

# Incongruous Humour: A Study of Sexist Covid-19 Memes in Assamese

---

**Kabita Chiring**

*Assistant Professor, Dept. of English, B.Borooah College*  
(kabita.chiring@gmail.com)

**Abstract :**

The emergence and importance of fourth wave feminism can be understood in reference to the continued subjugation of women in the present times in spite of the many battles that women have won. An area of particular interest to fourth wave feminists is the insidious way in which sexism and gender bias percolate our cultures and everyday lives. Humour, a part and parcel of society, is therefore a potent area for investigating the existence of patriarchal ideology and sexism. Humour, as the theorist of humour Noel Carroll defines is the response-dependent object of comic amusement. As per the incongruity theory of humour, comic amusement is derived from incongruities resulting from deviance from societal norms. This implies that comic incongruity depends on the working knowledge of the audience about the congruities related to norms, concepts, etc. that a particular instance of humour disrupts. Thus, working as a form of comic amusement, sexist memes bring to the fore shared presuppositions about gender in society and contribute, as Carroll postulates, towards the construction and maintenance of an us that abides by the pertinent norms. This us is defined against a them that deviates from the norms commemorated by the comic amusement in which the us participate. It is to be noted that, as an instance of humour, sexist memes not only provide information about gender norms but also reinforce them, thereby consolidating patriarchal ideology in our society.

**Keywords:** Humour, Comic Amusement, Incongruity, Norm, Sexism.