

Cartoon Analysis Guide

Use this guide to identify the persuasive techniques used in political cartoons.

Cartoonists' Persuasive Techniques

Symbolism	<p>Cartoonists use simple objects, or symbols, to stand for larger concepts or ideas.</p> <p>After you identify the symbols in a cartoon, think about what the cartoonist means each symbol to stand for.</p>
Exaggeration	<p>Sometimes cartoonists overdo, or exaggerate, the physical characteristics of people or things in order to make a point.</p> <p>When you study a cartoon, look for any characteristics that seem overdone or overblown. (Facial characteristics and clothing are some of the most commonly exaggerated characteristics.) Then, try to decide what point the cartoonist was trying to make by exaggerating them.</p>
Labeling	<p>Cartoonists often label objects or people to make it clear exactly what they stand for.</p> <p>Watch out for the different labels that appear in a cartoon, and ask yourself why the cartoonist chose to label that particular person or object. Does the label make the meaning of the object more clear?</p>
Analogy	<p>An analogy is a comparison between two unlike things. By comparing a complex issue or situation with a more familiar one, cartoonists can help their readers see it in a different light.</p> <p>After you've studied a cartoon for a while, try to decide what the cartoon's main analogy is. What two situations does the cartoon compare? Once you understand the main analogy, decide if this comparison makes the cartoonist's point more clear to you.</p>
Irony	<p>Irony is the difference between the ways things are and the way things should be, or the way things are expected to be. Cartoonists often use irony to express their opinion on an issue.</p> <p>When you look at a cartoon, see if you can find any irony in the situation the cartoon depicts. If you can, think about what point the irony might be intended to emphasize. Does the irony help the cartoonist express his or her opinion more effectively?</p>

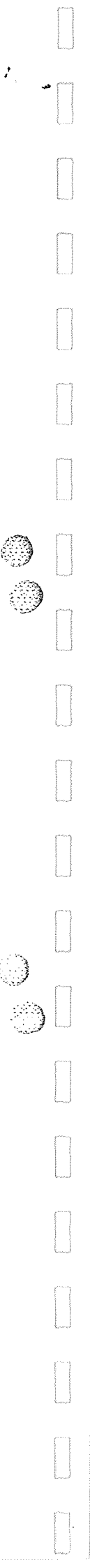


4



Analyzing Persuasive Techniques in Advertising

Persuasive Technique	How It Is Used	Intended Effect
Bandwagon	Uses the argument that a person should believe or do something because "everybody else" does	<ul style="list-style-type: none"> • Consumers buy the product because they want to fit in. • Consumers assume that if others buy it, the product must be good.
Bait and Switch	Dishonest tactic in which a salesperson lures customers into a store with the promise of a bargain	<ul style="list-style-type: none"> • Consumers are persuaded to buy a more expensive item.
Celebrity Spokesperson	Uses a celebrity or famous person to endorse a product	<ul style="list-style-type: none"> • Consumers transfer admiration or respect for the celebrity to the product.
Emotional Appeals	Make viewers feel certain emotions, such as excitement, sadness, or fear	<ul style="list-style-type: none"> • Audience transfers that feeling to the product.
Glittering Generalities	Emphasizes highly valued beliefs, such as patriotism, peace, or freedom	<ul style="list-style-type: none"> • Consumers accept this information, often without enough real evidence to support the claim.
Humor	Used to make audiences laugh, but provides little information about the product or service	<ul style="list-style-type: none"> • Consumers remember the ad and associate positive feelings with the product.
Individuality	Appeals to consumers' desire to be different from everyone else; the opposite of the bandwagon appeal	<ul style="list-style-type: none"> • Consumers celebrate their own style, or rebel against what others are doing. • Consumers perceive the product as unique, stylish, or cool.
Loaded Language	Uses words with positive or negative connotations to describe a product or that of the competitor—such as purr, snarl, or weasel words	<ul style="list-style-type: none"> • The words appeal to consumers' emotions, rather than their reason. • Purr words, such as "fresh" or "juicy," make a product seem more desirable.
Name-calling	Attacks people or groups to discredit their ideas	<ul style="list-style-type: none"> • Consumers focus on the attack rather than the issues.
Plain Folk	Shows ordinary people using or supporting a product or candidate	<ul style="list-style-type: none"> • Consumers trust the product because it's good enough for regular "folks."
Product Comparison	Compares a product with the "inferior" competition	<ul style="list-style-type: none"> • Consumers believe the feature product is superior.



