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## THE POWER OF SATIRE: HOW TO LAUGH ABOUT POLITICAL ISSUES

By studying satire in newspapers, this article's aim is to apply a common analysis tool on a discursive type found in the daily press column. The idea is to point out humorous satirical components in the texts devoted to political events or political leaders.

The satirical press has been an important part of the media landscape for centuries. Through humor, wit, and irony, satirical publications have been able to criticize and satirize politicians, public figures, and social issues in a way that traditional media cannot. This article examines the role and influence of the satirical press in society, explores its historical roots, contemporary forms, and potential future development. Drawing on case studies from different media, we analyze the ways in which the satirical press shaped public discourse, influenced policy decisions, and challenged power structures. We also discuss the challenges and opportunities facing the satirical press in the digital age, including the rise of social media and changing audience expectations. Ultimately, we argue that the satirical press plays a crucial role in promoting critical thinking, upholding democratic values and holding government accountable.

This study lays the basis for analyzing a complex phenomenon of satire. It also reveals the various types of satire specific to cultural and linguistic contexts.

Key words: *humor, irony, satire, press, comic of fact, ridicule, documentary comic.*

## Introduction

Satirical journalism originates in folk art, which repeatedly and constantly refers to satire as an instrument of self-defense and self-consolation from the strong and powerful. The term ‘satire’ applies to intentionally hyperbolic representations of reality that denounce and ridicule the voluminous stupidities, vices, evils and follies of people.

The purpose of this article is to identify and analyze the objects of satire, as well as the means of expressing this artistic technique in modern print media, to evaluate the effectiveness of satirical press, considering its impact on the audience and its ability to provoke thought, discussion, or change. The article aims to explore briefly the historical and cultural context surrounding satirical press to provide a broader understanding of its significance. Satire often reflects the concerns, values, and attitudes of a particular time and place. Subsequently, analyzing the historical and cultural backdrop helps illuminate the societal factors that may have influenced the creation and reception of satirical pieces. In this regard, we can cite authors such as Molière or Oscar Wilde, famous playwrights, who claimed not to speak of serious things in a serious way.

Thus, the researchers were spurred to provide philosophical answers to the framed research questions:

Is satire an effective weapon to fight against political situations that we deplore? Can it apply to all subjects? Can we deal with serious and important subjects in a pleasant or humorous way?

## Theoretical background

Satire, together with irony, has occupied a significant place in literature since ancient times. In medieval and new Europe, satire, developing as an independent phenomenon, had complex and diverse goals, putting forward a number of well-known names. It appears in almost every medium of human expression, including literature, visual art and music. Its roots come from the classic world of ancient Greece and Rome: Aristophanes, Horace, Juvenalis. Satire is also part of the sacred tradition of French journalism, dating back to

the time of Marie Antoinette, which was ridiculed in leaflets on the eve of the French Revolution. France became the world leader in the number of satirical publications. It was Rabelais, who directed the sharpest arrows of satire against the church, which he saw as the main parasitic force, pressing a heavy burden on the shoulders of the masses of people, whilst in the 17th century, Molière deals with serious subjects such as in his play "Le Tartuffe", where he makes fun of the hypocrisy of religion and forced marriage.

