

Indian Political Cartoons as Informative Tool in Newsprint

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Abstract – Political Cartoons are actual significant portion of all newsprints. Political cartoons beautify a minor part of a weekly, regularly in the curve of the editorial. This portion have accepted to be operative and powerful culture trappings that consist of newsprint readers of all credentials. It is appropriate that the newsprint has presently turn out to be emerged and is currently a important declaration network, that trinkets general public's attention and expending various tools of interactive judgements and awareness since a specific view on opinion over political cartoons.

This paper emphases at demonstrating how daily editorials have political cartoons also, the art becomes informative tool and as medium of placing nation-wide interest agenda expressly, contented research was done to form the subjects kept in the cartoons exemplifications. The qualitative method was engaged to inspect the cartoons and illustrations over semiotic investigation process. Qualitative investigation of political cartoons was conducted through survey technique to recognize how community notices political cartoons over newspapers. Thus, this study also underwrites the political cartoon examination by participation of hypothetical observation to the variety of cartoons together case study of renowned Indian political cartoonist R.K. Laxman, the man who was unusual but then again became communal over editorials.

Keywords: Illustrations, Political Cartoons, Political drawings, Tool, Public Attention, R K Laxman.

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INTRODUCTION

As we live in the modern society we are familiar with the cartoons. Since comics and graphic illustrations to the editorial cartoons found in most newspapers around the world, caricatures and cartoons, make us giggle but similarly to deliver social awareness, observations on crucial aspect of realism. Art has become a supreme power for the advertising world. Two different fields have joined hands together since many year's politics and cartoons. The creation of the printing press manifest a keynote on political cartoons meanwhile it led, in Renaissance Europe, to the development of the broadsheet (Danjoux, 2003: 245) which stood as free pages considered for a wide circulation. In Indian politics it is visual media that involves the audience, supports them to understand and infer the political, social and economic part in the country and the world. Cartoons are esteemed in a very creative forms like caricature cartoons.¹³ In my own words I can say illustrations are adornment to newspaper. Indian editorial

cartoons are access to political temperature and initiate public judgment. Newspaper drawings gain momentum due to its finest ambivalence.

One of the supreme interesting features on governmental cartoons deceits in its ostensibly acquitted sometimes subtle and polished humor whose communication can be easily adapted. Because countless times it is made under the entertainment impression, the cartoon can be comprised without ample replication or perilous resistance (Walker, 2003: 1) visually captured and rapidly spread cartoons have a different convincing aspect contributing to the occurrence and growth of political leitmotifs or culture topics. Cartoons, politics and society which are tough to distinguish are complete source of comicality for the readers. This is extremely peeped relationship.

Political Cartoons Framing Functions

One of the greatest inclusive plans on the roles of political cartoons might include or be specified by the traditional paper of Medhurst and DeSousa (1982). Explaining four key basic roles in communal life commerce with entertainment,

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https://www.researchgate.net/publication/320583716_NEWSPAPER_CARTOONS_AS_NATIONAL_INTEREST_AGENDA_SETTING_TOOL-EXAMPLES_FROM_PAKISTAN

anger-saving, agenda-settings and entrapping. In a newspaper political issues are seen in pocket dimensions cartoons. A visual representation may be explained by words or expressions might not be required but the message carried is in a much faster way. The life of a compact caricature usually lasts for one day. In editorial the small frames deals with an artist's peculiar way and style. If we talk about pocket artist, one cannot overlook 'Common Man' by R.K. Laxman. It's more of like looking at a comedy where the act has been freezing at actual moment. Due to shortest method of communication, cartoons discourse a problem for general people but they can similarly deliver social clarifications on key features of reality.¹⁴ While a communal newspaper articles are filled with an excessive words to convey information and thoughts political drawings and cartoons shrinks an entire article down to simple pictures. Cartoons have special value to the newspapers.

