

A STUDY OF INTERNATIONAL ISSUES THROUGH CARTOON COMMUNICATION: THE CASES OF PAKISTAN AND NORWEGIAN NEWSPAPERS FROM SEPTEMBER 2008 TO FEBRUARY 2009

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Abstract

This paper is a study of relationship of print media cartoons and the portrayal of international issues. This is an effort to explore the portrayal of international issues through the cartoons published in the two Norwegian newspapers (the VG & the Aftenposten) and the two Pakistani newspapers (The News & the Nation) from September 2008 to February 2009. For the sake of evaluating the nature, degree, frequency and stance of the international cartoons, the international issues, variables and categories are constructed under the light of main postulates of the one aspect of the Agenda Setting Theory that is “Framing”. Through a content analysis (both qualitative and quantitative), Discourse analysis and interview method, it identifies that in the case of the Norwegian newspapers, the VG is more critical than the Aftenposten, while in the case of Pakistani newspapers, the Nation is more critical than The News regarding the cartoon coverage of international issues during this selected period. The international issues were not covered and criticized equally by both cases as there may be some hidden pressure to the cartoonists to suggest what to sketch or not? How to portray or not?

Keywords: *cartoons, international issues, freedom of Expression, diversity, criticism*

KAJIAN MENGENAI ISU ANTARABANGSA MELALUI KOMUNIKASI KARTUN: KAJIAN KES KE ATAS AKHBAR DI PAKISTAN DAN NORWAY DARI SEPTEMBER 2008 HINGGA FEBRUARI 2009

Abstrak

Makalah ini adalah mengenai kajian hubungan antara kartun dalam media cetak dan penonjolan isu antarabangsa. Kajian ini merupakan suatu usaha untuk meninjau penonjolan isu antarabangsa melalui penerbitan kartun dalam akhbar-akhbar di Norway (*VG* dan *Aftenposten*) dan dua akhbar di Pakistan (*The News* dan *The Nation*) dari September 2008 hingga February 2009. Untuk menilai situasi, tahap, kekerapan dan penampilan kartun antarabangsa ini, isu-isu antarabangsa, angkubah dan kategori dikonstruksi berdasarkan “framing: atau pembingkai di bawah teori penentuan agenda. Melalui kajian analisis kandungan (kualitatif dan kuantitatif). wacana dan temubual mendalam, didapati akhbar Norway iaitu *VG* adalah lebih kritikal berbanding dengan *Aftenposten*, manakala akhbar Pakistan iaitu *The Nation* adalah lebih kritikal bila memperkatakan tentang isu antarabangsa melalui lukisan kartun. Isu antarabangsa tidak diliputi dan dikritik secara sama dan ini berkemungkinan disebabkan agenda dan tekanan tersembunyi yang mempengaruhi pelukis kartun dalam penonjolan lukisan kartun mereka, sama ada untuk menonjolkan atau menyembunyikan sesuatu.

Kata kunci: *kartun, isu antarabangsa, kebebasan bersuara, kepelbagaian, kritikan*

Introduction

Cartoons, in general, have become as one of the most essential part of a newspaper. Many people subscribe newspapers just because of the cartoons as they are the source of factual satirical representation of the issues in an eye blink. “Cartoons reflect what the public finds absurd, worrisome and desirable without necessarily being able to say why” (Giarelli 2003, p.954).

This study intends to examine the relationship of print media cartoons and the portrayal of international issues i.e. analyzing the international issues through the cartoons published in the two Norwegian newspapers (the *VG* & the *Aftenposten*) and the two Pakistani newspapers (*The News* & the *Nation*) from September 2008 to February 2009.

Cartoons in general provide understanding of the story or an issue that is an

underlying message but very few studies, in the field of cartoon communication, are available in Pakistan. The reason of selecting two different cases (Pakistani & Norwegian newspapers) for analyzing the medium of cartoons are two different origins, political and administrative systems, cultures, languages, religions and ideologies etc. Norway is a nation state of Europe that is indicated as a symbol of peace, democracy, freedom and liberty of media and press, whereas, Pakistan is nation state of Asia that is indicated as symbol of limited and restricted press freedom. Norway became more important when Muslim reacted on Caricature Crisis. Being the citizens of Pakistan, the researchers, therefore, want to examine that how did the Pakistani newspapers portray the international issues and how it was different from other cases of the world. Secondly, to investigate that which of the international issues was given the maximum positive, negative or balanced coverage and what were the restrictions imposed on cartoonists by themselves and by the newspapers?

