perspective. Rhetoric is the art of language, which includes the skill of persuading others towards specific ideas through well-constructed text. Rhetoric refers to technique used to persuade people in believing with something (Berger, 1995). Through rhetoric, it can be analyzed how texts are constructed by the author, and how the author conveyed the readers towards specific goals, in this case laughter.

According to background of the study above and the ideas which has been described, there is a problem that going to discuss in the study, which is

1. What are the rhetorical techniques found in the racist jokes on Reddit's dark humor forum?

The objective of the study is formulated to describe what types of rhetorical techniques used in the racist jokes on Reddit's dark humor forum. In the other side, the significances of the study are utilized to identify the purpose of the study for the author which to give

understanding for the reader about rhetorical techniques that are used in creating racist jokes. This study was focused on rhetorical analysis which was used to analyze the use of rhetorical techniques in building racist jokes on Reddit's dark humor forum. The subject of this study was limited only rhetorical techniques used by the creator of jokes in dark humor forum. The research findings are expected to enrich the finding of humor under rhetorical approach. Humor is one of the literary works that can be analyzed using linguistics perspective. The researchers hopes that this research can be used to understand humor, especially racist humor, under the rhetorical approach.

Rhetoric is the art of finding out any available means of persuasion (Aristotle, 1995). Rhetoric is a meta discipline that can be used to analyze the way people persuade others to agree towards specific subject matter or content. There are three basic modes of persuasion, those are based on the character and reputation, based on putting the audience into an emotional state, and the last is based on the proof (Aristotle in Berger, 1995). Rhetoric is an important source of humor, because it covers two most important points: Skillful organization of texts, and precise uses of numerous figures of speech, i.e. rhetorical device.

All forms of language that is used, whether it is spoken or written, is dialogical. It means that it always addressed to someone, from the language users point-of-view. It does rhetorical and social work, by crating role-relationship between author-speaker, and reader-hearer with amounts of formality and intimacy, authority and power, discourse rights and obligations.

Rhetorical approach applied in the analysis of written texts, occurs in the context where the writing or other communication takes place, which includes purposes, audiences, genre, stance, and design. The analysis involves moving beyond the content including, who the author is, why the author wrote about it, where and when it was published, and how the piece was organized. In other words, rhetorical analysis looks through the rhetorical situation of a texts, which involves how and why it was written, who the targets are, and what is the author trying to achieve.

Furthermore, rhetorical analysis needs to deal with the uniqueness of the text, which are more ambiguous to different interpretation. In this circumstance, multiple forms of evidence need to be used in order to support the interpretations, such as word choice, intonation, grammatical choice, contextual information, about the situation or activity.

Rhetorical techniques are the device applied by the writer or speaker to trigger an emotional response, in order to persuade the reader or the audience to come to an agreement with the concept, idea, or point of view from the writer/speaker perspective. The reader or the audience, require an understanding of the content that the writer or speaker communicates through language. Aristotle (1995) mentioned that rhetoric is based on logos (the logical content) and lexis (the style and delivery). Aristotle adds that in persuading the target, there are three kind of proof that can be provides by the writer or

speaker; those are Ethos, Logos, and Pathos (Roberts, 2008). Ethos is applied in order to established relation between both sides. This sense in based on the character, using good will, practical wisdom, credibility, and trust. Logos is the appeal of reason by using logical proof. Pathos is the appeal of emotions on the target audience/reader, which can be characterized by pleasure or pain.

The rhetorical devices of humor realization are the working ways in language of humor, which held the contrast of dissonance, repetition and reverse, unexpected interference, queer exaggeration, play on words and deliberate logic traps. This account that humorous language can be understood from three point-of-views: 1. Logical rule-breaking, 2. Rhetoric humor, which includes those that employed the variety of rhetorical devices, 3. Cultural humor that depend profoundly on the communal knowledge that shard among cultural group (Wenzhen, 2005).

Additionally, among the types of rhetoric, are listed some numbers of informal logical fallacies. A figure is a broad term for any striking or unusual formation s of words or phrase, and alters the normal form. There are many organization of humor presented here, for example simile, analogy, allegory, etc. are also belong to rhetoric term. In many given rhetorical terms, they may form the basis of humor or are related to humor.