The social and political columns that usually narrates to present actions, generally start on the journalistic lateral of the newsprint. Nevertheless, so on new way the ironic artists of upcoming takes action and create, the idea of society, politics, and everyday life which will endure to show a key role in modern culture. "Nobody to hint the splendor of the great artists"! They latch the soul of the phase and then apply their own inscription on it, they form political stars and villains in their own picture.

Said by **Michael Foot**, former leader of British Labour Party, "cartoons have been everywhere far longer than print media. From the eras of Leonardo Da Vinci cartoons have stood as an art practice that was used for light hearted humorous comedy that frequently embellished."¹⁵ After a time creative artworks and drawings started to grab attention from the public and became wide spread, some famous cartoons such as Common Man, Osama Bin Laden, Donald Trump etc made headlines.

In newspapers political drawings have usually expresses the capability to divert and joke about personalities or political stories. Like making distorted nose, big eyes, long ears such sketches created in different styles attract public, which creates an image in the minds of the viewers for long term. At the equivalent time, political illustrations deliver readers with unique kind of mental eliminating that reduces social hindrance and avoids the escalation of fight. Public feel more emotional when they picture themselves in a condition related to common man. Example a famous illustration by R. K. Laxman.

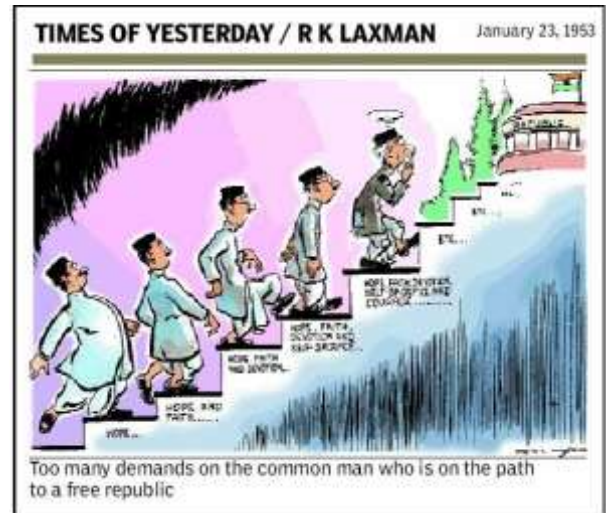


Fig1. R.K. Laxman 23/03/1953.

It is as if the symbolic release taking place in political cartoons could exchange destructive issues. In the second place, political drawings add to set the bound as agenda-setting. Through statically emphasizing certain realities, actions or characters, they give generous bearing that may follow or inspire the public agenda. Political caricature and drawings helps to generate alertness and apprehension of noticeable subjects various times filtering and modelling them in a way that establish the source to public attitude formation. They provide specific structure about certain issues in a specific time and place. Editorial have structural frames through which political stories and temperature is measured which brings a choice among the public how to process the information. Mini frame works like a weapon for public to be attacked by cartoons done in a newspaper that can inspect, style and estimate the life and society.

By depicting certain facets of apparent political truth, they indorse exact problem classifications, casual analysis and ethical valuation (**Entman, 1993**).

Case study on R.K. Laxman

If we talk about optimistic viewpoint similar to the well-known Indian illustrator R.K. Laxman's common man or very destructive method in case of Jyllands Hoarding and caricature of Prophet Muhammed he sketched drawings in such a manner that it turned out to be an artwork. He is known as the "man of humor" awarded with prestigious Padam Bhushan, Padam Vibhushan, Ramon Magsaysay. He also had the merit of being the first journalist who designated the medium of his choice possibly he covered all major issues and measures of politics over 5 decades. Rasipuram Krishna Swami Laxman is also known as Shakespeare of Indian cartoons & cartooning. Serving to print media Magazines and Newspapers

¹⁴ <https://docplayer.net/46669509-Political-cartoons-as-communicative-weapons-the-hypothesis-of-the-double-standard-thesis-in-three-portuguese-cartoons.html>

