



CONTENT ANALYSIS OF CARTOONS PUBLISHED IN THE DAILY JANG AND DAILY DAWN: A STUDY OF THE CARICATURED EXPRESSION OF NEWS

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Abstract

The study aims to determine the importance of cartoons in a newspaper. The study uses a content analysis through qualitative data with purposive sampling of the cartoons published in daily Dawn and daily Jang from November 1st, 2022, to November 30th, 2022. Through this data, the researcher determines the cartoons' level of intellect, how well they fit with the news stories, and how the cartoons in English and Urdu newspapers differ. The theories of gratification and Magic bullet support the study's findings. Daily Dawn has established itself as dynamic in its coverage of national and global events in its cartoons, while the daily Jang focuses on domestic political issues. This reflects the viewpoint and general interest of the readers of daily Dawn and Jang.

Keywords: daily Dawn, daily Jang, editorial cartoons, caricatures, political cartoons, aesthetics



Introduction

It is crucial to determine the origins of the practice of printing cartoons in newspapers before we can evaluate the editorial cartoon's worth. Awadh Punch, an Urdu-language daily founded and run by Munshi Sajjad Hussain, began publication throughout the subcontinent from Lucknow. This newspaper was copying the London-based Punch magazine. Weekly publication The Punch included comedy and satire in its articles. As a result, the Awadh Punch started a habit of making comic remarks in caricatures that spread throughout the subcontinent. After Pakistan gained its independence, the pattern persisted. However, over time, the globe saw an odd change in the tone of English and Urdu publications. The Urdu language newspapers have deteriorated as publicly owned publications, but the English language newspapers have preserved and maintained their status. Publishing cartoons in a newspaper was another method to get readers to purchase the publication.

The basis for a newspaper cartoon is usually a news item, a column, a letter to the editor, and occasionally an editorial. Cartoons do not always correspond to the editorial. The cartoon's connection to the editorial from the same day may be a coincidence, as it sometimes is. (Abbas, 2022)

Cartoons in a newspaper depict the editorial policy. The editor decides the topic and makes the selection of cartoons. A political cartoon has an element of humor and satire. (Zahoor, 2022).

Even if our local media is underperforming, English newspapers have continued the tradition of publishing cartoons in newspapers. If we look at why there are no cartoons in Urdu newspapers, Mirza claims that today the cartoons seem less creative in Urdu journalism. (Mirza, 2022)

According to senior researcher Dr. Tahir Masood, as an old-time cartoonist, there were several highly well-known individuals. Zaidi, Mushtaq, Javed Iqbal, and Fika are a few examples. These cartoonists would create humorous and sarcastic cartoons that humorously summarize extreme and violent political scenarios. The caustic and humorous manner in which the political and global crisis was presented would relieve the readers' tension. The cartoon's originality and taste would make many people laud the cartoonists' intelligence.

However, because the role of editors has become contentious and skilled editors are increasingly hard to come by, they conduct business as usual at the newspaper. While newspapers should not be treated as businesses, this unfortunate reality has resulted in a decline in the quality of their journalistic content and intellectual components. The cartoons we see in the Jang Newspaper today are the least intriguing and hardly noticeable. Cartoons are a crucial component of a newspaper. However, today's public consumes the fewest newspapers due to the super-vibrant trends of electronic media. (Dr. Masood, 2022)



Political cartoons or newspaper cartoons are used to appear not just on the editorial page but on other pages as well. Newspapers like Jang and Nawa-e-Waqt perpetuated the tradition of newspaper cartoons. Dr. Farooq Adil, a seasoned journalist, fiction author, and media researcher who served as the president of Pakistan's counselor in the past, believes that political cartoons effectively display sarcasm. A cartoon may express various ideas that would be repressed if they were reported as news. Newspapers in Pakistan are publishing fewer political cartoons as print media declines. The lack of interest in publishing cartoons in newspapers by print media owners suggests they have a lousy sense of humor. Dr. Adil clarifies the current role of editors in the mass media. He asserts that the editors' position currently appears to be declining, especially in the Urdu press, indicating a move away from political cartoons. (Dr. Adil, 2022)

Veteran writer and media scholar Dr. Tausif Ahmed Khan made a statement about the nature of editorial cartoons. The newspaper's editor establishes a topic, gives the cartoonist instructions, and expects him to devise a clever caricature.