Berger (1995) have listed several types of rhetorical techniques that can be used to persuade people to laugh, or at least seeing or defining a show or a text as humorous. Berger comes up with forty five-techniques that can be used by writers, artist, stand-up comedians, etc. to generate laughter in the audience or the reader. The forty-five techniques was divided into four major category: humor involving language, humor involving logic, humor identity, and humor involving action (visual humor). Berger (1995) claims that his forty-five rhetorical technique of humor, can be used to deconstruct any kind of humor example, whether it's in a form of play, cartoon, jokes, or other humorous texts. The techniques will help to see how humor producers, created humorous material, since the techniques have already been used since the earliest form of comedy. However, there is a problem with some of the techniques, which admitted by Berger, such as satire and parody that are very broad, and others techniques are somewhat narrow, such as insult. Despite the limitation, the techniques have one very significant value, since it ability to help understanding how humor work.

The complete list of Berger's rhetorical techniques of humor is presented below:

#### 1. Language-based techniques:

- Allusion: an indirect reference usually from literature (Webster).
- Bombast: a pretentious inflated form of language (Webster).
- Definition: a description of a the exact meaning of a word or things (Webster).

- Exaggeration: statement that excess the truth. Exaggeration is not always in verbal, it can be displayed in the characters expression. Exaggeration often related to insult, which is a form of aggressive humor (Berger, 1995).
  - Facetiousness: joking that usually regarded as annoying, silly, or inappropriate (Webster).
  - Insult: an act to hurt the feelings or pride of other. Insult is usually targeted to different kinds of group (occupational, political, citizens of different countries, public figures etc.) and can be used together with comparison (Berger, 1995).
  - Infantilism: an expression that indicates lack of maturity in adult life (Webster).
  - Irony: Expression that have the meaning of the opposite from what is expected (Webster).
  - Misunderstanding: a mistake to a meaning. misinterpretation of word (Webster)
  - Puns and wordplay: humorous use of a word that suggest two or more of its intended meaning (Webster)
  - Repartee: adroitness and cleverness in replying something in quick manner (Webster)
  - Ridicule: act of making fun to someone (Webster)
  - Sarcasm: use of the opposite word that means to show irritation, or hurting someone (Webster)
  - Satire: a literary work to point up or ridicule foolishness of a person, institution, or human nature (Webster).
- (Webster)
  - Rigidity: a state of being demanding, stiffness, unbendingness (Webster)
- **Identity-based techniques:**
    - Burlesque: a witty imitation that creates a serious subject seems funny (Webster)
    - Caricature: distorted illustration/representation that goes beyond the fact (Webster)
    - Eccentricity: act or habit that is unusual (Webster)
    - Embarrassment : having state of distress, feeling foolish (Webster)
    - Exposure: making known of something (Webster)
    - Grotesque: very strange or ugly in unnatural way (Webster)
    - Imitation: act of copying something or someone (Webster)
    - Impersonation: pretending to be other, assuming or acting the character (Webster)
    - Mimicry: activity of copying others in ridiculous way (Webster)
    - Parody: bad or ridiculous example of something (Webster)
    - Scale: standard of assessment or judgment
    - Stereotypes: unfair generalization of groups based on particular characteristic (Webster)
- 2. **Visual-based techniques:**
    - Chase
    - Speed
    - Slapstick
- Another researcher has already done a research on humor related with rhetoric. The research is written by Dyah Rochmawati (2011), entitled *The Rhetorical Approach to the Understanding of the Humorous Texts in Reader's Digest*. The researcher focus was on jokes in Reader's Digest magazine. The study applies rhetorical approach to understand the jokes in the magazine, in order to define how the jokes was created and the readers will be able to understand it. The descriptive qualitative method was applied in the study, and the jokes taken as the data was in a form of texts. The result of the study reveals five findings, the first is, the jokes from Reader's Digest was constructed by following the humorous text structure, and contains three elements of structure. Second finding of the research shows that the jokes was created through humorous act from the character in the story. The third finding shows that in creating the jokes, the author was flouting the maxim of cooperative principle. The fourth finding of the research was revealing that in creating jokes, the author applies several rhetorical techniques. The last finding of the research shows that humor contains five knowledge resource that makes a humorous texts funny. Moreover, there are five

theory applied by the researchers, those are the generic structure of text by Anderson and Anderson (1997), Austin's theory of speech act (1962), Grice's theory of cooperative principle (1989), Berger's rhetorical techniques of humor (1995), and the last is the general theory of verbal humor by Attardo (1994).