In this study, two Pakistani English dailies The News and the Nation and two Norwegian dailies the VG and the Aftenposten were selected for the evaluation of the international issues through cartoon communication.

All four selected chain newspapers are with highest circulation; and belong to known groups of publication in respective countries. These newspapers are popular among masses for their cartoon publications created by famous Pakistani cartoonists Shahtoon (The News) and Maxim (the Nation), and The Norwegian cartoonists Roar Hagen (VG) and Inge Grodum (Aftenposten).

The Pakistani newspaper, The News is liberal in its policy, whereas the Nation is considered to be a relatively conservative newspaper. In the case of Norwegian newspapers, the Aftenposten is considered to be a conservative policy oriented newspaper whereas the Verdens Gang (VG) is relatively liberal in policy. Therefore, Pakistani and Norwegian newspapers of two different approach in their respective countries to examine that how they portray the international issues through their cartoons.

The period selected (September 2008 to February 2009) can be considered as the prominent part for international scenarios because there were many ups and down in international politics, economic conditions and many other issues raised during this period. The international issues included the following topics:

- Change in US politics
- Recession in world Economy
- War on terrorism
- Veil and Muslim Women; and
- Indo-Pak relations

Research Questions

1. Which of the issues (national and international) were given more

- coverage in Pakistani Dailies (the News and the Nation) and Norwegian Dailies (the VG and the Aftenposten) from September 2008 to February 2009?
2. Which of the selected International issues were given more coverage in Pakistani Dailies (the News and the Nation) and Norwegian Dailies (the VG and the Aftenposten) from September 2008 to February 2009?
 3. Which selected newspaper (the VG, the Aftenposten, The News & the Nation) is more critical in addressing the selected international issues through cartoons from September 2008 to February 2009?
 4. Did the cartoons published in the selected Pakistani newspapers give more critical coverage than that of the selected Norwegian newspapers regarding “Change in US politics” from September 2008 to February 2009?

Following are the hypotheses for this study:

1. In the case of the Norwegian newspapers, the cartoons of the VG will be more critical than that of the Aftenposten, while in the case of Pakistani newspapers, the cartoons of The News will be more critical than that of the Nation regarding the coverage of selected international issues from September 2008 to February 2009.
2. While addressing the selected international issues, cartoons in Norwegian & Pakistani newspapers will mainly be focused on the US Politics from September 2008 to February 2009.
3. Cartoons in Norwegian newspapers will portray maximum positive image of “Change in US Politics” as compared to that of Pakistani newspapers from September 2008 to February 2009.
4. While addressing the selected international issues, “War on terrorism” , Pakistani newspapers will give more coverage than Norwegian newspapers from September 2008 to February 2009.

Theoretical Framework, Data & Methodology

Theory of Framing which is basically a concept that engages how an issue is portrayed in a particular story, picture, cartoon or article, is being used to study the portrayal of international issues through cartoons

A mix of content analysis, discourse analysis and interview method used to examine the portrayal of international issues in cartoons.

Two sets of categories according to the nature, international relations and issues of these two countries were conducted.

Category A: War on terrorism

Category B: Revolution in US Politics

Category C: Recession in world Economy

Category D: Veil and Muslim women (In the case of Norwegian Newspapers)

Category D: Indo-Pak relations (In the case of Pakistani newspapers)

Category E: Others

The category 'A' included the entire cartoons which were related to US politics, US Political Leaders, US political issues, US political actions, Statements of politicians, and news. It involved the issues like the end of government of George W. Bush, new Democratic Party and Republican Party's nominations (Joan McCain and Barack Obama) for presidential elections of 2008, their election campaigns and other actions regarding new government, the success of the Barack Obama as a new President of the US, an Iraqi journalist threw a shoe on George W. Bush after the end of his government, Barack Obama's responsibilities and mottos for new government, US political relations with other governments and countries like Pakistan, Afghanistan, Iran Iraq, India, Norway and others.

While discussing the direction of the content, the researchers operationalized this category that any international Cartoon which provoked a hope with new US government, actions and responsibilities of Barack Obama that he would perform properly, Barack Obama's competition with Joan McCain and his success would be counted as favorable (+). International relations in which US is helping others would be considered favorable (+) but if any cartoon portrayed any conspiracy would be considered as negative(-).