The cartoons represent a newspaper's humorous content, according to veteran journalist Mazahar Abbas. However, they are carefully chosen and must adhere to a particular concept set out by the paper's editor.

If a picture is worth a thousand words, a cartoon is worth a million, and they are essential to news and communication. *Communication* is the process through which information, thoughts, knowledge, values, and other messages are communicated from a sender to a receiver through an appropriate channel to elicit the desired response. (Ihebuzor, 2014). The communication process is finished when the recipient understands, agrees with, or responds positively to the sender's message. A means of communication and learning has only been used if this takes place. Whether it is to make you laugh, humiliate you in action, horrify you, or make you feel at ease, visual communication aims to generate and make you feel something and make that feeling heavy. Visual communication is one of the most important ways people engage and exchange information. (Ihebuzor, 2013)

Political journalism's structure includes political cartoons as a critical element. They provide a pleasant diversion from the increasingly somber political discourse by offering a colorful alternative to conventional news reporting. Cartoons offer comprehensible and quick criticism and analysis of current events since they may condense news and viewpoints into a caricature.

Cartoons have affected popular opinion on social issues throughout the years, occasionally leading to disasters in how information is delivered to the public. Political cartoons, sometimes called editorial cartoons, are one-panel cartoons that satirize political events. They not only act as a remedial action but also as historical records and a "picture" of the political environment at a particular time.



The literature study states that editorial cartoons were looked at from numerous angles. Numerous studies have examined mass communication's ability to influence or shape audience members' political beliefs. In their 1948 voting research, Paul Lazars Feld and fellow associates discovered that the mass media had little impact on listeners' political views. The editorial page serves as the intellectual hub of every newspaper. Editorials are used to stimulate discourse, establish objectives, campaign for change, convince, and, on occasion, challenge. While editorial writers convey the views of media owners, they also function as custodians of the public's mind. The primary responsibility of its professionals is to give the knowledge and assistance toward informed decisions that are required for a democracy to function correctly. As a result, the editorial writer must make fair conclusions from provided facts based on the magnitude of the evidence and the publication's view of the public good. Hamlet, 2009, p. 477)

Literature Review

In a research, Ganiyu Jimoh (2010) looked at the historical growth of cartoons in Nigeria as well as the relevance and function of political cartoons in the process of democratization. Four military leaders General Buhari, General Ibrahim Babangida, General Sanni Abacha, and General Abdul Salam Abubakar were responsible for the democratization process. Under these military administrations, the political climate was marked by pressure organizations, political activists, and editorial cartoonists who used their work as a visual tool to satirize the government and push for democratic norms. The study shows that the caricatures are political texts that allow us to review and consider earlier societal events. It has been proved via the works of the cartoonists that editorial cartoons play an important part in the Nigerian democratization process; through social critique, cartoons serve as the speaker through which people's opinions may be heard and 'unfriendly' policies of the government can be checked.

Editorial cartoons are a common element of educational culture. Editorial cartoons include an intellectual component, as Ellefritz (n.d) noted. For instance, Wendy S. Burns (n.d.) created a Language Arts and Social Studies curriculum guide based on editorial cartoons from the "Houston Chronicle" for grades 6–12. Editorial illustrations have been successfully used in a number of college-level learning environments. Teachers quiz pupils on the messages' meanings, the phrases employed, and the drawings' consequences. She also inquires about the cartoons' sociological elements, such as the characters' culturally appropriate actions and attitudes and the symbols they use to reference various eras of history and social contexts.