## METHOD

This study is a descriptive qualitative study; therefore, the main instrument of this study is the researchers as the core of interpreting, describing and analyzing the data. The data will mainly be taken from Reddit's dark humor forum in the form of words, phrases, or sentences. This research focused on jokes that use racism as the main topic. The data collection technique that was applied by the researcher is documentation technique.

In order to collect the data of this research, there are several steps that applies to collect the data. The steps are consisting of:

### 1. Visiting Reddit website

Before the researcher begins to collect the data, the research must go to the website of Reddit. Since Reddit is blocked by Indonesian internet network, and it can't be easily access using regular browser service, the researcher must install encryption program in order to use fake IP address to gain access on the website.

### 2. Search the jokes inside the dark humor forum of Reddit

After gaining access on the website, the next step done by the researcher is finding the jokes in Reddit's dark humor forum.

### 3. Choosing the jokes that matched with the categories

By reading the jokes in the Reddit forum, the researcher is able to choose the joke that is matched with the categories intended by the researches, for the data of this study. The researcher then gathers all the data by making a screenshot of the jokes, which later will be transcript.

In analyzing the data, there are three steps, which are proposed by Miles consisting of Data condensation, Data display, and Conclusion Drawing (1994). Following those steps, researcher will applied data condensation to strengthen the data, which had been selected, then presenting the data that is going to be displayed, and finally draw the conclusion.

## DISCUSSION

This research focuses the rhetorical techniques that are used by the creator of racist jokes on Reddit's dark humor forum. According to Berger (1995), there are 45 rhetorical techniques of humor that are categorized in

four major categories. Those are language based technique, logic based techniques, identity based technique, and visual based techniques. However, the result of analysis from the data taken for this studies, only three categories that are found and applied on the humorous text. Those are language, logic, and identity based techniques. The last remaining category that was not found is visual based techniques, because the techniques only occur in humor related with picture and video.

### 1. Language-based Techniques

1. I don't see why people think Jesus was so amazing... he only fed 5000 people with a few loaves of bread and two fish, yet Hitler made 6 million Jews toast.
2. What's the difference between pothead and a gay Muslim? Potheads get stoned by choice
3. Why is it so easy to defeat a Chinese warrior? Because there's a chink in the armor
4. The term "Every 60 seconds in Africa..." is stupid. Everyone knows Africa don't get seconds.... They're lucky if they get a single serving....

In the data (1) there are three rhetorical techniques of language based that are found. Those are allusion, puns and wordplay, and satire. Allusion was shown from the statement "he only fed 5000 people with a few loaves of bread and two fish" because the statement was taken from the bible verse namely "feeding the multitude. Puns and wordplay, was shown by the use of word game where the creator twist the meaning of a word. It was shown from the word "toast" when the act of Hitler was explained through the statement "Hitler made 6 million Jews toast". The word "toast" was being played in the data (1), because it can be interpreted as two different meaning. The first is a food made from bread, and the second is an act of burning something by exposing it on fire. Satire technique, reveals that the joke was used to criticize the act of Hitler where he burned almost 6 million Jews during World War 2, by creating a funny comparison between Jesus and Hitler, by using allusion, and puns and wordplay techniques.

In the data (2) there are three rhetorical techniques of language based that are found. Those are puns and wordplay, irony, and insult. Puns and wordplay was shown from the word "stoned" because it can be interpreted as two different meaning. The first is a state when someone was under influence of drugs especially marijuana, and the second is a state of being thrown by stones. Irony was shown as the explanation given that "Potheads get stoned by choice" means that gay Muslim can't get stoned by their own choice, and since the puns and wordplay technique was applied, the meaning of word "stoned" that related with gay Muslim is the state of

being thrown by stones. Insult is an act of making fun of other people in an hurtful way, and the joke was targeted to make fun of Muslim beliefs, which forbid gay and as a punishment they will be thrown by stone until they're death.

There are two rhetorical techniques of language based found in the data (3). Those are Puns and wordplay, and ridicule. The first technique found is puns and wordplay, which is shown by the use of play of meaning in the explanation of the reason why Chinese warrior can easily get defeated. The word "Chink" when the creator of the joke explained that, "there is a chink in the armor" can be interpreted as with two different meaning. The first is a small crack that usually occurs in an item made from steel or porcelain, and the second is an offensive terms to used when calling Chinese people. Following the puns and wordplay, the second technique that was applied is ridicule, which shown the main function of the joke. Ridicule was indicates by an act of making fun of someone, and in the data (3) the explanation given when reason of Chinese warrior can easily get defeated, was targeted to mock both Chinese people and their creation, since Chinese has a reputation in creating bad quality items.