WRITING A TEXTUAL ANALYSIS

You have already had practice writing a comparative commentary last year in MYP 5. This handout will help refresh your skills and add to the skills you acquired last year.

PRE-WRITING STEPS

STEP #1: Read both pieces several times until you know what each is about quite well. Choose the text that you will write about. As mentioned in class, mark up the pages, labeling the literary devices and what stands out for you as the reader. Make a note of the text's **purpose, audience, tone, point of view, diction, syntax, imagery and time period written**. Your texts should be covered in writing, underlining and colors!

STEP #2: Make detailed notes about the main ideas you will focus on, and what evidence (direct quotations or paraphrasing) from the text will be used to support these points. You will still have a thesis for a textual analysis that will be your main point of analysis. Think of a thesis based on your rough notes and the main theme or idea that is presented in the piece.

Here are some things to focus on for the textual analysis. Discuss as many of them as possible – this will obviously be more than a five-paragraph endeavor:

Content and Purpose: Talk about the theme and meaning in the piece. Are they implicit (hidden) or explicit (clear)? It is important to state the purpose of the piece, such as to entertain, to inform, or it could have a commercial purpose in the case of advertisements or travel logs. Who is the intended audience? Also, say whether it is objective or subjective, with justification such as a quote showing that the writer includes her or his personal opinions. When was the piece written?

Point of view: It is necessary to determine whether the writer is the narrator of the piece, then determine her/his relationship to the reader. The author could take up a superior, distance stance or a more intimate relationship, but remember to explain why (e.g. "to stir the reader's emotions by getting close to them"). And don't forget a quotation to show what you're talking about. You can also mention whether it is first-person or third-person, whether the writer is omniscient, and if we can trust them.

Tone: Read the pieces well to determine the tone (acrimonious, joyous, sardonic, pompous, pensive, etc). Use quotes to show your conclusion. Explain what effect this has on you as the reader. Does the tone change?

Diction: Are there active or passive verbs, superlatives, lots of adjectives? Explain why the writer might have chosen this sort of diction. Technical pieces usually have jargon e.g. a sports article, a set of instructions. Are there any diction motifs? For instance: a diction motif of hell can be shown by words like fire, flame, and torturous heat.

Imagery: Pick out figurative devices in the piece. Or perhaps it has none, and only displays literal images like "the black cat leaped onto the sofa". Why is this? Imagery can be useful in persuasive pieces to appeal to the audience, by formulating images in their minds.

Syntax: Does the writer use short sentences or long extended ones? What is the writer's intention by doing this? Consider if the sentences have subordinate clauses; these may make sentences cumbersome or awkward, or even drawn out and meditative. How could this help the writer achieve her/his purpose?

Conclusion. Did the writer achieve her/his purpose well? Include a personal opinion such as "I feel the writer of the text succeeded in entertaining the audience using heightened tone, lots of imagery, and diverse syntax."

WRITING STEPS

STEP #3: Write your introduction. The introduction should be brief – no more than 100 words. State what the text is and its genre (article, poem, etc). State what the main point of the text is – this will be your thesis. Then state what you will be analyzing throughout your commentary. For instance "In this commentary, I will analyze the content and purpose, point of view, tone, diction, imagery, and syntax of the text."

STEP #4: Write the body of your textual analysis. You should have at least 4 or 5 body paragraphs. Remember to focus on not only the literary and figurative devices used, but why the author uses them – for what **purpose**? This is the main purpose of the textual analysis.

Each body paragraph should include evidence. A good way to ensure that each paragraph is complete is to follow the format of **Point – Proof (quotation)- Comment (PPC)**

Example body paragraph: *The **author conveys the idea** of fear and terror when he refers to the house as "desperately dark" and this use of alliteration emphasizes the main character's feelings as he enters the house.*

STEP #5: Write your conclusion. When you have mentioned all your key points, you need to end with a short conclusion. Did you find the text effective? What was the message of the text? Was it effectively conveyed to you, the audience? Include your personal opinion of the text here.

Post-Writing Steps

STEP #6: EDIT, EDIT, EDIT. If this is a summative assessment, you should be writing at least one draft before you begin your final copy for submission. If this is on an exam, AIS or IB, leave yourself enough time to read over your paper, check for errors and clarity.

STEP #7: Relax! You are done!