A study conducted in Sri Lanka shows that Political cartoons are described as a sort of media content that employs linguistic and nonlinguistic methods. These methods are employed not only as crucial instruments of transmitting information and influencing public behaviors. But, also as a main form of public accessibility, through which the public engages in the society's larger spectrum of debate about a particular event or aspects of society. The influence of editorial cartoons on voting behavior was very low, and it is inferred that editorial cartoons are negatively perceived by the students. The majority of students, regardless of their race or gender, just examine editorial cartoons for entertainment. It was



unsuccessful in shaping public perceptions of the candidates and influencing voters' choices, particularly college students. Therefore, it can be said that the impact of editorial cartoons on college students who turned out to vote in 2015 was rather small. (Salika, 2017)

Another study in Nigeria concludes that the comic strip genre is a potent communication tool that allows the media to set social agendas by linking relevance to the significance of events and problems through frequent coverage intended to shape the public's perception of the problems to bring about positive societal change. In order to raise public awareness, reorient the public, and start social and political changes in Nigeria, the media especially uses Nigerian political cartoons as a tool for defining social agendas. (Adesegun & Adegboyega, 2020)

Through the combination of signs and symbols, this study aimed to investigate how political cartoons shape public perceptions of the United States. Political cartoons were used to portray the United States in a negative light, and it was discovered that this was true of all political regimes, independent of Pakistan's political and diplomatic ties with America. (Ashfaq, 2019) Following examination, Rabbani et.al, 2021 concluded that the newspaper's cartoonists employed a variety of linguistic techniques to generate social satire in their works, including exaggeration, symbolism, labeling, captioning, irony, and comparison. They also brought attention to societal problems such child abuse, meat adulteration, inflation, terrorism, weak democracy, inflation, explanation, corruption, thana culture, and bad government policies. To help the readers to better grasp social satire, linguistic and semiotic strategies were connected logically in cartoons. Politicians and societal concerns are the focus of newspaper cartoons, according to an examination of the research.

Another study in Nigeria has shown how cartoons are used in Nigerian print media to achieve communicative goals and how they are inventively used to set agendas, providing political commentary and debate in a lighthearted and artistic manner through which social realities are reflected in the country's larger socio-political arena. The study has therefore demonstrated that the cartoon genre is a potent medium of communication through which the media set social agendas by attaching relevance to the significance of issues and events through frequent coverage intended to shape the public's understanding of the issues to bring about positive change in society. (Sani et al., 2012)

Theoretical Framework

1.1.1. Uses and Gratification theory

The Uses and Gratification concept explores how the media affects people's lives. It discusses how individuals utilize the media to further their own wants and experience satisfaction when those needs are met. In other words, the approach emphasizes what users of media do with them rather than what media subjects users to. Additionally, the Magic Bullet theory, which contends that the audience is passive, conflicts with this notion. This idea has an audience- and user-centered perspective. Even for interpersonal communication, individuals turn to the



media for ideas for topics to talk. They expand their knowledge and exposure to the world outside of their field of vision by using the media.

Methodology

The study adopts the technique of qualitative research. To conduct the qualitative research the tool of content analysis has been used. The researcher has opted for the Daily Dawn and Daily Jang newspapers. These newspapers are highly popular amongst the masses and have got the highest readership of all newspapers.

The cartoons published in the month of November (November 1st 2022 to November 30th 2022) will be analyzed to get the findings.

Sampling

The leading English and Urdu newspapers of Pakistan.

- Daily Dawn (English)
- Daily Jang (Urdu)

Objectives

1. To find out the Correlation between Editorial/news/columns and Cartoons
2. To know the difference of cartoons published in Daily Jang and daily Dawn.
3. To find out the level of clarity, humor, satire and symbolism in the message of the cartoons
4. To know how much coverage of national and international in political cartoons

Research Questions

1. What is the intellect level of political cartoons in the newspapers?
2. Is there any relevance between cartoons and the news stories/articles or editorials of the newspaper?
3. What is the difference between the cartoons of Urdu and English language newspapers?