There are three rhetorical techniques of language based category found in the data (4). Those are misunderstanding, puns and wordplay, and ridicule. Misunderstanding was shown when the creator give statement "the term "every 60 seconds in Africa..." is stupid". Misunderstanding was found when the creator was having misinterpretation of the word "second" because the creator gets the wrong idea and interpreted the word as the second time of food serving, instead of measurement units of time. puns and wordplay that was found in the data, help further explain the previous technique of misunderstanding. When the creator of the joke give statement "Africa don't get seconds", it was shown that puns and wordplay technique was applied, and caused the misunderstanding to happens, because the word "second" can be interpreted as two different meaning. The first is a measurement unit of time, and the second is the food serving which is received for the second time.

## 2. Language-based and Logic-based Techniques

5. I don't see why people think Jesus was so amazing... he only fed 5000 people with a few loaves of bread and two fish, yet Hitler made 6 million Jews toast.
6. So a black guy walks into a bar with a parrot on his shoulder and sits on a stool. The bartender brings over some peanuts and goes back to serving other customers. He looks over after a few minutes and sees the black guy tossing peanuts into the air, at which point the parrot catches them in his beak and eats them. Having watched this for a while he finally approaches the guy and says, "That's a really neat trick

you've got going. Tell me, where'd you find that thing anyhow?" To which the parrot responds, "I got him in Africa, they're running around all over the place."

7. So three men were hunting for animals in the safari. After they got home they all said what they got. The first man caught 5 zebras, the second man caught 3 lions and the third guy shot 10 nopl. The two other men the asked the third guy: what's a "nopl"? They are small black creatures sitting and screaming "No Please!!" Before i shoot them.

In the data (5) there are three rhetorical techniques found, which consists of language based and logic based technique. Those are accident, mistake, and insult. Accident was occurs in the beginning of the joke when the character witnessed a black man carrying a TV when he was going out. . Mistake technique was occurs after the man witnessing the black man with a TV, he decided to go home because he thought that it was his. In the data (5) insult techniques reveal the target of the joke as the character stated that "mine was still home polishing my shoes" it was meant as an insult for the black people and their history of becoming slave.

There are three rhetorical techniques found in the data (6), which consists of language and logic based technique. The techniques that were found are absurdity, ignorance, and ridicule. absurdity was found in the beginning of the joke when the black man was walking in a bar while carrying a parrot on his shoulder. His action was showing an awkward activity that becomes the characteristic of absurdity. Ignorance technique was found when the bartender decided to ask the black man about his parrot, after he got curious with how smart his parrot is. Ridicule technique was found when the target of the joke was revealed. The joke was targeted to make fun black people, after the one who answer the bartender's question is the parrot.

There are five techniques found in the data (7), which consists of language based and logic based technique. The techniques that were found are catalogue, ignorance, mistake, puns and wordplay, and insult. Catalogue was shown from the explanation "The first man caught 5 zebras, the second man caught 3 lions and the third guy shot 10 nopl." Ignorance was found when the two other hunters asked the third hunter about his prey named "nopl" The third technique found is mistake, which shown by the third hunter act as he was mistakenly thought that the black people was an animal and shoot them. Pun and wordplay was shown as the hunter thought that the word "no please" is a sound produced by the black people, therefore he interpreted that the black people is animal named "nopl". The last technique applied is language based technique of insult, because the joke was targeted to mock black people through hunter explanation about the animal, as a form of insult towards black people, especially since the hunting was happened

in Africa, and to shows that black people is no difference than animal that can be killed freely for hunting.

