Abstract

Political cartoons a visual medium used to entertain people and inform them about everything that is happening in a particular society, from political issues and social reforms to economic booms and recession. The cartoonists give a feedback on all that can affect the country in a negative or a positive way using humor as their weapon. The cartoons are an exaggerated form of art that express the perception of creative journalists who utilize their wit to reach out to the public. Looking at political cartoons being published in our society, one tends to question why this is happening. How effective are cartoons? Do cartoons manipulate public thoughts or is it just a comment?

To my knowledge there has not been a single work so far exclusively on Political Cartoons in Pakistan. There are a vast proportion of unutilized materials with respect to political and social background of cartoons. My curiosities aroused on the fact as to why and how do political cartoons still exist as a part of news? Looking through political cartoons and interviewing political cartoonists had given me a tiny glance at the elaborate world of media. Political cartoons are certainly not used as a channel to defame the rulers of a nation. The goal of the artist at all times is to send a message to the nation or to advise the government or people to act in a certain way.