Any Cartoon in which a pessimistic point of view was given, would be considered as unfavorable(-). Any cartoon which was about George W. Bush, his actions, miserable conditions and issue of 'Shoe at Bush' would be also treated as unfavorable(-).

If a cartoon neither favorable nor against any Politician, government or international relations rather it gave out general impression of international political issues, political actions, Statements of politicians, and news, it would be considered as Neutral(0).

The category 'B' included all cartoon related to World Economic conditions, destruction of Wall Street, bank corruption, loss in big conglomerates, decreasing value of currency like Dollars and Euros etc, IMF loans and conditions, especially Pakistani loans and funds, US poor financial crisis, and Norwegian aids and funds. In addition to these issues, the US political leaders, Pakistani and Norwegian government's actions for the resolution of this world financial crisis would also be the part of this category.

While discussing the direction of the content, the researchers operationalized this category that any cartoon regarding recession of world Economics which presented the decaying and recessing condition of the world economy would be considered as unfavorable(-) like wall street is sinking or falling or breaking, or politicians are begging etc. The portrayal of capitalism and industrialism and its bad effects would also be considered as unfavorable(-). But if Barack Obama or

some powerful people were trying to save it in the cartoon, it would be counted as favorable(+). If any economic cartoon neither favorable nor against rather it gave out the general impression of conditions of world economy, it would be considered as Neutral(0).

Any cartoon which is about Iraq war, Afghan war, Israel-Palestinian issue, issue of Taliban in Pakistan, Drone attacks of US on Pakistan would be placed in the category 'C'. While discussing the direction of the content, the researchers operationalized this category that cartoon which portrayed the sufferings, losses, victims in Iraq war, Afghan war, Israel-Palestinian issue, issue of Taliban in Pakistan, Drone attacks of US on Pakistan would be considered as unfavorable(-). But if the solution or any positive progress was discussed, it would be counted as favorable (+) like Barack Obama was trying to solve Iraq, Afghan or Israel Palestinian issue etc in cartoons or Norway provoked a peace process or Pakistan was saying that she got success in war on terrorism, all these cartoons would be presented as favorable(+). If any cartoon neither favorable nor against rather it gave out the general impression of all these issues, it would be considered as Neutral(0).

In Norwegian Newspapers: the VG & the Aftenposten, during the selected period, a Muslim lady police wanted to wear "Hijab"(veil) during her duty timings in Norway but the Norwegian government did not allow her because they were of the view that uniform is uniform so she should not wear 'Hijab'. So all the cartoons in which this issue is discussed would be placed in 'D' category 'Veil and Muslim Women'. In Pakistani newspapers: the News & the Nation, during the selected period, the indo-Pak relations became critical once again due to the terrorist activities that were occurred in Bombay in November 2008 and India blamed Pakistan for it, so all the cartoons portraying this issue would be placed in the category D. While discussing the direction of the content, the researchers operationalized this category that in the case of Norwegian newspapers (the VG, & the Aftenposten), any cartoon that criticized the "Hijab" and ladies who wear, would not be able to perform their duties well, it would be considered as unfavorable(-) and those cartoons in which they supported the freedom and liberty of women that they can do what they want to do according to their faiths and beliefs, would be counted as favorable(+). If any cartoon neither favorable nor against rather it gave out the general impression of this situation, it would be considered as Neutral(0).

In Pakistani newspapers (The News, & the Nation), any International cartoon which supported the Pakistani point of view that she was not involved in Bombay attacks in this study it would be considered as favorable(+) and all the cartoons which presented the blame game of India regarding Bombay attacks these would be counted as unfavorable (-). If any cartoon neither favorable nor against rather it gave out the general impression of this situation, it would be considered as Neutral(0).

All other international cartoons like face book, new generation, Microsoft word, Congo crisis, etc placed in the category 'E'.

The concept of discourse is to refer to spoken or written language use and further extends it by including other types of semiotic activity i.e. activity which produce meaning, such as visual images (photography, film, video, etc) and non verbal communication (Fairclough, 1995).

The following categories were selected in order to organize quantitative discussions that are common in both cases of Pakistani and Norwegian newspapers for discourse analysis.