Findings

To throw light on the current situation of a newspaper publishing cartoon on a regular basis, Pakistan's top leading English and Urdu newspaper has been selected for the content analysis. The month of November has been selected as a time frame for the content analysis because this month has proven to be very dynamic in terms of national and international political scenario. Also, the month of November has witnessed the extreme political unrest in the country.



Daily Dawn- Nov'2022	
Co-Relation	
Editorial	2/30
Articles/ Columns	2/30
News	28/30
Theme	
Political	19/30
Social	7/30
Economic	4/30
Religious	3/30
Criminal	-
Coverage	
National	16/30
International	14/30
Depiction	
a) Aesthetic	
Strong	24/30
Normal	5/30
Weak	2/30
b) Humor	
Strong	26/30
Normal	4/30
Weak	-
c) Symbolic	
Strong	23/30
Normal	7/30
Weak	-
d) Message	
Ambiguous	5/30
Clear	25/30
e) Sarcasm/ Satire Understanding	
Strong	25/30



Normal	5/30
Weak	-

Daily Dawn

The cartoons produced in the daily Dawn covered a wide range of topics, including national, and worldwide concerns in caricature fashion.

The bulk of 30 cartoons produced in November were associated with the news articles that were printed in the newspaper. Sometimes the news report appeared before the cartoon day, and other times it appeared after the cartoon the next day. Thus, a limited degree of correlation between editorial and columns/articles was discovered.

The cartoon in the newspaper took on a primarily political view, which meant that for the entire month, 19 cartoons focused on it and caricatured political events. A minority of 4 and 3 cartoons were centered on economic and religious themes, respectively, while a lesser majority of 7 cartoons addressed social concerns.

The daily dawn used a strong aesthetic approach to address both domestic and foreign problems. The majority of the 26 cartoons were found to have a strong sense of humor and sarcasm/satire. The daily Dawn used cartoons with a symbolic theme and a clear message to illustrate the keen intelligence of English newspaper readers. There was just 5% of the content that was unclear.



November, 2022 **Daily Jang**

Date	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	
Co-Relation																															
Editorial							✓										-											✓			
Articles/ Columns																	-														
News	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	-	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Theme																															
Political	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	-	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Societal																	-														
Economic																	-														
Religious																	-														
Criminal																	-														
Coverage																															
Local																	-														
National	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	-	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Internation al												✓	✓	✓	✓	✓	-												✓		
Depiction																															
a) Aesthetic																															
Strong		✓	✓				✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	-	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Normal	✓			✓	✓		✓	✓			✓						-					✓	✓	✓							
Weak																															
b) Humor																															
Strong		✓	✓				✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	-			✓	✓			✓	✓	✓	✓	✓	✓	✓	
Normal	✓																-	✓	✓				✓	✓							
Weak											✓						-					✓									
c) Symbolic																															
Strong							✓	✓	✓				✓		✓	-	✓	✓	✓	✓		✓		✓	✓	✓	✓	✓	✓	✓	
Normal	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	-						✓				✓	✓	✓	✓	
Weak											✓	✓		✓			-					✓									
d) Message																															
Ambiguou s																	-									✓	✓				
Clear	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	-	✓	✓	✓	✓	✓		✓		✓		✓	✓	✓	
Strong		✓															-								✓						
Normal																	-					✓									
Weak														✓			-						✓								
e) Sarcasm/ Satire Understanding																															
Strong	✓	✓	✓	✓			✓	✓				✓	✓	✓	✓	-				✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Normal				✓		✓	✓										-	✓	✓	✓		✓		✓				✓			
Weak									✓	✓	✓	✓					-														



Daily Jang- Nov'2022	
Co-Relation	
Editorial	-
Articles/ Columns	-
News	28/30
Theme	
Political	28/30
Social	-
Economic	-
Religious	-
Criminal	-
Coverage	
National	26/30
International	3/30
Depiction	
a) Aesthetic	
Strong	20/30
Normal	9/30
Weak	
b) Humor	
Strong	19/30
Normal	4/30
Weak	2/30
c) Symbolic	
Strong	14/30
Normal	13/30
Weak	2/30
d) Message	
Ambiguous	2/30
Clear	27/30
e) Sarcasm/ Satire	
Strong	17/30
Normal	9/30
Weak	-

Daily Jang

It has been noted that cartoons are becoming more prevalent in our local media. Observations were made after reviewing the cartoons that were printed in the daily Jang. 29 cartoons in all were released in the month of November.



