

## **EXPRESSIONAL ASPECT OF COMMUNICATION: A SIGNIFICANT STUDY ON CARTOON AND CARICATURE**

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### **Abstract**

Since the history of human communication, drawing, and painting are playing a vital role in communication. It is known to everyone that cartoons and caricatures are one of the most important weapons for an artist for conveying an expressive message towards society. This study is going to discuss the dramatic aspect of cartoon and caricature for enhanced communication. Cartoon and caricature are both the creative exaggerated presence of the artist by which artist or human can transfer their creative idea, inner thought in an attractive way. Hence, the study is going through a commonsensical and compact discussion to justify how cartoons and caricature are one of the utmost significant and expressive communication tools or an aspect of the human civilization in terms of visual communication created by the artist.

**Keywords:** Cartoon, Caricature, Communication, Expression, Artist, Aspect

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### **1. Introduction**

#### **1.1 Background of the study:**

Without uncertainty, it can be said that cartoon and caricature play an important role in communicating any messages towards society. Today, where we are talking about effective learning through the simplest process, the cartoon and caricature can be important aspects for the same.

In the history of communication, it is said that through visual communication, ancient people started their communication at the first time through drawing and painting, when there was no single vocal language people deliver their message through drawing and painting on the wall of the cave, like Hunting, fishing, and collecting food, it is also believed that drawing and painting is the world's first language. On the other way, it is considered human beings can understand something higher than something through visual form. If drawing and painting is the first language of the universe then cartoon and caricature are one of the most significant styles and form of the visual illustration with its over-expressive, extreme expression and exceeds exaggeration style. Through the definition of cartoon and caricature, we can see that cartoon and caricature is a visual illustration of drawing and painting based on humor in an exaggerated manner. Artist or cartoonist continually expresses with the first-rate courage, can be on politics, corruption or any touchy problem of the society. In the context of child education, cartoon and caricature make a very crucial part in the field of education. From the establishment of the caricature and to the postmodern age caricature always plays an imperative role to provide a social message or political message in another way been always impactful, which is been always attractive and overemphasis. Cartoons and caricatures always have a long-lasting influence on the minds of readers and visualizers.

However, modernism, caricature, and cartoon may have changed in many ways in terms of uses on the same in the different platforms including computer generated animation at the postmodern age, but the basic impact, effort, and importance are the same still now. Thus, this paper is an attempt to evaluate cartoon and caricature form or style as a visual communication aspect to convey a message in a better way. The inspiration to attempt the paper is my own view and observation to explore a new dimension, being an artist I believe that the study will be able to address and justify its value through the valuable data and information.

### **1.2 Objective of the study:**

To state that cartoon and caricature is one of the expressive communication tools of humankind. To investigate how cartoon and caricature would be one of the important communication methods. The purpose of the study is to propose to be the cartoon and caricature one of the easiest ways of communication through the humor intellect. This paper aims to justify the role of cartoons and caricatures in order to visual communication. The objective of the study is to motivate the future researcher through this current study for creating a new research gap.

### **1.3 Methodology:**

This study follows a descriptive mannerism through the quantitative method; the current study has been justifying the research statement through an explanation description by providing valuable data in a scientific manner. The data has been collected from valuable sources including images. The research has been designed based on secondary data collection that data collected from reputed journals, books, web pages, and magazines.

## **2. Discussion**

Cartoon and caricature are some of the most effective tools to communicate in society. The cartoon and caricature are expressions or a form of visual communication that refer to various forms of art, including bizarre caption images, satirical political images, comic images children books, and animated films. In many cases the written content of the sign precedes the cartoon or caricature. It is no wonder that cartoons and caricatures can communicate their messages in less than a second. Conversely, if we have a message that needs to be conveyed with words, cartoons and caricatures at the same time take the initiative to emphasize the message in a very easy way. In this respect in a quote, great artist Abedin Dino mentioned that "As a weapon, the caricature is much stronger than a poem or painting in order to reach message, it should be realized that caricature is the short cut way to say something" (Dino, 2015). According to Ed Koren (1963), views a cartoon as "a combination of visual and verbal jokes - a convention of life turned on end, done quickly and succinctly. If you don't get a cartoon right away, you don't hang around to find out why" (Winter, 1992).

In addition to using editorial cartoons as an expression, a graphic presentation is also an editorial cartoon, which is a visual presentation with aesthetic introspective that makes an independent statement by using a single icon to express a fact or point of view on social and political issues. (Edwards & Winkler, 2009). Again cartoon and caricature represent the expression what we like to intemperate in a real manner, it is observed that visual metaphor like editorial cartoon we use sometimes it conveys a complex memorandum than other media of language (El & E, 2003). In another research, the researcher has claimed that Political Cartoons play as communicative weapons to the society, people can communicate the same message in an effective way through the visual graphic display in form of a cartoon, the researcher also examines the power of the political cartoon to convey the social message in another way more effectively (Mateus, 2016).

Political cartoon or any cartoon is much more convenient than all heavy text contents. We often see cartoonists use political cartoons that are well fodder for the cartoonist, always readers get interested to read political character and they also get fun when they see that politician is doing a mistake that portrait by the artist in funniness way. In this regard, Great cartoonist R.K. Laxam has mentioned that “Democracy today is not what Pericles of Athens conceived. What you have today is not democracy...our politics is to so sad that if I had not been a cartoonist, I would have committed suicide”(Lawate, 2012).