The satirical press appeared in the United Kingdom in the Victorian era (19th century), i.e. later than in France. The "golden age" of English satire is the Enlightenment, when such writers, poets and publicists as S. Butler, J. Addison, A. Pope, J. Swift, S. Johnson, O. Goldsmith, G. Fielding and others ridiculed people's idleness, stupidity and ignorance. Alexander Pope, an 18th-century English poet and satirist, had significant thoughts on satire. In his work "An Essay on Criticism" (1711) he expressed his views on the purpose, techniques, and moral dimensions of satire. Pope viewed satire as a means of correcting vices, follies, and abuses in society. He believed that satire should serve a moral purpose by exposing and ridiculing human weaknesses and flaws. Satire, according to Pope, should act as a mirror to reflect and reform society. Jonathan Swift was another great English satirist who believed in common sense and the need for a reasonable transformation of the world. Swift wrote journalistic works on pressing topics in which he ridiculed the remnants of the political system in England, as well as its wars and shortcomings. His first significant work was the anti-religious satire "The Tale of a Tub" (1704), which ridiculed the main church denominations, their struggle and mutual hostility. In the novel Gulliver's Travels (1726), the entire human race is ridiculed, where apparent wisdom turns out to be indescribable stupidity, and sympathy turns out to be pitiful hypocrisy. We should also mention Sebastian Brandt, a German satirical poet, whose satire has not lost its freshness and brightness even today. Reading his book "Ship of Fools", we suddenly recognize ourselves and our contemporaries with surprise. Anger and stupidity, selfishness and envy, idleness and boasting - do these qualities not exist in the modern world of global progress? People are new, but vices are old. And that means that we need to eradicate in ourselves the same things that our ancestors fought and ridiculed.

The very word "satire" means "a work of art that sharply and mercilessly denounces the negative phenomena of reality. This word derives from Latin, which was borrowed from Greek. The term is understandable if we remember the first meaning of this word: 'sarkazein' meant to 'open the mouth by showing the teeth'. The appearance of satire in the literature of the country should be preceded by a certain level of maturity in understanding the events.

In addition, the author must have firm ideals and a colossal supply of vitality and patriotism (Chambers, 2002: 1280).

There are many studies on satire, but there is still no consensus among academics about what satire is: is it a genre or a special method of depicting reality? Many researchers who devoted their works to the theory of satire paid almost no attention to satirical journalism.

Some well-known scholars and researchers who have conducted research on political sarcasm or related topics include Dr. Roderick P. Hart, Dr. Jonathan Charteris-Black, Dr. Alison Dagnes, and Dr. H. Jay Siskin, among others.

Dr. Roderick P. Hart is a well-known scholar in the field of political communication who has authored several books on political discourse and rhetoric, including "Political Tone: How Leaders Talk and Why" (2013), and "Seducing America: How Television Charms the Modern Voter," among others. Dr. Jonathan Charteris-Black is the author of several books with a focus on political communication, rhetoric, and discourse analysis. In his "Politicians and Rhetoric: The Persuasive Power of Metaphor" (2011) he studies the role of metaphor in political discourse and how politicians use metaphorical language to shape public opinion and convey persuasive messages. Alison Dagnes (2019), a researcher of political satire, highlights the other aspects of the subject, such as its linguistic features, rhetorical strategies, cultural and social implications, and effects on political communication and discourse.

Amber Day (2011) examines the role of satire and political humor in contemporary society and politics, and argues that satire can serve as a powerful tool for dissent and critique. In her "Satire and dissent: Interventions in contemporary political debate" she analyzes various forms of satire, including cartoons, parodies, and stand-up comedy, and discusses how these forms of humor can challenge and subvert dominant ideologies and power structures. Amber Day offers a thought-provoking analysis of the complex and multifaceted role that satire plays in contemporary political discourse.

Dr. Kilby (2020) considers the limitations of political satire during the 2020 US presidential election. In her article, published in *The Conversation*, "Satire failed to pack a punch in the 2020 election" she argues that despite the prevalence of satirical commentary on Donald Trump and the political landscape, satire did not have a significant impact on the election outcome or public opinion. Dr. Kilby's work sheds light on the complex relationship between satire, emotion, and politics, and offers insights into the challenges facing satirical commentators and media outlets in the current political climate.

## Study and Methodology

The current paper considered the descriptive-correlational method of research. It includes collecting the data from the recent current affair publications and envisioned to explain the relationship between using various tools of satire and laughter that serves as the justification of impact on the readership. The chief sources of the data are the recent editions of "Private eye", "The New European" and "The Sunday Times Magazine".