- ✓ The change in the US Politics
- ✓ Recession in current world economy
- ✓ War on terrorism

For in depth interviews of the selected cartoonists, a questionnaire was constructed.

Limitations of the study

As pointed out in the topic, this is an analytical study of the cartoons published in The News, the Nation, the VG and the Aftenposten

- This analytical study is also limited to cartoons of four newspapers published only from September 2008 to February 2009.
- Researchers' personal bias as some one outside Norwegian culture.

Findings and Interpretations

Table 01: Frequency of national and international cartoons published in Norwegian newspapers (the VG & the Aftenposten) and Pakistani newspapers (The News & the Nation) during 1ST September, 2008 -28TH February, 2009

	National cartoons (n)	International Cartoons (n)	Total	$\chi^2(3)$	Sign
the VG (Roar hagen)	96	53	149	8.724	0.033
the Aftenposten (Inge Grodum)	103	37	140		
The News (Shatoon)	107	74	181		
the Nation (Maxim)	127	55	182		
Total	433	219	652		

Table-01 shows that the Frequency of national and international cartons published in Pakistani newspapers (the News and the Nation) and Norwegian newspapers (the VG and the Aftenposten). To test the association between newspapers and frequency of the National and international cartoons, chi-square test was applied. The value of $\chi^2 = (3, 8.724)$ is significant at $\alpha = .033$. This shows that there is association between newspapers and frequency of the National and international cartoons.

Table 02: Frequency of national and international cartoons published in Norwegian newspapers) and Pakistani newspapers during 1ST September, 2008 -28TH February, 2009

	National cartoons (n)	International Cartoons (n)	Total	$\chi^2(1)$	Sign
The Norwegian Newspapers	234	129	363	1.393	0.238
The Pakistani Newspapers	199	90	289		
Total	433	219	652		

Table-2 shows that the Frequency of national and international cartons published in Pakistani newspapers and Norwegian newspapers. To test the association between newspapers and frequency of the National and international cartoons, chi-square test was applied. The value of $\chi^2 = (1, 1.393)$ is significant at $\alpha = .238$. This shows that there is association between newspapers and frequency of the National and international cartoons.

Table 03: Frequency of cartoons regarding international issues published in newspapers (the VG & the Aftenposten) during 1ST September, 2008 -28TH February, 2009

	The News (Shahtoon)	the Nation (Maxim)	Total	$\chi^2(3)$	Sign
Change in US Politics	12	17	29	9.755	0.021

Recession in World Economy	11	13	24
War on terrorism	12	04	16
Veil and Msulim Women	08	01	09
Total	43	35	78

Table-3 shows that the Frequency of the selected international issues published in Norwegian newspapers the VG and the Aftenposten. To test the association between newspapers and frequency of the cartoons coverage international issues, chi-square test was applied. The value of $\chi^2 = (3, 9.755)$ is significant at $\alpha = .021$. This shows that there is association between Norwegian newspapers and frequency of the international cartoons.

Table 04: Frequency of cartoons regarding international issues published in Pakistani newspapers (the News, & the Nation) during 1ST September, 2008 -28TH February, 2009

	The News (Shahtoon)	the Nation (Maxim)	Total	$\chi^2(3)$	Sign
Change in US Politics	17	17	34	3.184	0.364
Recession in World Economy	12	04	16		
War on terrorism	29	20	49		
Indo-Pak relations	14	13	27		
Total	72	54	126		

Table-4 shows that the Frequency of the selected international issues published in Pakistani newspapers the VG and the Aftenposten. To test the association between newspapers and frequency of the cartoons coverage international issues, chi-square test was applied. The value of $\chi^2 = (3, 3.184)$ is significant at $\alpha = 0.364$. This shows that there is association between Pakistani newspapers and frequency of the international cartoons.

Table 05: Frequency of cartoons regarding international issues published in Pakistani newspapers and Norwegian newspapers during 1ST September, 2008 -28TH February, 2009

	The News (Shahtoon)	the Nation (Maxim)	Total	$\chi^2(3)$	Sign
Change in US Politics	34	29	63	17.421	0.001
Recession in World Economy	16	24	40		
War on terrorism	49	16	65		
Indo-Pak relations	27	09	36		
Total	126	78	204		

Table-5 shows the Frequency of the selected international issues published in Norwegian newspapers the VG and the Aftenposten and Pakistani newspapers the News and the Nation. To test the association between newspapers and frequency of the cartoons coverage international issues, chi-square test was applied. The value of $\chi^2 = (3, 17.421)$ is very highly significant at $\alpha = 0.001$. This shows that there is association between Pakistani and Norwegian newspapers and frequency of the international cartoons.

