

國立政治大學國際傳播英語碩士學程  
International Master's Program in International  
Communication Studies  
College of Communication  
National Chengchi University

碩士論文  
Master's Thesis

論文題目  
Laughter is the Best Pitch:  
A Research on the Presence of Humor in American and  
Filipino Advertisements

Mildred Ann A. Vicente  
Advisor: Cheng Kuo, Ph.D.

中華民國 2009 年 1 月  
January 2009

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研究生: Mildred Ann A. Vicente  
指導教授: Cheng Kuo, Ph.D.

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A Thesis

Submitted to International Master's Program in International  
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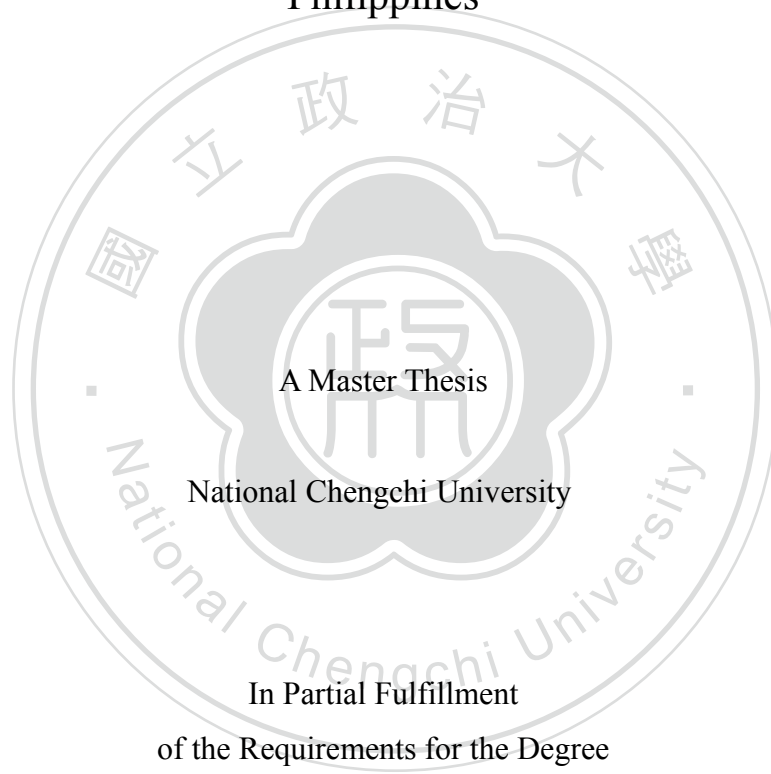
In partial fulfillment of the Requirement

For the degree of Master in International Communication Studies

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# **Laughter is the Best Pitch:**

A Quantitative – Qualitative Research of the Presence of Humor in  
the Television Advertisements in the United States and the  
Philippines



A Master Thesis

National Chengchi University

In Partial Fulfillment

of the Requirements for the Degree

Master of Arts

by

Mildred Ann A. Vicente

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