## Discussion

Satire has always been considered an "ungrateful" genre - the state regime has never accepted the writers' caustic criticism. The state has tried to protect the people from the creativity of such figures in a variety of ways: they banned books for publication and exiled writers. But it was all in vain. These people were known, their works were read and they were respected for their courage.

Satire is a broad genre, incorporating a number of different approaches. It is sometimes serious, acting as a protest or to expose, or it can be comical when used to poke fun at something or someone. Some satire is explicitly political, while other examples of satire in literature, film, TV and online take on a wider variety of topics.

However, it's important to note that criticism of politicians is a common and inherent aspect of satire, as public figures in the political arena are often subject to scrutiny, debate, and criticism from various quarters, including the media, opposing political parties, and the general public. The specific politicians who are most criticized can vary greatly depending on factors such as their political affiliation, actions, policies, and public statements, as well as the opinion and perspectives of different individuals and groups. Satire is most commonly used in the context of topical issues, particularly in the political arena. When people laugh at a satirical joke, they are, in effect, agreeing with the underpinning observation presented by the satirist. Presenting an attacking observation in satire is effective because it allows the audience members to reach their own conclusion. By laughing, they are recognizing the absurdity of the reality being described.

It's also worth noting that criticism of politicians can be subjective and may come from different ideological, partisan, or policy-related viewpoints. In a diverse political landscape, opinions and criticisms can vary widely, and different politicians may face criticism from different quarters at different times. It's always important to exercise critical thinking, fact-checking, and discretion when evaluating political information and perspectives.

One example is *Private Eye*, a British fortnightly satirical and investigative magazine. It was founded in 1961 by journalist Christopher Booker and actor Peter Cook, with the aim of offering an alternative view of news and current affairs that is often not covered by the mainstream media. The magazine is known for its mix of humorous cartoons and articles, along with serious investigative journalism. It covers a wide range of topics, including politics, business, and the media. Another example is *The New European*, a British pan-European weekly political and cultural newspaper that emerged in response to the Brexit referendum. Some of the publications of this periodical clearly reflect the main methods and forms of satire at the present stage. While primarily a newspaper, it incorporates elements of satire and irony in its coverage and commentary.

Since political discourse is often carried out against the background of extreme tension, it contains many expressive units, often showing a negative assessment of the opponent. On the other hand, the tendency of "flirting" of politicians with the audience is becoming more widespread. Currently, many political debates are losing their formality and seriousness, taking on the appearance of a talk show, replete with provocative jokes using profanity. Some politicians linger in the political arena for a long time precisely because of the ability to amuse people and shock them with their verbal and non-verbal behavior. People are interested not so much in the meaning of what was said, but in the emotions born of what was said. Perhaps that is why irony, satire and sarcasm occupy a significant place in political discourse.

One of the functions of laughter is to mask the so-called dirt in politics, of which readers are tired. Witty banter against politicians turns out to be much more effective than bombastic accusation. Make the leader comical and he will no longer be a leader. Satire kills two birds with one stone: it both entertains the audience and makes them think. It reminds us that one way to overcome a problem is to laugh maliciously at it. How else to explain the rise in popularity of magazines, which please readers with colorful covers about Boris Jonson? For more than six months, Johnson had been sharply criticized by the public, the opposition and many colleagues for not preventing corporate parties in Downing Street during the period of coronavirus restrictions - and even participating in them himself. Both ordinary Britons and members of parliament accused Johnson of dishonesty, remembering that the prime minister first denied participating in parties, then called them work events and for a long time denied violating the coronavirus rules introduced by his own government. Johnson's position changed as more and more evidence emerged, and in the end, he received a fine and was forced to apologize. However, he consistently refused to resign, citing the Ukrainian conflict, which, according

to him, required increased attention from the British Cabinet.