Table 06: Frequency of cartoons published in Pakistani newspapers and Norwegian newspapers with their images styles for US politics

	Image		Total	$\chi^2(3)$	Sign
	Positive (n)	Negative (n)			
the VG (Roar hagen)	9	3	12	24.140	0.000
the Aftenposten (Inge Grodum)	13	4	17		
The News (Shatoon)	4	13	17		
the Nation (Maxim)	1	15	16		
Total	27	35	62		

Table 6 shows that the Frequency of cartons published in Pakistanis newspapers and Norwegian newspapers with their images styles for US politics. To test the association between newspapers and image styles, chi-square test was applied.

The value of $\chi^2 = (3, 24.140)$ is significant at $\alpha = .001$. This shows that there is association between newspapers and image styles.

Analysis and Discussion

The tables 1 & 2 indicated that Norwegian newspapers, the VG gave more coverage to international issues in its cartoons as compared to that of the Aftenposten. In the case of the Pakistani newspapers; The News gave more coverage to International issues as compared to the Nation.

As far as the Norwegian newspapers, during the period under study, were concerned the VG published total 150 cartoons. Out of which 96 cartoons were about national issues and 53 cartoons were about international issues. Where as Aftenposten published total 143 cartoons. Out of which 103 cartoons were dealing with national issues and 37 cartoons were on international issues.

In the Pakistani newspapers, during September 2008 to February 2009, The News published total 182 cartoons, out of which 107 cartoons were about national issues and 74 cartoons were about international issues. Where as total number of cartoons published in the Nation were about 182 out of which 127 cartoons were dealing with national issues and 55 cartoons were dealing with international issues.

As far as the comparison of both cases was concerned during the period under study, the selected Pakistani newspapers gave more coverage to international issues than that of the selected Norwegian newspapers.

In the selected Norwegian newspapers (the VG + the Aftenposten), total 293 cartoons were published during this period. Out of which 199 cartoons were dealing with national issues and 90 cartoons were of international issues. Where as in the selected Pakistani newspapers (the News + the Nation), total 364 cartoon published out of which 234 cartoons were about national issues and 129 cartoons were about international issues. So it concluded that Pakistani newspapers gave more coverage to international issues than that of the Norwegian newspapers.

One of the reasons was given that Pakistan was passing through a phase of war on terrorism, its fall out in Pakistan and US Drone attacks. This information is based upon the interviews of selected Pakistani cartoons Shahtoon (The News) & Maxim(the Nation).

The tables 3, 4 & 5 indicated that in the selected Norwegian newspapers the maximum coverage was given to the "Change in US politics" among all selected international issues. While in Pakistani newspapers, the maximum coverage was given to the "War on Terrorism" among all selected international issues.

In the case of the selected Norwegian newspapers, the Aftenposten gave more coverage to "Change in US Politics" than that of VG. As in the Aftenposten, the total cartoons 37 were published; out of which 17 cartoon were dealing with this issue. Where as in the VG, total number of cartoon were 53, out of which 12 were related to this issue.

In the case of Pakistani newspapers, the News gave the maximum coverage to

the “War on terrorism” than that of the Nation. The total number of the cartoons in the Nation was 74, out of which 29 cartoons were of this issue where as, the total number of cartoon in the Nation was 55 and out of which 20 were related to this issue.

In the Norwegian newspaper, the least coverage was given to the “Veil and Muslim women” but only 8 cartoons published in the VG but these cartoons were so critical in nature that this can be said that the least coverage of this issue was also significant. As it was evident by the couple of the cartoons published during the period from September 2008 to February, 2009 in which the veil of Muslim women was portrayed in this sense as she was not acceptable.



Figure 1- Published on 29th January 2009

In the VG, this cartoon dealt with Muslim man with his four wives. The theme of the cartoon was based upon the criticism of the permission that is given by the Islam to Muslim men to marry to four women. The caption of the cartoon is “krig mot kvinner. talibaner med kvinner i lenker” that means “war on women: Taliban with women in chains”. The women were portrayed in the complete veil (Hijab) or ‘Abaya’ and following their husbands as they had no sense what to do so they had to be dependent on their husband who was leading them. The cartoonist played up the issue of the injustice with women in Islam. Similarly there were some other cartoons that were evident of this issue.



