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## **The Role of Newspaper Caricature - A Study**

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### **ABSTRACT:**

The roles of cartoons in newspapers are assessed based on their purposes and depiction by the cartoonists. Similarly the cartoonists were free to convey their opinions and ideas in the editorial sections when the first editorials and political cartoons were created; conversely the same changed and developed as the editorials became significant and editors of the newspapers focused on altering the facts according to the readers' expectations. This affected many cartoonists' reputation and the readers started to believe what they were fed by the editors rather than the truth itself. The current research topic has made use of the close-ended questionnaire was administered to the regular newspaper readers of Davangere city in order, to embark upon a rigorous study and analysis the Role of Newspaper Caricature.

Keywords: cartoons, editorials and political cartoons, the cartoonists, purposes and depiction.

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### **Introduction**

The cartoons in general had been identified as a blatant and humorous messages conveyed through the newspapers and magazines. There are a lot of emotions, facts, truths and logic behind each editorial in the initial prints (Lawate, 2012), however the same changed when the magazines and newspapers concentrated on earnings through their businesses rather than the services. Henceforth among the several types of cartoons in newspapers, the editorials are considered to be the significant part of the newspapers in print media. The editorial cartoons in the current print media convey more satirical messages than constructive messages.

The roles of cartoons in newspapers are assessed based on their purposes and depiction by the cartoonists (Onakpa, 2014). Similarly the cartoonists were free to convey their opinions and ideas in the editorial sections when the first editorials and political cartoons were created; conversely the same changed and developed as the editorials became significant and editors of the newspapers focused on altering the facts according to the readers' expectations (Agba 2014). This affected many cartoonists' reputation and the readers started to believe what they were fed by the editors rather than the truth itself.

The uniqueness of a cartoon is comparatively unique than an illustration or usual drawing, in that, the cartoon strip generally narrates a story and frequently appears in journal and newspaper publications, while an illustration just explains a scene. It is the function that gives political communicators the chance to employ the cartoon art, as alternate modes of communication, not only in democratic countries, but even in domineering one. In this respect, it is also otherwise termed as political or editorial cartoon. In actual fact, cartoon is commonly comprehended as any sketch which employs humour, satire or picture to incite a response from the readers. Political themes employed in newspaper explain their own stories of social problems in the political arena (Agba, 2014).

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### **Literature Review**

Indian newspaper cartoons in terms of themes and areas of interests: As per Wiid, Grant, Mills & Pitt, (2016) point of views, the different themes that are covered by the newspaper cartons in India are concrete themes and abstract themes. The first theme is the concrete theme which uses concrete visual images to present the views. The concrete images are elements that are formed by keeping the Indian context of imagining things and relating things in mind which is based upon the shared common knowledge and culture which is practiced all across the country. Yousaf, Elahi& Adnan, (2018), when these known images are used with an aim to give a message to the readers it lays a great impact of the minds of readers and influences the readers to think in a more rational way.

The usage of feathers and beads in the expression of thought is not ambiguous; they are used with an aim to present a certain point of view. The usage of these items into the illustration shows the presence of Indian touch which forms a means to inform the reader about the Indians. For instance, any person wearing a feather or beads is depicted to be Indian or is playing an India part. The different accessories used by the cartoonists represent different themes and meanings.

Wiid, Grant, Mills & Pitt, (2016), the usage of the hat shows the person wearing or carrying it wealthy and rich. If a person is wearing a tri-cornered hat he is considered to be colonist and if someone wearing a cowboy hat is depicting a cowboy. Many cartoonists use different themes and accessories

to present their views in a more impactful manner. The person who is wearing a tuxedo is termed to be affluent and as a powerful personality. The use of dice, cards, slot machines represent the atmosphere of a gamble or casino. It is found that different cartoonists use different themes to present their views in an effective manner.

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## Research Methodology

### *Research Design*

The specific tools and the specific strategies that are made use of for data collection and analysis are referred to by the term research design (Allen, 2018). The exploratory research design, the explanatory research design as well as the analytical or descriptive design are the types, of research designs that, investigators, and scholars tend to make the most use of (Allen, 2018). The current research topic has made use of the close-ended questionnaire was administered to the regular newspaper readers of Davangere town in order, to embark upon a rigorous study and analysis The Role of Newspaper Caricature

### *Data Collection*

The collection of data for this study has taken place using primary methods. Quantitative methods such as close-ended questionnaire was administered to the, to attain a clear and concise understanding of the research topic. The information that has been collected using primary research has been supported with data that has been obtained through secondary research. Books, and articles that have been published in peer reviewed journals on the subject, of community development and mass media, were studied for this assessment, and such books and articles, as studied, were extracted from renowned online databases such as Pro-Quest and Google Scholar.

### *Sample Size*

In a stratified sampling method, the samples are divided into different segments based on the specific department as per the need (Charmaz,2011). It might create the strata or the layer of the population. Cluster sampling is applied to select the sub-groups following a random manner. A structured and close-ended questionnaire was administered to the regular newspaper readers of Davangere town to gather primary data with the sample size of 40 regular newspaper readers.

### *Limitations of the Study*

There are certain important limitations that this study is characterized by, and which have, to be made a note of, before discussing the research results. To begin with, the study had to be done in a very limited time, period. The fact that the researcher could not exploit the use of much funding with which to undertake the study has also greatly limited the scope of this study.

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## Research Findings

- It was observed that about 34.33% of the respondents in this study agreed that cartoon is an important part of the newspaper. Whereas around 15.3% disagreed with this notion and the remaining 11.0% neither agreed nor disagreed.
- It was found that about 39.0% of the respondents in this study agreed that cartoon is an effective way of communication. While 8.6% believed that it is not an effective way of communication and around 21.0% neither agreed nor disagreed with this notion. Therefore from the respondents it indicates that Cartoon is an effective way of communication irrespective of language and knowledge about the subject
- 28.3% of the respondents in this study disagreed that cartoons play an important role in exhibiting the idea of certain things and it plays an influence on pre-existing images. Around 28.3% of respondents disagreed with this thought. It shows mixed response from the respondents on cartoons role in exhibiting the idea and influence on preexisting image of particular issues.
- It was observed that 30.3% of the respondents in this study agreed that artistic style adopted by the cartoonist in terms of personality caricature, non-personality caricature and visual puns are effective. Therefore from the response we can understand that Artistic style adopted by the cartoonist in terms of personality caricature non-personality caricature and visual puns are effective.
- 38.3% of the respondents in this study agreed that they usually think of the problem depicted in cartoons. Whereas, 17.3% respondents neither agreed nor disagreed with this notion. It indicates that respondents usually think of the problem depicted in cartoons in different perspective.
- It was observed that about 29.0% of the respondents in this study agreed that cartoons help readers to understand and think of political satire. Whereas, around 27.3% of people believed that it does not help them in thinking of political satire.

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## Conclusion

Weidman (2006) believed that cartoons are designed and created for highlighting the facts and events that cannot be conveyed through words. Although newspaper cartoons create a major impact on the reading public yet the negative aspects of the political cartoons are not voiced in front of the public. It is analysed from the current study that no matter what the size of the cartoon is in the newspaper, the cartoons are easily occupied as its visual impact

cannot be ignored. The political cartoons attract the readers of the newspaper no matter how small or large it is. Cartoons yet they catch the sight of its readers and as a result, becomes one of the crucial objects in the newspaper.

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