*If you are looking for perfect examples of self-defeating self-interest, of humanity's tendency to cut off its nose to spite its noncommunal face, then a dropped kerb contagion is pretty good.* (Private Eye, 2023: 8)

Satire in the press refers to the use of language in a satirical manner to convey ridicule, irony, humor, or social commentary. It involves the use of various literary techniques, such as irony, hyperbole, similes, parody, puns, sarcasm, and exaggeration to criticize or expose societal issues, political ideologies, or human behavior. Here are some ways that satire can be expressed in the press.

**Headlines.** Headlines play a crucial role in newspapers, as they are the first point of contact between the reader and the story. Ironic headlines serve to attract attention because they are the first thing a reader sees. They can also help to establish a newspaper's brand identity, by showcasing its editorial style, tone, and priorities. A good headline should provide a concise and accurate summary of the article's main points. This can help readers decide whether they want to read the full story or not.

Newspapers and magazines may use sarcastic headlines to mock political events, policies, or figures.

*THE WORLD'S SHORTEST HONEYMOON PERIOD.* (Campbell, 2022: 7)

Liz Truss came to power by the will of the ruling party, not the will of the people. The Tory leader resigned as British Prime Minister, serving in this post for just 45 days. The article discusses a situation or event that was initially met with enthusiasm or optimism, but quickly became problematic. The phrase "honeymoon period" is often used to describe a brief period of time during which things are going well and everyone is happy, but which may be followed by more challenging or difficult circumstances.

*WHAT WILL IT TAKE TO GET JONSON OUT OF # 10?* (Mason, 2022: 1)

The article discusses various strategies that have been proposed for removing Johnson from office, including a vote of no confidence in Parliament, legal challenges to his actions or decisions, and pressure from within the Conservative Party itself. However, the author notes that each of these strategies has its own challenges and limitations, and that removing Johnson from office is likely to be a difficult and protracted process.

– *CAN YOU USE 'POLITICIAN' AND 'TRUTH' IN THE SAME SENTENCE WITHOUT LAUGHING?* (Falsani, 1995)

The article goes on to discuss the ways in which politicians can build trust with the public, such as being open about their sources of funding, disclosing conflicts of interest, and speaking honestly about their beliefs and intentions. The author also suggests that the media has a role to play in holding politicians accountable for their statements and actions.



To answer the question posed in the article's title, "Can you use 'politician' and 'truth' in the same sentence without laughing?", the author writes: "Yes, it is possible to use 'politician' and 'truth' in the same sentence without laughing, but it is a rare occurrence".

The headline is a crucial element of a newspaper's design and editorial strategy, as it helps to shape the reader's experience of the publication and influence their engagement with the content.

**Puns.** Puns can be a powerful satirical tool when used in the right context. Puns, as a form of wordplay, can create a play on words that highlights the ridiculousness of a situation, making it an effective tool for satirical commentary.

*The country's horoscope* (Ball, 2022: 10) This pun plays on the words "horoscope" and "horror" to create a vivid image of a bleak future for the country and is used to make a satirical comment about the current political or social situation.

*Guardian knot* (Private Eye, 2023: 11) is a play on the phrase "Gordian knot", which refers to an intricate knot that was famously cut by Alexander the Great with his sword in ancient Greek mythology.

*Called to ordure* (Private Eye, 2023: 13) is a play on the phrase "called to order", which is used to indicate the start of a formal meeting or proceeding. The pun substitutes the word "ordure" for "order", changing the meaning of the phrase and creating a play on words.

*EU-phemisms* (Private Eye, 2023: 15) is a play on the word "euphemisms", which refers to words or phrases that are used to avoid using harsh or unpleasant language. In this case, the pun substitutes "EU" for "eu" in "euphemisms", referencing the European Union. This wordplay draws attention to the use of euphemisms by the European Union, highlighting the potential impact of language on our understanding of important issues.