Figure 2- Published on 10-02-2009



Figure 3- Published on 19-12-2009

The Aftenposten also gave the least coverage to the same above mentioned issue. Only one cartoon is related to this issue.

In the case of Pakistani newspapers, the least coverage was given to the international issue “Recession of World Economy”. Only 12 cartoons published in the News out of 74 international cartoons where as in the Nation, only 4 cartoons were published out of 55 cartoons. So, in the case of Pakistani newspapers, the News gave more coverage to the “recession of world economy” than that of the Nation. When the researchers asked the cartoonist about this reason then they talked that though financial crisis was one of the major international issue in the world and in Pakistan as well but at this time, Pakistan was facing severe problem of terrorism and major part of Pakistan is at risk. The cartoons published in Pakistani newspapers related to this issue were mainly discussed the Pakistani financial crisis and conditions of loans given by IMF and World Bank.

Based on interviews of the Pakistani cartoonists, it was concluded that Pakistan had its so many problems, that it was far more interesting for both the cartoonists and the readers to enjoy cartoons related to national issues merged with the international issues. Just as proximity and relatedness are important factors in making or reporting news similarly in cartoons. The viewers or readers should feel a sense of closeness to subject of cartoon which may be of international issues.

The findings of table 06 showed the results the cartoons published in the selected Pakistani newspapers were more critical to “Change in US politics than that of the selected Norwegian newspapers.

The nature of the cartoons published in selected Norwegian newspapers (daily the VG and the Aftenposten) was more positive and supportive than that of selected Pakistani newspapers. The cartoons of the selected Norwegian newspapers gave more positive image to the US politics as the table 06 revealed that 12 cartoons regarding “Change in US Politics” were published in VG during the selected period and out of them 9 cartoons were positive in nature and only 3 were critical. In Aftenposten, 17 cartoons were published on this issue and out

of which 13 were favorable in nature and only 4 were critical to the issue. Both gave the positive portrayal of this issue.

On the other hand, in Pakistani newspapers, the most of the cartoon regarding this issue were negative or unfavorable in nature. In the News, total 17 cartoons were published out of which 13 cartoons were negative in nature and only 4 were giving positive image to the issue. In the Nation, total 16 cartoons were published regarding this issue and 15 were giving the critical portrayal of this issue and only 1 cartoon was positive in nature. So the Nation portrayed “Change in US Politics” more critically than that of the News.

It is evident by a couple of cartoons that Barack Obama was portrayed in the Norwegian newspapers as a savior of humanity .US government and Barack Obama is the rescuer of the world in every issue either it is the issue of war on terror, recession of economy, or US politics etc. So there was very positive image of the US politics in the international cartoons of the Norwegian newspapers and few cartoons were critical, these were about George W. Bush and activities.

The reason of portraying the critical image of US was given that every citizen of Pakistan was expecting some different attitude of the new government of US towards Pakistan but due to the drone attacks on the Pakistan, it was portrayed as that Pakistanis were expecting wrong².

The result of discourse analysis showed that level of critique varies form case to case in the research study.

In the case of Norwegian newspapers, the cartoons coverage of international issues in the VG was more critical than that of the Aftenposten, while in the case of Pakistani newspapers, the News was more critical than the Nation regarding the cartoon coverage of international issues. The reason behind the degree of the variation in the critique may be different due to which the cartoonists have to handle a particular issue in different manners. Cartoonists are also not independent. it although at the discretion of the cartoonist to draw and he is not directed by the editors, however he is told or rather knows about the group of sacred cows of the editor. In that case again, it is observed that freedom of expression is not allowed. If the cartoonist make a cartoon which is very critical in nature to particular subject or against the policy of the newspaper will not be published. The case of the VG, and The News were considered to be an independent in their policies but the case of the Aftenposten and the Nation were considered to be conservative by nature of policy.

Overall it is summarized as:

In the VG, Barack Obama was portrayed as the savior of the humanity in all the international issues either it was “Change



in US politics”, “Recession of world economy” or “War on terrorism”. He was portrayed as he would solve all the crisis of the world and bring a change in the whole planet “earth”. He would be the only rescuer of the world.

