

ABSTRACT

Sarcasm is a unique communication strategy because it requires communicators to invert the meaning of a statement in order to convey the actual meaning. As a means of communication, sarcasm can reflect certain cultural tendencies that appear when a person tries to communicate. To provide a comprehensive analysis for the data acquired, this study employs a descriptive qualitative method. Using Camp's theory to identify the types of sarcasm, Attardo's theory to understand the intention behind sarcasm, and Hall's theory to connect it with high-context culture, this thesis aims to identify every sarcastic utterance made by the Taiwanese American characters in *Fresh Off the Boat* Season 1 in order to examine how this communication device is utilized to show the tendencies in the representation of Taiwanese American characters. The study found that illocutionary sarcasm and propositional sarcasm are the only types that appear in Season 1. The study also found that evaluation is the most dominant purpose, followed by sophistication, group affiliation, retractability, and politeness. These findings suggest that the use of sarcasm by the Taiwanese American characters reflects communication tendencies commonly associated with high-context cultures, particularly the preference for indirectness and softened criticism in interpersonal communication.

Keywords: Sarcasm; types of sarcasm; purpose of sarcasm; Taiwanese American characters; communication strategy