*War and piece* (Private Eye, issue 1595, 2023: 12) The pun changes the meaning of the title of the famous novel "War and Peace" by Leo Tolstoy, substituting "piece" for "peace." The pun uses wordplay to create a new meaning for a well-known title and may prompt the reader or listener to consider the relationship between war and personal meaning in a new way.

Thus, puns can be a clever and effective way to inject humor into satirical commentary, drawing attention to important issues and prompting critical thinking.

**Simile.** A satirical comparison, or simile, is a literary device that uses a comparison between two things to create a humorous or critical effect. Unlike a regular comparison or simile, which usually seeks to make a point of similarity or likeness between two things, a satirical comparison or simile exaggerates or distorts the comparison in a way that is humorous or critical.



*I was talking the other day to a former colleague of Johnson and to an eminent Shakespeare critic. The question arose: which Shakespeare character is he? They said simultaneously, **Falstaff**. A paragon of vanity, mendacity, idleness and debauchery.... So popular with audiences his appearance guaranteed a sell-out.* (Coles, 2022: 10)

Johnson is compared with Falstaff, a fictional character who appears in several of William Shakespeare's plays. Falstaff is a comedic character who is portrayed as a cowardly, lazy, and gluttonous knight, and is known for his wit.

***Just like a dolphin**, Rishi Sunak never has a proper sleep. Instead, his brain operates in two shifts and doesn't fully shut down. This will allow him to tackle his formidable in-tray 24/7 without having to break for a nap. It also helps him evade predators who would otherwise try to eat him as he takes a snooze.* (Rafferty, 2022: 2)

*Boris was **as agile as a cat**.* (Private Eye, 2023:11)

By using this phrase the article describes Boris Johnson's ability to adapt to a challenging situation or to make quick decisions. It also emphasizes Johnson's physical dexterity or ability to navigate difficult political situations with ease.

**Metaphor.** Metaphor can be an effective tool for satire because it allows writers to create comparisons that highlight the absurdity or hypocrisy of a situation or person, often in a humorous or exaggerated way. For example, a writer might use a metaphor to compare a politician to a snake, suggesting that the politician is sneaky, untrustworthy, or dangerous. This comparison is not meant to be taken literally, but rather to highlight the negative qualities of the politician in a way that is memorable and humorous.

*Jeremy Hunt delivered his fiscal statement **with the air of an opera house manager who** has to tell the audience that the tenor has fallen ill, and that the show is cancelled.* (Sparrow, 2022: 5)

This sentence uses a metaphor to describe how Jeremy Hunt delivered his fiscal statement. The speaker is comparing Hunt's demeanor to that of an opera house manager who has to deliver bad news to the audience that the tenor (the lead singer) has fallen ill and that the show is cancelled. The metaphor suggests that Hunt delivered his statement with a sense of disappointment and resignation, as if he were delivering bad news that he did not want to give.

*By surviving almost a full term in **the nest of vipers** that was Trump's White house, Convey proved she knows how to navigate the court of King Donald.* (Pengelly, 2022)

In this example the metaphor describes the challenges that Kellyanne Conway faced while working as an advisor in the Trump White House. The metaphor compares the White House to a "nest of vipers," suggesting that it

was a place filled with danger, conflict and intrigue. The statement suggests that Kellyanne Conway was able to navigate the difficult and often treacherous environment of the Trump White House and successfully complete almost a full term as an advisor. The metaphor of the "court of King Donald" reinforces this idea, implying that Conway was able to stay in favour with Trump in the White House.

*Brexit is the elephant in the room which few want to talk about.* (O'Reills, 2022: 5)

The phrase "*the elephant in the room*" is a metaphor that describes a big, obvious issue or problem that everyone is aware of, but no one wants to discuss or acknowledge. In this case, "*Brexit*" refers to the United Kingdom's decision to leave the European Union. Brexit is a major issue that is affecting many aspects of life in the UK and Europe, but it is not being openly discussed or acknowledged by many people. The metaphor implies that Brexit is a significant issue that is having a large impact on many people's lives, but it is being ignored or avoided by many, despite its importance.