The themes that were used for him like “Dish washer”, “climbing upwards on the ladder for change”, “cow boy fighter”, “donkey pulling the recession of the car manufacturing companies”, “saving the sinking wall street”, “the whole world and its crisis on his shoulder labeled on the globe which he is holding by him”, “the cleaner of the world”, etc. His facial expressions, and body gestures with the world crisis and he was portrayed as a strong man who could hold whole world on his shoulders. (All the cartoons were analyzed with the help of the technique of discourse analysis).



Figure 5- Published on 31-10-2008

While in VG, George W. Bush was portrayed as a very weak person in body gestures, dressing and facial expressions. The themes which were used for him were like he was responsible for the severe financial crisis, breaking down of Wall Street, corruption, Iraq and Afghan war and political collapse. Joan McCain was portrayed as more powerful than George W. Bush and he was competing with Barack Obama but Barack Obama was shown strongest among all politicians.



Figure 6 - Published on 12-01-09

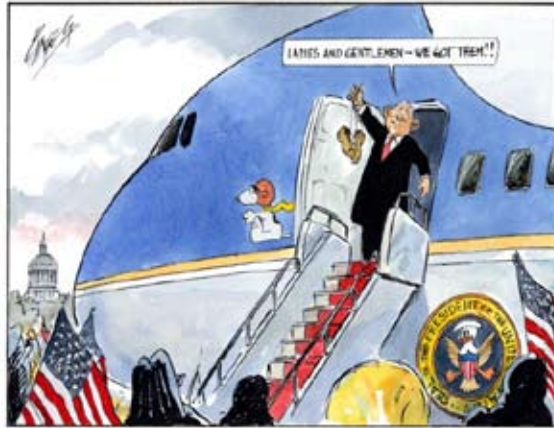


Figure 9- Published on 5-11-2008

While talking about the “Recession of World Economy” Wall Street and the major conglomerates, which have a great contribution in the financial growth of United States, were portrayed in a “decaying condition” or “falling from top to bottom” “George W. Bush was begging for US Banks”, “capitalist playing the bowling game and hitting the pillars of wall street”

In the Pakistani newspapers (The News and The Nation), the cartoonist portrayed US politics more critically in the sense of the Pakistanis’ hope and expectations from US new politics. As the new black president, it was portrayed that Barack Obama would not be as much as different as they were expecting but Barack Obama was also portrayed as the solution of the world problems.



Figure 10- Published on 12-09-2008



Figure 11- Published on 10-10-2008

In the News, there was the number of cartoons about the shoe throwing on George W. Bush and satirically labeled “weapon of Mass Humiliation”, “10 number size of shoe on sale” etc. Pakistani Ex-President Pervez Musharraf was also compared with the ex-president of US George W. Bush in the cartoons. George W. Bush was portrayed as weak and feeble. Other than this, other politician were also portrayed with their general activities regarding Presidential elections 2008 of US.



Figure 12- Published on 12-10-2008

While talking about the “Recession of World Economy”, the News mainly focused on the Pakistani economy relations with IMF that was portrayed as IMF and its conditions were destroying the Pakistani roots and other than this US Economy was portrayed as it was destroying gradually.

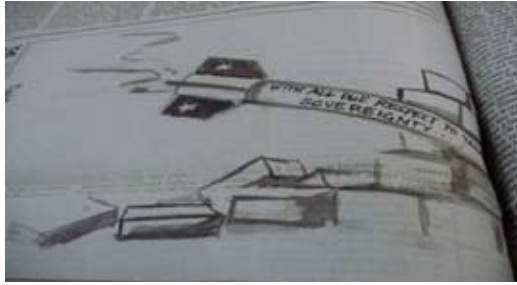


Figure 13- Published on 19-09-2008

In the News, the issue “War on terrorism” was mainly focused upon the Drone attacks by US and war on terrorism. The basic theme in these cartoons was to highlight the sufferings of innocent victims of Drone Attacks by US and in almost all the cartoons, the Cartoonist of the News highlighted that US should stop the Drone Attacks because it was against the humanity.