¹⁵ <http://www.ignited.in/a/55931>

from about 54 years every morning he showed up political stories through his magical frames. He never had any master's gradation or direction, teaching from college and he was a self-taught, self-drawn and self-made man. **(DR. Praveen Tiwari, 2018)**. He started his career as a freelancer cartoonist, he also drew in The Free Press Journal in Mumbai. Later, he joined The Times of India. He created a character known as common man who is a quiet watcher to all goes around him. Common man is shown as a subservient personality with profound visions. 'Common man try to find justice' is about the battle of this amazing spirit. Common Man sketch certainly never speaks or tell verbally, soundlessly he permits person who reads to observe the muddled commercial of consensus up adjacent, by transporting them into administration offices.¹⁶ "His caricatures stood as snap-shot of the supreme significant incident of the day.



Fig 2. R.K. Laxman, India, 1967

This iconic cartoon frame can be seen in all the circumstances of a common man in India dealing with daily life and situations around him readers are emotional and if a drawing sketched in which viewer can connect himself/ herself is the key to win the hearts. Most famed Indian cartoons around the world have been of politicians.



Fig 3. R.K. Laxman, India, November 1978. Later
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¹⁶ <https://www.pri.org/stories/2014-12-31/cartoon-character-chronicles-indias-first-60-years-independence>

R.K. Laxman's, famous cartoon drawings in India, November 1978. Later an era in the party-political wasteland succeeding the end of The Emergency, in fig.2 Indira Gandhi practices with attitude by looking at her confidence level also by-voting to win back a chair in the Lok Sabha, India's assembly. Mrs Indira Gandhi, PM Man Mohan Singh, Sonia Gandhi, AB Vajpayee and many more are very famous caricatures by him. R.K. Laxman first started to sketch a 'crow' his paintings are actually renowned and one of them hands in far-off in Ice Land now.¹⁷



Fig.4. 2013 honoring stamp allotted by the Indian Postal Services.



Fig.5.1988, allotted stamp. 1

In 1988, the Indian Post-office services allotted honoring stamp price stamp observing the weekly's 150th bicentenary, using the twin of The Common Man. There's a statuette figure of The Common Man in Pune, India, and one more facing the ocean in Mumbai.

LITERATURE REVIEW

Cahn, (1984). According to Cahn public attitude would be showing to an extremely abridged vision of political difficulties and a conventional explanation of characters. This is more important that the certain cartoons are able to stimulate the

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https://www.researchgate.net/publication/325019762_Synopsis_of_First_Ever_PhD_on_Political_Cartooning_by_Dr_Praveen_Tiwari

signs of national consent while transmission of morals, viewpoints and briefings.

Rosa, (2012: 736). Mentions that Hilarity might be measured a newspaper tool equivalent to the journalistic post by which estimation are communicated and decisions are specified that not sternly follow to the impartiality level of leading journalism. Political drawings are studied and include a humoristic structure to clutch the political and commercial measures they symbolize. Hence, these illustrations are treasured resources for newspapers.

Talib Hussain and Benqian Li. (2016). Explains that Illustrations have turn out to be one of the greatest and important portion of the broadsheet. In relation with news article caricatures and drawings have aptitude to almost promptly dissect a political issue. Newspaper illustrations have supremacy to aggravate a diversity of responses since illustrations cartoon artists, crafts their effort to particular political choices that are often controversial.

Matthews, C.A. (2011). He explains caricature and cartoons support in describing the momentous matters that in every time are impartial of public inspection and argument. They have a fundamental oratorical nature because they can be understood as confrontational objects visually allocating with conversation of the present political actions or temperaments. In actual fact most journalists approve that the speechmaking of political caricatures surround basics of both visually based and language-based orotundity.

Saftoiu, R., & Popescu, C. (2014). He clarifies that Hilarity can be a significant ingredient in the structure and association of political parties. The flowing illustration acceptance headed for brands have ample to do with the aptitude in an unconventional method between many other things.