We can see that metaphors can be a powerful tool for satire because they allow writers to create memorable and impactful comparisons that highlight the absurd or hypocritical aspects of a situation or person, often in a humorous or exaggerated way.

**Idioms.** When used in a satirical context, idioms can be employed in a number of ways. One approach is to take a well-known idiom and subvert its meaning to create a humorous or ironic effect. Idioms in a satirical context can be a powerful tool for writers to create witty and humorous commentary on various topics or situations. Idioms are phrases or expressions that have a figurative meaning that differs from their literal meaning, and they are often used to add color and flair to language.

There are two idioms in the following example:

*Many are asking the question, what good is the United Nations? Who still believes in it? What good is a Secretary-General who does not **take the bull by the horns**, does not **name a spade a spade**, does not proactively propose implementable blueprints for peace and mobilizes the entire UN system in support of valid peace initiatives?*(The United Nations Promise of Peace, 2022)

The idiom "*take the bull by the horns*" means to confront a difficult situation or problem head-on without delay or hesitation. In the context of the example, it suggests that the Secretary-General of the United Nations should not shy away from tackling important issues related to peace, but rather address them directly and proactively.

“*To name a spade a spade*” means to speak candidly and honestly about something, even if it is uncomfortable or unpopular. In the context of the example, it suggests that the Secretary-General should not shy away from calling out problems or issues related to peace, but rather acknowledge them directly and candidly.

*The English language even has two sayings which demonstrate how deeply ingrained the idea is: “Give them **an inch and they’ll take a mile**”, and the President Theodore Roosevelt’s maxim of 1900, which has now entered the political lexicon: “**Speak softly, but carry a big stick**”.* (Marshall, 2020: 83)

“Give them an inch and they’ll take a mile” is a common idiom that means if you allow someone to get away with a minor action, they will try to take more or do something more significant. The phrase suggests that people will take advantage of any leniency or flexibility given to them, and so it is necessary to be firm and draw clear boundaries in order to prevent this from happening. On the other hand, “Speak softly, but carry a big stick” is a maxim attributed to former US President Theodore Roosevelt in 1900. (Rauch, 2023: 4) It means that one should maintain a calm and composed demeanor when dealing with others, but also be prepared to use force or power if necessary. The phrase suggests that it is important to have both diplomacy and strength in one’s approach to international relations or other situations where power dynamics are at play.

The phrase “speak softly” emphasizes the importance of tact, diplomacy, and avoiding confrontation whenever possible, while “carry a big stick” implies the need for strength or power to back up one’s words. This maxim has become a political and cultural touchstone, particularly in discussions of foreign policy and international relations.

Together, these two phrases highlight the importance of balancing assertiveness and diplomacy, setting clear boundaries, and being prepared to act with strength and power when necessary.

*But the very fact that such a drone would reach a place where Putin plans to stay is a **slap in the face** for the Russian dictator.* (Bunyan, 2023: 15)

This figurative expression suggests that the arrival of a drone in a place where Putin plans to stay is a significant insult or provocation to him. The use of the phrase “slap in the face” emphasizes the severity of this insult, conveying a sense of disrespect or defiance towards Putin. The phrase “slap in the face” is a metaphorical expression, and does not refer to a literal physical action.

The use of idioms in satire can add humor and depth to a piece of writing, allowing the writer to convey complex ideas in a playful and engaging way.

However, it's important to use idioms judiciously and with care, as they can also be overused or misunderstood if not used in the right context.

Thus, there is no doubt that satire has to be understood. And we know that it consists in saying the opposite of what we think, but with distance, to bring to light, to make obvious what we criticize: we pretend to agree with the opposing position.