Figure 14- Published on 29-01-2009

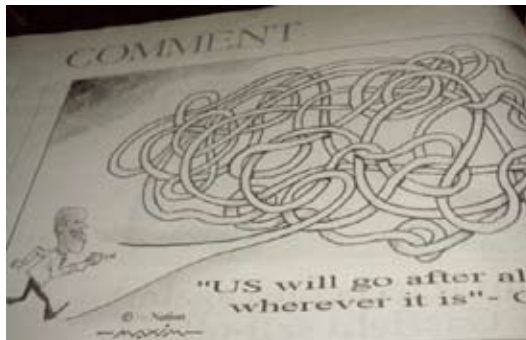


Figure 15- Published on 13-10-2008

In the Nation, the cartoon of coverage of international issues portrayed the same trends as that of the News. In the Nation, the issue “The change in US Politics” was also portrayed as in the cartoons of the News

The main theme was that the Pakistanis were living in the “fool’s paradise” because they were expecting that the new US government would be good for Pakistan. The end of George W. Bush’s administration was portrayed as “he was destroying the world”.

While portraying the issue, “Recession of World Economy”, the Nation showed its least interest as only four cartoons were discussed this issue and even in these four cartoons only Pakistani economy and IMF relations were portrayed.

Conclusion

Cartoon is one of the best depiction of any issue which is hundred times more effective than the description in words.(Rick London, 2002). A cartoonist like an artist is a bit more sensitive towards what he sees or observes in the society. Cartoons published in newspapers are the critiques of the issues, personalities and institutions of the periods.

Analysis reveals that in the case of Norwegian newspapers, the VG gave more coverage to international issues in its cartoons as compared to that of the Aftenposten .on the other hand, in the case Pakistani newspapers; the News gave more coverage to International national as compared to that of the Nation. The research further reveals that in the selected Norwegian newspapers, the maximum coverage was given to the “Change in US Politics” regarding all selected international issues. While in Pakistani newspapers, the maximum coverage was given to the “War on Terrorism”. In the case of the selected Norwegian newspapers, the Aftenposten gave more coverage to “Change in US Politics” than that of the VG. In the case of Pakistani newspapers, the News gave the maximum coverage to the “War on terrorism” than that of the Nation. But the level of critique varies form case to case and issue to issue in this research study because of the difference in culture, values, origin, foreign relations, and internal and external problems and crisis.

In the case of Norwegian newspapers, the cartoon coverage of international issues in the VG is more critical than that of the Aftenposten, while in the case of Pakistani newspapers, the News is more critical than the Nation regarding the cartoon coverage of international issues. It is further concluded that the cartoons published in the selected Pakistani newspapers are more critical to “Change in US politics” than that of the selected Norwegian newspapers. The nature of the cartoons published in selected Norwegian newspapers (the VG and the Aftenposten) is more positive than that of selected Pakistani newspapers. The reason that was given by the cartoonists was the difference of the policies of organizations, lack of the freedom of expression and the foreign relations with US.

Cartoons are the unique creation pictorial; reality based satirical and artistic

social commentary. The cartoonists should be allowed to create originality in his work and should not be pressurized by editors or owners of the newspapers. The impartial attitude should be encouraged and newspapers authorities ought to give freedom of expression.

The cartoons should be the message and purpose oriented instead of just fulfilling the formality of the criticism or creating a propaganda. Social issues and voices of people should be more prioritized in the cartoons. The element of respect should be the part of the cartoon while addressing the actions, faiths and beliefs of the other nations and people of the world irrespective of their religions and values. The analysis of those and other characteristics given above is not meant to be the final words for this genre in general or the sample texts in the particular. Rather it is only one possible reading of this genre indicating that how these two countries Pakistan and Norway from different origins, cultures, values, beliefs, backgrounds and environment portray the international issues through the medium of cartoons.

However, data and analysis show that every selected cartoonist portrayed international issues in their cartoons in a particular manner and frames the issues according to the policy and interest of the organization, cultures, environment, backgrounds, beliefs, faiths, relations and problems of the state. The data and the results confirmed the theory of the Framing and endorsed the hypotheses.

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Endnotes

¹ The researchers selected four international issues: Change in US Politics, Recession of World Economy, War on Terrorism, Veil and Muslim Women (only in Norwegian newspaper), & Indo-Pak Relations(only in Pakistani newspapers)

² The information was based upon the interviews Pakistani cartoonists (Shahtoon & Maxim)

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