

ABSTRACT

Arifa, Diennur. 2010. *Vulgar Jokes and Shift in Cultural Values of Modern Society in the Movie entitled Madagascar*.

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Language is used to express our ideas. We verbalize what we do, think, plan and imagine through language. Language is closely related to culture. Joke is one of delivery of the language which is very simple and can make us laugh. The close relationships are also created by joking. Joke is present throughout social conventions and cultural artifacts, and the use of joke is highly valued in interactions between people.

I choose a movie entitled *Madagascar* as the object of the study. The movie is full of vulgar jokes. Movie is one of the parts of entertainment. Nowadays, many movies are using the vulgar languages and vulgar pictures to interest the viewers. The aims of the study are to know how the description and analysis of jokes, shift in cultural values and Vulgar Jokes revealed in the movie is.

I did the study through some steps, they are were reading and watching, selecting, and classifying data from the movie. Then, I tried to analyze and interpret the collected data to do the report of the study. I also used some references to support the analysis. Those were taken from the books, encyclopedia, and dictionary and even from internet that had relation with the movie, data and theories.

From this study, I found that first, vulgar jokes can divide into three categories; they are vulgar jokes related to part of body, related to nickname to call or mock someone and taboo words. Second, culture of a society can influence another society. And language is a device of a culture. By language we have to know the identity of a society. Then, cultural values depend on a society itself. Third, the shift of cultural values can be happened when we have a culture then we accept another culture.