DR. Praveen Tiwari, (2018). According to Dr. Praveen it's stimulating for illustrator to provide people humoristic vision even though the verbal media has its particular importance. Also it is not established and is emerging with a leisurely and stable speed. It has developed the greatest conceivable flair to indicate any matter. Inessential to give or take a substance of such significance is of spirited concerns to the mass media.

Ayesha Ashfaq, (2008). Caricature is one of the finest representation of any topic which is hundred times further real than the explanation in confrontations. A humorists like an illustrator is a bit more complex in the direction of what he sees or witnesses in the culture. Drawings printed in papers are the analyses of the subjects, temperaments and societies of the times.

Ritu G. Khanduri, (2014) since many years R.K. Laxman's "Common Man" established the highest

well-known article in The Times of India, the chief-entertaining English language daily in the world. In 1988, the Indian Post-office services allotted honouring stamp price stamp observing the weekly's 150th bicentenary, using the twin of The Common Man. The Indian Mail Service repetitive the sign in 2013 for the paper's 175th anniversary.

Liza Donnelly (Aug, 08 2017). The drawings generally involved of two outlines of conversation inferior to an elegant sketch. These publications were monthlies, so the illustrator had time to magnet in feature. Early artists for these publications were not automatically impressionists, but were also engravers and woodcutters; cartoons came forward later, when color production was industrialized in 1893. Party-political comic strips for broadsheets had to carry an instant communication, so they inclined to be humbler.

Meghana M Lawate, (2012). She explains everyday paper tells a section the 07/Nov/2011, the editorial structures on the different TV show called Laxman ke duniya, which demonstrates almost the common man and the tasks he took as a challenge, I chose to read the interpretation only to recognize how gigantic an imprint of the common man can touch the public by the appearance of common man which tries out to be matchless that each one recognises and connects to.

OBJECTIVE

Political cartoon drawings are humorous and style a statement about day to day stories. An political cartoon drawings is endorsed by an editorial. Reviewing Political cartoons and how they are essential to a daily newsprint the study is amalgamation of quantitative and qualitative approaches. The exploration is selected to benefit public and find irrefutably and demonstrate the hypothesis. The quantitative method will benefit statistically prove why the person who reads wish one form of choice above additional (illustrations vs. newspapers) while the qualitative investigation concluded contented analysis which will again be helpful to the assistant to recognize the petition and motive to that demand. Illustrations performs as an energetic mission of giving a deep thought to the community. Symbolism is essential, uniform when individuals are hesitant of how they sense and remain incapable to adopt on the intellectual outlook of their take on subjects, readings have specified a positive equal of sensitive reaction to the matter at needle. The objective is to explain the importance of Illustrations in newspaper and publics point of view.

METHODOLOGY

This study titled "Indian Political Cartoons as Informative Tool in Newsprint" is a modification