### 3. Language-based and Identity-based Techniques

8. Why don't black guys ever get sunburnt? Because it's dark in cell
9. A Christian, a Jew, and a Muslim board a plane. A stewardess comes around offering drinks. She first approaches the Christian and asks if he'd like a drink. The Christian replies, "if our lord and savior Jesus Christ wasn't shy to a glass of red, nor will I be!" so she pours him a small plastic cup of red wine. She proceeds to ask the jew if he would like a beverage. The jew replies "I wouldn't passover' the offer, I've got nowhere to be!" finally she arrives at the muslim and offers the same to which the muslim replies, "sorry no thank you, I'm going to be piloting a plane soon and I really should be sober."
10. There was a blackout in my neighborhood yesterday. Don't worry the police got him
11. I saw a 9/11 joke the other day and I just want to let you know that's incredibly insulting. My uncle died in 9/11 and you're not paying him the proper respect that he deserves. At least the man died doing what he love. He always did want to be a pilot

The creator of the joke in data (8) applied three rhetorical techniques, which consist of the language and identity based technique. The first technique that was found is puns and wordplay. Puns and wordplay was used when explaining the reason of black guys never get sunburnt, by using a play of meaning to bring a funny interpretation. The word "cell" in the twist part of the joke has two different meaning and can be interpreted differently as a part of human skin or a jail room. The second technique is stereotype, was used to show the common characteristic of black people that always known to be a criminal. The last technique is ridicule, since the joke was targeted to make fun of black people by exposing their stereotypes of that always known as a criminal and causing them being thrown to jail. The last technique is ridicule, since the joke was targeted to make fun of black people by exposing their stereotypes of that always known as a criminal and causing them being thrown to jail.

There are three rhetorical techniques found in the data (9), which consist of the combination of language based and identity based technique. The first technique that was found is the language based technique of repartee, shown every time the stewardess offers the passengers wine, they always come with witty reply to accept the offer. When the stewardess offer the Muslim passenger the drink, the language based technique of repartee was also found, but it was used to reject the offer

by stating "sorry no thank you, I'm going to be piloting a plane soon and I really should be sober". The second technique that was found is identity based technique of stereotype, to shows that Muslim is always identic with terrorism act, especially in plane hijacking, which shown by the reply after the Muslim passenger reject the stewardess offer saying that he needs to be sober to drive the plane. The last is language based technique of satire, as the target of the joke was used to criticize Muslim by revealing the intention of the Muslim after he rejects the wine offer. The target of the joke was to criticize Muslim and their most notable act in terrorism, the tragedy of 9/11, in a funny way.

There are three rhetorical techniques found in the data (10), which consist of the combination of language based, identity based technique. The first technique that was found is the language based technique of puns and wordplay, shown by the word "blackout" used in the orientation part of the joke, is actually means as a black person who is going out, instead of electricity failure. The second is identity based technique of stereotypes, when the creator of the joke give an explanation that "the police get him", it was actually meant to shows that black people is constantly known as criminals, and even when they go out to street, other people will feel threatened. The last technique applied is language based technique of ridicule, because the joke was targeted to mock black people for the reason that they didn't have any freedom, even when they go out the police will always after them.

There are three rhetorical techniques found in the data (11), which consist of the combination of language based and identity based technique. The first technique that was found is the identity based technique of exposure, when the character was exposing that his uncle is one of the victim of 9/11, and the reason behind his upset is because the joke about 9/11 tragedy showing that people did not pay any respect towards the victim. The second technique found is language based technique of irony, shown by contradicted statement given by the character, as he explain that his uncle dies become a pilot. The statement given by the character on how his uncle died becoming a pilot, is contradicted with his previous statement that his uncle need more proper respect as a victim of 9/11, since his uncle is not one of the victim in the tragedy, instead he is the one who caused the tragedy. The last is language based technique of satire, as the character give statement about the way his uncle die, the target of the joke was to criticized Muslim and the act of terrorism, following the 9/11 tragedy after an airplane was hijacked by a terrorist and hit the World Trade Center building which caused million people to died.

### 4. The Combination of Language-based, Logic-based, and Identity-based Techniques

12. An old Chinese man was standing at the edge of a lake and was skipping stones on it. Each time he threw a stone it would go, CHING-FLING-ZING. A nigger walked up to him and asked

him what he was doing. The old Chinese man would said, "I skip stones on surface of lake because it tells me my ancestry...see?" so the old Chinese man threw another stone towards the surface of the lake and it again went CHING-FLING-ZING. The old Chinese man said, my brother's name was CHING, my sister in law's name was FLING and my mother in law's name was ZING. The nigger said he wanted to try it and find out his ancestry, so the Chinese man gave him a stone and the nigger threw it at the lake. As his stone skipped on the surface it went CHIMP-PAN-ZE!