A majority of the 27 political-themed cartoons that were published that day were related to the news topic. This indicates that readers of the daily Jang are highly interested in political happenings. Two of the cartoons were featured in the newspaper's editorial section.

Only 3 cartoons in the entire month featured international events, with the remainder of 26 cartoons addressing national events.

Twenty cartoons demonstrated the readers' keen aesthetic sensibility. Since a large percentage of the 19 cartoons had a significant element of humor, it may be inferred that the daily Jang's readership has a strong sense of humor.

The majority of the cartoons used symbolic language with a clear meaning. A large proportion of cartoons also contain satire and sarcasm, demonstrating that the readers are well-versed in symbolic language and recognize sarcasm.

Discussion

The daily Jang continues to focus on national concerns as a result. The most popular newspaper in Pakistan read by the average person is the daily Jang. It is of the highest importance to the average Pakistani citizen to see their nation in a better social and political environment since they are preoccupied with political, social, and economic concerns and wish to see Pakistan in a peaceful condition.

Good mental, physical, and financial health are indicators of an ordinary man's great aesthetic and humor sense. According to the eminent scholar Munshi Prem Chand, "The starving poor perceives the moon as a loaf of bread" (bhookay ko chand bhi roti nazar ata hai).

The inhabitants of Pakistan have a robust aesthetic sense even in the face of life's adversities. Most cartoons in both the Daily Jang and Daily Dawn had a high degree of aesthetics that reflected the nation's exuberance.

A more in-depth grasp of symbolism emerges with higher education levels. Since Jang's readership comprises people from various educational backgrounds, their education levels are lower than those of the readers of the daily Dawn. Given that their audience was well aware of its symbolism, the Dawn cartoons employed a high connotation. On the other hand, the daily Jang maintained its restrained use of symbolic language.

The high degree of clarity in Cartoon of daily Jang and Daily Dawn demonstrates the cartoonists' subject-matter competence. This further demonstrates how carefully newspaper proprietors select their cartoonists. The cartoons are made with such care that readers should be able to understand them. Thus this is unique on both ends.



Satire and sarcasm are easier to comprehend in a stable economic and social environment. The readers of Daily Dawn have decent financial standing, solid educational backgrounds, and sound mental health. Since readers respond well to irony, daily Dawn's cartoon material contains more satire.

Regarding sarcasm and criticism, it has been found that persons from poor socio-economic backgrounds have lesser levels of tolerance and acceptance. The newspaper Jang limited its use of sarcasm and satire because the weak socio-economic conditions in Pakistan cause the average person to be preoccupied with his or her concerns.

Conclusion

The cartoons here are the source of informing, entertaining, educating, and awakening the masses. Sometimes by adopting the common technique or opting for a higher intellectual approach.

Cartoons published in newspapers depict the social, political, and economic issues in the national and international scenario. These cartoons are related to the articles, columns, editorials, and news stories of the paper, but majorly they are related to the news stories published in the newspaper. Hence it is proved that there is no hard and fast policy for cartoons that only relates to editorials.

These cartoons present their messages with total clarity, but these clear messages are mixed with the flavor of aesthetic/humor, satire, and symbolism. These intellectual approaches show that the newspaper reader has got a complete understanding. Understanding symbolism, taking satire positively, and enjoying humorous content shows the sign of a healthy nation.

The difference observed between the cartoons of daily Jang, and daily Dawn is related to the aesthetic sense, acceptance of criticism, and understanding of satire. The cartoons published in daily Jang contained sarcasm/satire to the lesser than daily Dawn. The fact proves that since the Urdu readership is below average and they are deprived of a fully contended life in some manner. That is why their attitude is rigid toward accepting satire.



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