We use to see graphical illustration, comics and editorial cartoon in most mews paper and magazine around the world the iconic expression with extra exaggeration make us amuse and gives us lough not only that, with this, it provides a social observation from a different angle based on reality. Sometimes most pleasing factors on a political cartoon that can be seen in the seemingly innocent manner and sometimes indelicate, sophisticated manner and including humor that expression can be espoused easily as the cartoon and caricature are created under an entertainment aura which can be reflected without much rendering or serious struggle(Walker, 2003).



Fig1 : The Barooah Emergency cartoon the authorities didn't laugh at (Illustration: R. K. Laxman)  
Courtesy: [www.readersdigest.in](http://www.readersdigest.in)

According to researchers, political cartoons provide readers with catharsis and mental purification; it able to allow them to release social frustrations and prevent conflict from escalating. Political cartoons are being used more like a symbolic emancipation like; negative release of emotions or physical tension. Sarcastically highlighting facts, events, or people adds to the pace of agenda-setting. If a political cartoon is in third place, it contributes to pace-setting. (De Sousa & Medhurst, 1982). In this way, cartoon and caricature are being used through visual language creatively and skillfully in order to effective communication towards the society (Sani, Abdullah, Ali, & Abdullah, 2012).

cartoon and caricature not only play a role in social and political commentary but also the arts become a powerful full tool against political group who celebrated such as “Tweed Ring” and who used to control the new York government during the American civil war(NZE, 1998).

Cartoon and caricature are being used fast in school textbooks for the kinder garden kids. As we know that there is a childhood relationship with humor, children mind attracts very easily with cartoon and caricature, maybe psychologically children minds can play and enjoy the content of books where cartoon and caricature images are included. It is also seen children cartoon story or comic story has always been a center of attraction to the children barring other beautiful books.

Through the magazine and Newspaper cartoon and caricature offer to the reader entertainment, as we know that life is too serious and laughing is the most difficult job now a day, where laughter through cartoon and caricature may be an antidote to relief from stress, and it can be a therapy for depression using the arts form human really can perceive their fun and can forget the stress of life(Onakpa, 2014). Often using cartoon and caricature elements in various presentations will also encourage and attract the viewers' attention which becomes one of the impactful communication tools as a speaker.

In this way, if we are in such an encounter, where the immediate feeling of relief and gratitude for the moment of light is needed, suddenly these communication tools can become a remedy. Sometimes we use cartoons and caricatures in presentations because the good factor can help us in a different way, as if we are faced with a difficult or delicate message to convey, it is often better to use cartoons and caricatures with the attractive humor that exists, one way to spread the tension that the audience feels that we are dealing with a difficult audience and employee motivation problem, then we often use a cartoon and a cartoon that deliberately jokes about some of the conservative behavior. This is the kind of effect to expose the behavior, in a way that the employee or manager will recognize, and possibly identify with, and aid in a smooth introduction to serious problems that arise.

Having grown up with cartoons and caricatures, we get used to working from an early age. Therefore, the cartoonist, or manager, is using his or her cartoon to convey a message that already has an audience. As well as being used in advertising, cartoons are also used in many industries; an effective cartoonist must not only be able to draw well but also to distort an idea or joke in a few words and pictures. A cartoon often uses observation to make its point. This allows the viewer to identify with the message, which is not possible with written communication. When a cartoon and caricature are part of a series, they can help you comprehend the story of a talk or lecture. When this approach is taken properly, the audience will actually have to wait for the next stage of the talk, as they expect the images to keep coming. In this respect, it is being proved in research that Comics art can develop the communication and critical thinking abilities of engineering students, viewing and discussing cartoons have helped students retain the assessed information, and even more ( Wylie & Neeley, 2016). It can often be the most memorable presentation form because human beings are so harsh on linear storylines. In the context of an expanded, continuous effort, cartoons or comics are usually faster than videos or other production-based scenes. Cartoons are also flexible: we get to add real people as characters to the company without scheduling a video or photography session with the people.

Currently, the animation film industry also becomes the biggest industry in this world, and visual communication through animation has become one of the greatest sources of society. Currently, millions of people communicate visual language via cartoons and caricaturing through animated cartoons such as Mickey Mouse, Donald Duck, and the Jungle Book, among others, and entertain themselves and develop their skills through animated video games over the past 25 years; animation has attempted to play an ever-increasing role in businesses and advertising. Animation has adopted a humanistic look that has gained vast financial resources and greatly improved marketing strategies during the 20th century. There is a difficulty in distinguishing between fictional characters and real-life people in some commercials because the process of communicating through cartoons and caricatures is easier and more effective than any other. ( Hamrock, 2000). We continue to be bombarded by the idea of communicating through cartoons and caricatures along with ever-advancing technology.

### **3. Conclusion**

The results of this research show that man has always been curious about communication. However, modernism, caricature, and cartoon may have changed in many ways in terms of uses on the same in the different platforms including computer generated animation at the postmodern age, but the basic impact, effort, and importance are the same still now. Thus, this paper has concluded that cartoon and caricature is one of the expressive communication tools of society, and with this, it has also claimed that cartoon and caricature is one of the important visual communication methods. The study has also proposed that cartoons and caricatures one of the easiest ways of communication through the humor intellect and impressive way. This paper has justified the role of cartoons and caricatures in order to visual communication to words the society. At last, it is my optimistic hope that my current research will be a great resource for future research for investigating a new research gap.

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