13. An Englishman, a Jew and a Pakistani are sitting on a plane when the flight attendant rushes. "there's been a terrible miscalculation, we won't have enough fuel to reach the airport unless we lose some weight fast! Please throw anything you don't need off the plane" she says, opening the door. Hearing this the Jew grabs a large gold bar from the overhead compartment and throws it out. To the shock of the other two he says, " don't worry about it, we've got loads of them in our country" next the Pakistani follows suit, he grabs a melon and tosses it out "don't worry about it, we've got loads of them in our country" all eyes are on the Englishmen when suddenly, he pushes the Pakistani out of the plane! "Don't worry about it, we've got loads of them in our country"

Six rhetorical techniques were found in the data (12), which consist of the combination of language based, logic based, and identity based technique. The first technique that were found is absurdity, indicates by the performance of awkward activity. Absurdity was applied when the Chinese man doing an activity of skipping stone on the lake, and each time the stone hit the water surface, it produces a sound. The second technique found is accident, indicates by unexpected occurrence of something, which in the joke it was shown by the nigger who suddenly approach the Chinese and asked him about his activity. After the nigger approached the Chinese man and asked about the activity, the Chinese man explained that he skipped stone on the lake to call upon his ancestor, and the ancestor will reply through the sound produce from water surface. The explanation given by the Chinese man shows the technique of eccentricity, which indicates by an unusual habit of someone, and in the data (12) it was shown by the Chinese man explanation. Following the explanation, the nigger got curious and asked the Chinese man to try the activity he was doing. The fourth technique that was found is imitation, indicates by the act of copying others, which shown through the nigger decision of wanting to try the Chinese man activity. The fifth technique that was found is

sarcasm, indicates by the use of opposite word that means to cause irritation on others. Sarcasm was found when the water surface produce the sound "CHIMP-PAN-ZE!" instead a name of human. The last technique found is insult, because the response from the water surface was meant to mock the nigger that instead of human, his ancestor was a primate, and to insult the nigger by showing that black people was no difference than animal.

There are three rhetorical techniques found in the data (13), which consist of the combination of language based, logic based, and identity based technique. The first technique that was found is the logic based technique of accident, indicates by unexpected occurrence of an event. The technique of accident was shown by the attendance informing about the miscalculation of the plane that happens unexpectedly, and she requires all passengers to throw away their unimportant belongings. The second technique that was found is identity based technique of stereotypes, intended to shows that Jews is a greedy and materialistic people from the action he just performed as he Jews throw away a bar of gold. The third technique that was found is language based technique of repartee, shown by the respond given by the passenger because every time the passengers throw away something, they always said "Don't worry about it, we've got loads of them in our country", which indicates as a clever responds given towards their action. The target of the joke was revealed by using language based technique of insult, which is shown by the action of Englishmen and his responds towards his action. When the Englishmen kicked out the Pakistani, it shows the hatred of English people toward Pakistani, and the joke was targeted to mock Pakistani people being the immigrant in British which is the root of the hatred of English people toward Pakistani.

## CONCLUSION

In conclusion, not all of the rhetorical techniques was formulated by Berger (1995) were found in the jokes. There are three categories of rhetorical techniques that were found in the jokes. Those are language based technique, logic based technique, and identity based technique. Visual based technique was not found in the data, since the data is in a form of humorous texts instead of picture. Then in analyzing the rhetorical techniques used in the racist jokes from Reddit's dark humor forum, there is one types of rhetorical technique that is more dominant than the others, which is language based technique. Moreover, types of rhetorical techniques belong to the language based category that were founds are Allusion, Insult, Irony, Misunderstanding, Puns and wordplay, Repartee, Ridicule, Sarcasm, and Satire. For the types belong to the logic based category that were founds are Absurdity, Accident, Catalogue, Ignorance, and Mistake. The last types are Exposure, Imitation, and Stereotypes, which belong

to identity-based category. Rhetorical techniques that were applied, each type has different characteristic which and role in building the joke. Language based technique is characterized to be independent and able to point out the target of the joke, especially because the main topic of the dark humor is racism. Through language-based technique, the targets of the joke are shown and determine to point out the funniness of the joke. Logic based technique is characterized because to be capable of explaining the sequence of events that happens, and it usually occurs with jokes that involved with storytelling. Identity based technique is characterized as the technique that add provocation especially with the specific character in the joke.

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