

**ANALYZING THE SIGNIFICANCE OF HUMOROUS VERBAL-VISUAL
REPRESENTATION IN NEWSPAPER COMIC STRIP**

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ABSTRACT:

The activity of communication cannot be stopped in human life. Communication can be carried out in various ways but often it is done through two significant media. One of the significant media of communication is referred to as print media (The basic form of the old method) and the other is Electronic media (advanced one). Print media consists of news paper, monthlies, dailies, weeklies, magazines, and books whereas electronic media is referred to an online newspaper, social media platforms, informational websites, etc. This research paper aims to elaborate the significance of the verbal-visual representation of comic strips found out in newspapers and dailies. A graphic narrative comic script comprises an interaction between two representational modes i.e. verbal and visual. This way turns out to be meaningful as well as engaging, especially with children. Due to attractive images, they make many effects and influences on reader's mind. In this research paper, researchers tried to use the comic strip as a learning media for conveying opinions and social message. The researcher has much talked about use of verbal-visual representation of comic strips in newspaper for ecological and climate crises call for such immediate attention. The purpose of this study is to determine the significance of comic strips in newspapers in order to educate people and make people aware of various issues such as the corona virus.

KEYWORDS: Communication, Awareness, Newspaper, comic, Humour, verbal analysis, visual analysis.

INTRODUCTION

For the development of human beings communication is used. Print media such as Newspaper as well as electronic media such as social media either, plays a significant role in the ease of communication.¹ Print media is one of the basic and traditional forms of mass communication which includes newspapers, dailies, weeklies, magazines, monthlies, and other forms of printed journals. For studying mass communication, acknowledging basic print media is required. The contribution of print media in human life involves providing information and the transferring of knowledge is remarkable².

In view of developing advanced technologies, electronic media constitute a technology that has become part of the everyday use of human beings. Even after the emergence of electronic media, traditional print media has not lost its relevance and charm. Print media is somehow also introduced as verbal-visual media that has the advantage of making a longer impact on the minds of the reader, with more in-depth reporting and analysis. ³

Visual Media can be a very powerful tool in order to enhance and improve the impact of the presentations. Words (Verbal), as well as images (visual) presented in various formats, can also appeal directly to your audience's imagination, which adds power to the words and add weightage to the words. Visual media can be useful for various reasons such as, they will save words and you don't need to describe your results, whereas you can directly show them. Its impact would be higher than the spoken words, show it. ⁴

At the time of reading a newspaper, the any reader is often confronted with funny and comical characters, or comic episodes, funny names of characters, ridiculous features of speech. In all these cases, readers are dealing with manifestations of the comic in literary works.⁵ But when the point comes to literary works and the humor associated with them then the most significant and powerful term is comic. It is the most confusing and widely debated point lies at its very core, the definition of

“comics”. Often most of the arguments on this topic focus on the roles of a few distinct features including images, text, sequence, and the ways in which they reach up to audiences. However, there are many other aspects of this discussion that receive significance, such as the industry that produces comics, the community that embraces them, the content which they represent, and the avenues in which they are seen. The complex web of categorization makes defining the term “comics” very difficult, and it is persistently worked with debate.⁶

Comics are a medium that helps to represent a person, place, thing, or idea with the help of visual-verbal images. According to the Oxford English Dictionary, the definition of the comic is (Mitchell, Published in 2014)⁷ “comics lie in the frame of comedy interpretation rather than tragedy. Thus, it conveys the communicative goal of presenting humor. Besides, the comic strip conveys a sequence of illustrations that are arranged either in single panels or multiple panels with text in balloons or captions” (Cohn, 2013)⁸. Visual verbal images refer to those images that are often combined with words and offer visual information (McCloud & Martin, 1993).⁹

The comic is basically lies at the core of the philosophy of laughter that is apt to occur only when the mind is unoccupied, though there are several exceptions. Comic in the comic strip is not meant to be necessarily pleasurable; it is spontaneous as well as intensely personal.¹⁰

Visual representations of comics, such as illustrations and story contexts are embodied to the interest category. The commercialization of comic strips has been distinctively recognized and identified in certain communication context. It includes newspapers, booklets, and magazines. While comics can have different genres that might not have a humorous tone (such as adventures, relationships social, economic, etc.), political comic strips that appear in newspaper pages need elements of humor to pass the ethical judgment on individuals, institutions, or groups (Eko, 2007)¹¹. Comic pages are expected to be the funniest, and indeed a reader can expect the context to be humorous and comical, let alone the original intention of the content it has in the strips.¹² Comic means pictures and symbols are sides by side in a certain order, to convey information or achieve aesthetic responses from the reader (Mc Cloud S).¹³

The comic strip is not only utilized to entertain the reader but also act as a learning media or public service media. They design a comic is to spread awareness to social media users, about the significance of social media responsibly and wisely, according to rules made in the Information and Electronic Transaction Act (UU ITE)(N.G.William et al.,(2016))¹⁴

Humorous picture stories, the comic has a different graphics style that differentiates it from a gag or editorial cartoon. There are panel arrangements, gutter or panel frames, body types and sizes, postures, facial expressions, speech or thought balloons, and written words in the story; pictograms and pictorial runes (Forceville, Refaie, &Meesters, 2014).¹⁵For mirroring the background of the research, the current research targets to analyze the humorous verbal-visual representation in newspaper comic strips. The researchers expect that the research can contribute to the Humor study found in comic strips. Since a comic has its language grammar, the way a comic artist creates sequences of illustrations in one or more panels, the analysis is especially significant.