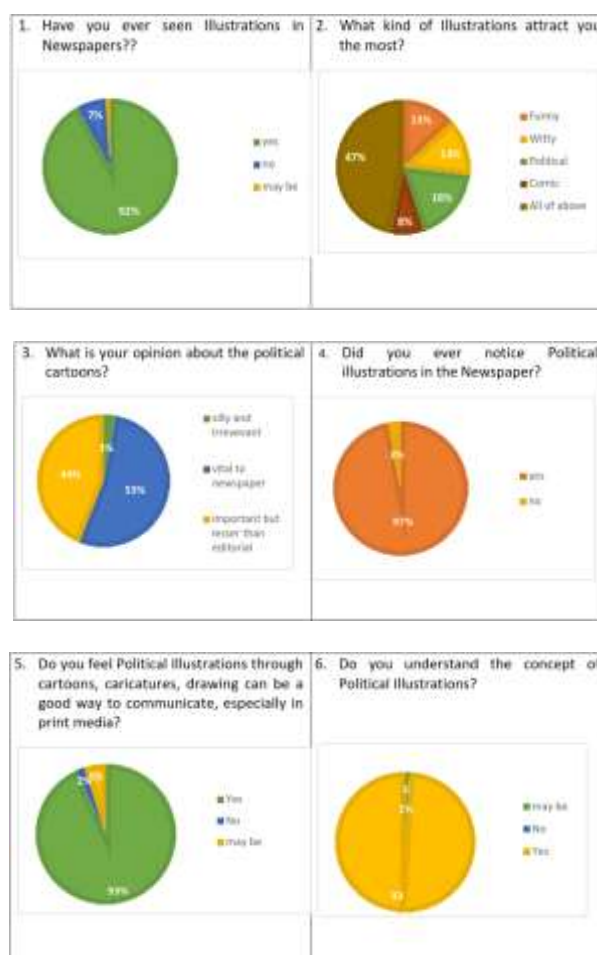
about how editorial cartoons have become crucial part of any newspapers. The depiction of political drawings/cartoons is unexpected and light-hearted. Though, this investigation targets at emphasising the part of illustrations in the newspapers. Explaining political broadsheet have massive fan following similarly extraordinary memory importance which preserves subjects active even when the monthly section have shifted on a new area of discussion. A Qualitative and Quantitative method is adopted. R.K. Laxman is a legend, the way he raised political illustrations and the standard of art is outstanding, the terms used to study a famous caricature common man a spectator to the situation he faces. The Hypothesis is to demonstrate the significance of the illustrations as essential visual filler to the newspapers. Survey was piloted through questionnaire between 100 people of different demographics. The survey evidently confirmed the insight and amplified of responses of the groups towards importance of Political illustrations and thoughtful mass outlook and actions towards it.

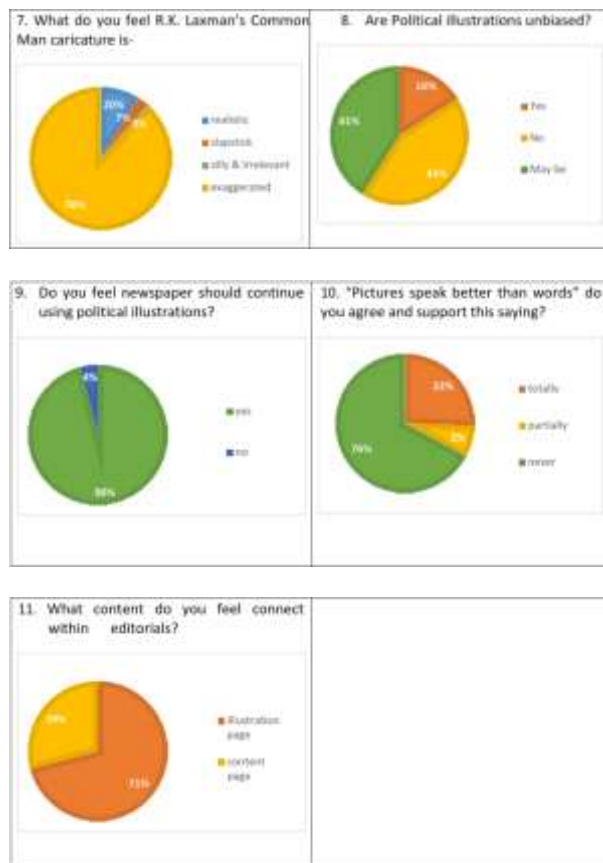
The study aims at consuming a combination of two different approaches Quantitative and Qualitative to measure and prove that there is strong predilection for political cartoons over newspaper. Two Interviews were done one with Mr. Neeraj Paul Photo Editor (photojournalist) holding experience of 35 years with Times of India, newspaper New Delhi. He says "political drawings are major supporters, they draw attention of the readers immediately. It connects you with the news and editorial brand easily". According to him political cartoons should be humorous, informative and intersection to the story. Without cartoons paper use to look grey, lifeless and incomplete. He mentions about R.K. Laxman the Legend had a large vision for cartoons which is incomparable. Because of him Times of India turned into limelight, more readers flooded towards this brand it became very famous, till date it's the leading newspaper of India. R.K. Laxman has huge fan following his artworks speak about the story itself. In Indian politics cartoons are like adding salt to the curry. Without taste it's blank to eat.