We must therefore recognize that it is possible to laugh at serious subjects and to apprehend them in a pleasant way: literature testifies to this. Satire makes people more receptive to serious subjects, de-dramatizing and liberating man, provoking and attacking his targets. But despite everything, we must at the same time admit that there are limits to laughter and humour. Black humour, for example, should be handled with care. We must not fall into bad taste or excess.

### **Conclusion**

Satire in the press can take many forms being an important way for journalists to comment on and critique society and politics in a humorous and engaging way. Perhaps satire differs from all forms of comedy in its sense of purpose. However, alongside its sense of humour, engagement and purpose, satire always negates. Along with laughter in satire, therefore, indignation and resentment are equally powerful.

By studying the satirical press, we can better understand its purpose, techniques and impact. Satirical press often employs various literary and rhetorical devices to convey its message. Analyzing these devices can help uncover the satirical intent and effectiveness of the piece. Some common devices include irony, metaphors, idioms, parody, sarcasm, and wordplay. Understanding how these devices are used enhances comprehension of the satirical content.

Satirical press typically targets specific individuals, institutions, or societal issues. Analyzing the choice of targets and subject matter can reveal underlying criticisms or commentary. Identifying the social, political, or cultural context surrounding the target can provide insights into the satirical perspective and the message being conveyed. It often serves as a form of social commentary, highlighting issues, hypocrisies, or absurdities in society. Analyses of social commentary in satirical pieces enable readers to delve deeper into the satirist's critique and the societal implications being explored.

Satire has been used for centuries by writers and satirists to comment on politics and social issues in a way that is both entertaining and thought-provoking. One conclusion that can be drawn about satire in political writing is that it has the potential to shape public opinion and influence political discourse. Through

the use of satire, writers can highlight the flaws and contradictions in political systems, policies, and leaders, and inspire readers to question and challenge the status quo. However, satire is not always well-received by those in power, and can sometimes lead to backlash and censorship. Satirical writing can also be misunderstood or misinterpreted by some readers, leading to confusion or offence. Satire in political writing is a complex and nuanced form of expression that requires skill, nuance, and an understanding of the political and social context in which it is being used. When used effectively, it can be a powerful tool for promoting critical thinking, social commentary and political change.

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## **MOĆ SATIRE: KAKO SE SMIJATI POLITIČKIM PITANJIMA**

Praveći osvrt na pitanje satire u novinskim člancima, autor ovoga rada primjenjuje opšte analitičke alate na novinske tekstove, s idejom da ukaže na humoristične i satirične komponente u tekstovima posvećenim političkim događajima ili političkim liderima.

Satirična štampa čini važan dio medijskog pejzaža već vjekovima. Kroz humor, duhovitost i ironiju, satirične publikacije sa sobom nose mogućnost kritičkog i satiričnog osvrta na političare, javne ličnosti i društvena pitanja na način koji nije moguć kod tradicionalnih medija. Shodno tome, autor ispituje ulogu i uticaj satirične štampe u društvu, istražujući njene istorijske korijene, savremene oblike i potencijalni budući razvoj. Oslanjajući se na studije slučaja iz različitih medija, autor analizira načine na koje je satirična štampa oblikovala javni diskurs, uticala na političke odluke i preispitivala djelovanje struktura moći. Govori se i o izazovima i mogućnostima s kojima se suočava satirična štampa u digitalnom dobu, uključujući prodor društvenih medija i promijenjena očekivanja publike. Na kraju, autor iznosi stav da satirična štampa igra ključnu ulogu u promovisanju kritičkog mišljenja, podržavanju demokratskih vrijednosti i pozivanju vlasti na odgovornost.

Ovom studijom postavlja se osnov za analizu kompleksnog fenomena satire. Isto tako, otkrivaju se različite vrste satire uslovljene kulturološkim i jezičkim kontekstima.

Ključne riječi: *humor, ironija, satira, dnevna štampa, komika činjenica, ismijavanje, dokumentarna komika.*