LITERATURE REVIEW:

The paper in which researcher Braden, Robers A has explored relationships between visual images to verbal elemental texts. He started with a discussion of visible language as represented by words printed on the comic page. An examination of the study emphasized that keeping words and images "together" is the key to any visual-verbal presentation if it is to achieve visual-verbal symbiosis.¹⁶

In this research, the paper researcher has studied visual, verbal, and as well as visual-verbal communication on the home pages of three different English-language E-newspapers from varied national cultures.

Significantly similarities in the visual-verbal representation of news stories between the 3 newspapers are identified and studied. Each newspaper demonstrates the same tendency for the atomization of news texts. It is also studied that with verbal-visual representations, readers directly interact with actual text in a short time period. A genre-specific for E-newspaper home pages is emerging in response to the requirement of the historical as well as social trends in news reporting.17

The researcher has studied and performed certain experiments and it was found that the representative picture (visual media) to a news item will improve it and make a recall of that news piece. Secondly, it was also predicted that dual-coding theory (i.e.DCT) is used, in experiments 2 and 3 it is studied that concrete news pieces were recalled better than abstract news pieces. Furthermore, in experiment 3, it is found that concrete news pieces benefited more from the addition of a news picture than did abstract news items. In Experiment 4, it was found that the concreteness of the news piece strongly correlated with various picture attributes, including visual-verbal overlap.18

The researcher Harvey, Robert C has explained the aesthetics of the comics and the unique art form of newspaper comic strips. Also, those books and studies consisting of comics have dealt mainly with history, biographical sketches, sample strips stressing the sociology of the art.19

Researcher has found in Japanese girl comic, a shojo manga that consistent refusal of straightforward realistic representation in both word and image, and its exoticization of European culture. Furthermore, the stories in the studies are often set in imaginary Western, usually, European, countries, use as a source of escape from the constraints of everyday harsh reality. With the help of visual representation, it is also induced reflection on cultural and social norms. Ultimately, researchers have aimed to investigate girls' comics' combination of experimental visual-verbal representation and exoticization of Western culture, to highlight on their use of fantasces as a platform for a critique of social normativity.20

The research has explained the significance of messages using visual-verbal representations of comic, especially during the covid 19 era. Researchers tried to use comic strip learning media as a medium for conveying opinions from students. In this research paper, a qualitative method is used with data collection obtained from examining the messages from the comic strips were creatively made by students.21

In this research paper, researchers have demonstrated 19 comic strips for referring to the topic "awareness of coronavirus". Researchers have identified that people of all ages make use of available media such as newspapers, television, and others in order to aware of themselves. They found that comic strips will be helpful in order to educate children below age 12 bout coronavirus and its symptoms.22 Many other researches are observed by the researcher for the current study. This research aims to explain the significance of the linkage between style, concentration, and achievement of students in terms of visual/verbal learning at the time of learning conceptual knowledge. 24

This research aims towards graphic narrative which is made up of a complex interaction between two representational modes: i.e. verbal and visual. This genre has shown to be engaging particularly for children and adults in communication using comics. Researches also discussed about the ecological as well as climate crises needs quick attention. The purpose of this study is to determine the significance of comic strips in newspapers in order to educate people and make people aware of various issues such as the corona virus.25

In one more research paper was discussed about the newspaper comic strips and its comparison to editorial cartoons, disparities between popular culture and the ideas of local and national power groups. This research has been done from April 1, 1989, through March 31, 1992, 231 comic strips and 126 editorial cartoons that specifically feature homelessness in two San Francisco newspapers.²⁵

DISCUSSION AND FINDINGS:

Findings in the current research paper are aimed about to find out the relationships of visual images to verbal elements. The overall analysis of the themes and topics of the comic strip begins with the basis of the comic strip and its definition. ²⁶As stated by John Knox in "Visual-verbal communication on online newspaper" the theme of a research paper is the importance of visual-verbal communication in E-newspaper.

The research also come to the finding as a comprised of a discussion on the impact of verbal-visual representation of comic and its effect of improvisation in a news item that will enhance and make a recall of that news piece. Furthermore, in also observed that the aesthetic of any comics and their various applications use such as social, economic, historical studies.