Second interview was of Mr. Nirmal Sharma National Graphics Editor at Bennett Coleman and Co. Ltd. (Times Group) have 25 years of professional experience in print and visual communication media. Have worked for virtually all national level print media houses and have worked for major national and multinational brands like: Coca Cola, UNISCEF, Hindustan Levers, Reckitt Coleman etc. He says "A picture is worth a thousand words". This saying is common. But it is especially true for India. India is a country of hundreds of idioms. Here languages change every 100 km due to which becomes hard to interconnect with one-another. Illustration is a bridge which fills this gap and political thoughts and language is transmuted with a simple and creative routine. Cartoons breaks the boundaries of words and communicates in a straight line with the viewer.

ANALYSIS & INTERPRETATIONS

In Quantitative research according to the questionnaire's public is totally enjoying the illustration curve in politics. Effect of illustration is spreading all over and will be spreading more in future, they are voice to the newspaper stories. Indian Political Illustrations or social caricatures are somewhat the reader recognises and links with, a person who reads Identifies with series of characters or situation that reflects but the humourists as well. Newspaper is a traditional way of acknowledging the news and cartoons are its fun part which is the partner or you can say life to the stories of the editorials. Political drawings have such a strong impression that language is not required if a cartoon frame is bold enough to deliver the right message. While studying for the paper I discovered illustrations will be adopted more in all forms of advertising and political newflash will reach on new heights with its widespread expenditure for the newspapers. The following investigation & clarification was derived through the survey shown below through different pie charts-





FINDINGS

The research is able to certainly say that illustrations are central to newspaper in conflict to the idea that caricatures are innocuous and simply visual joking. Regardless of gender, public link to political illustrations, this might be with reverence to the point that they are genuine, simpleminded and relevant. The data collection shows the percentage of people and public, awareness towards political illustrations, campaigning and social issues raised with this art form is also admired and welcomed in a humorous way. Political cartoons are a weapon which turned out to be factual because it outbreaks the mind and thinking process towards political news in a positive way. As a graphic standard, viewers are alert that planetary is key, they also display preference towards the fact that the effectiveness of political drawings in India is autonomous of the space it occupies. Respondents appear to be extra relaxed in accommodating that illustrations are balanced and reasonable. Maximum respondents consider common man to be genuine, enough to create illustrations that are humble yet connect to complex situations. A relationship can be connected between the reader and the political drawings through newspaper as cartoons is the key and respondents believe it's important for editorials.

CONCLUSION

The research has examined those illustrations as the most influential weapon for the broadsheets by

investigating the different stages of research. As political drawings are the original hypothesis recommended to be essential for the newspapers. Initially, I have analysed that political illustrations are understanding are simplistic and yet commanding tool. The importance of the illustrations is one being unleashed upon its readers. This art is capable to make its existence felt intellectually, culturally. Since many ages now societies have been observer to illustrations, even arise their day with common man. One man who became identity to political cartoons R.K. Laxman over six decades has outstanding work with massive fan following, his admirers have been grateful of his work and have supported him over these years. Even though small, illustrations have a corner in each of our minds, the pictorial effect is too prodigious to miss. Newspaper illustrations have scripted innovative courses in past as to the myths they have grown into. In conclusion have also found that caricatures are not evaluation, but the methods are estimation parts also of very dissimilar categories. Public connects with political illustrations through newspapers as it's a daily essential. Impact of cartoons is pervasive on our lives and just how we habit them in our discussions, in our transactions even in the politics we have. They have documentations overs the ages and also facilitated in launching, supporting our devotion to political lampoon and appearance at the brighter side of article without dropping it to a giggling matter. For something which has lived over two hundred eons is absolutely essential. As an opinion, an irony or even skill form of cartoons are absolutely continuing on the front sheets and broadsheet of the newspapers.

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