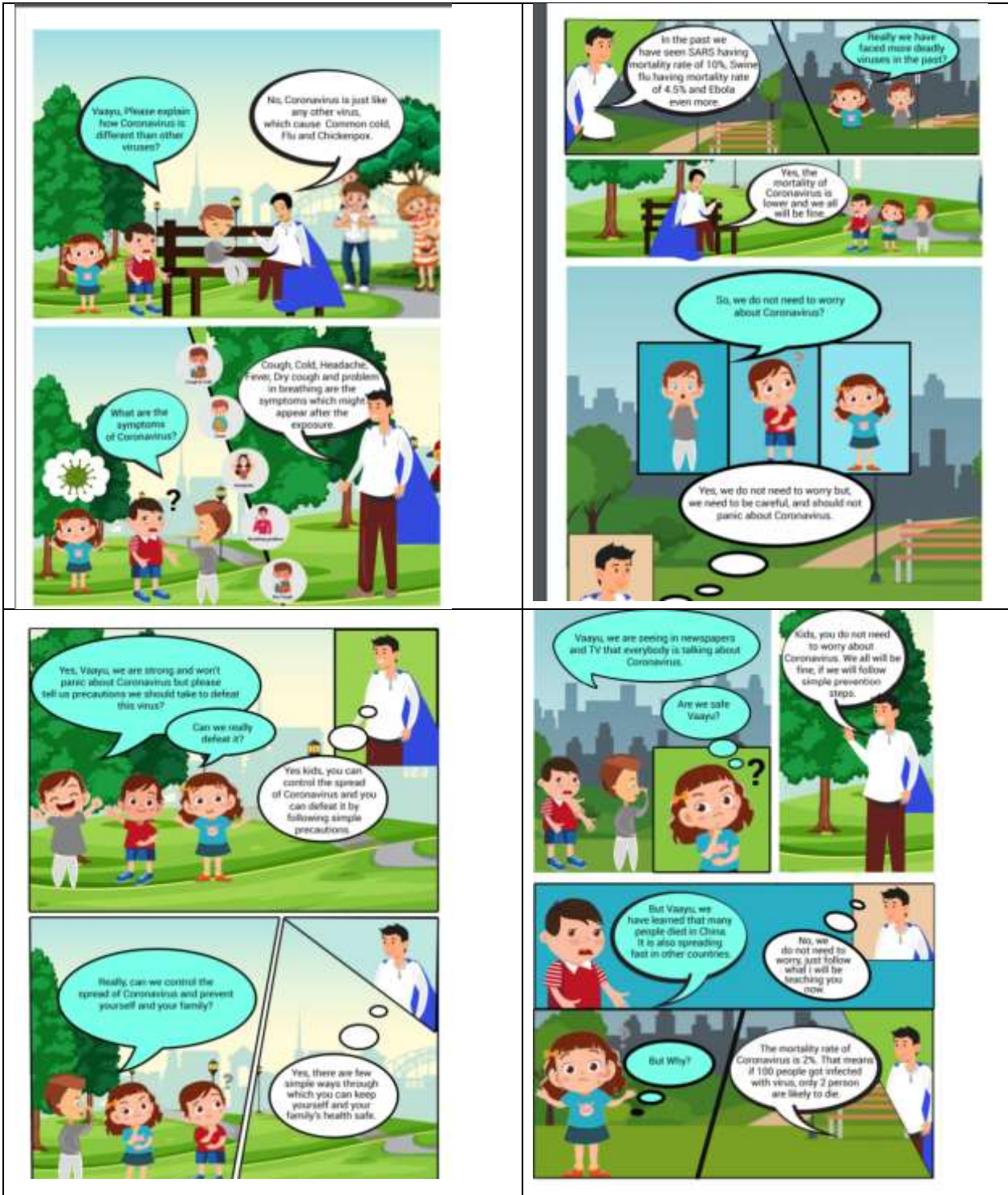
Further in the study has also explained the impact of visual representation on inducing reflection on cultural and social norms. Ultimately research has found that a combination of experimental visual-verbal representation and exoticization of Western culture, use to fantascapes as a platform for a critique of social normativity.

One of the researchers, Fitria Iswari²⁷ has discussed the significance of message using a visual-verbal representation of comic, especially during covid 19 era. And after the research, researcher has found the results via the qualitative method with data collection obtained from the examination of the messages from comic strips were prepared by students.

While denoting the study one of the example put here to get more knowledge about the title.







First step is that we need to be clean & maintain hygiene. Use hand sanitizer & wash your hands properly.

How we wash our hands properly to kill germs?

The germs and bacteria hide at a place, where it is hard to kill them. So, we need to wash our hands properly. Now follow with me these seven steps.

Washing hands instructions

WATER AND SOAP
 WET YOUR HANDS
 RUB PALMS TOGETHER
 RUB THE BACKS OF YOUR HANDS
 RUB THE PALMS OF YOUR HANDS
 RUB THE BACKS OF YOUR HANDS
 RUB THE BACKS OF YOUR HANDS

Oh kids, as you know virus spread through touch, let's greet in traditional ways.

What does it mean?

Let's Greet Like This

Hi Salim-Salim
 Hello Everyone
 Namaste
 Namaste

Not Like This

Other steps includes that you cover your face with mask when go in crowded places.

Do we all need to wear mask?

No kids, you need to wear mask only when...

- If you are a health worker & attending to individuals with respiratory symptoms
- If you have respiratory symptoms-cough, difficulty in breathing
- If you are providing care to individuals with respiratory symptoms
- NOT needed for general public who do not have respiratory symptoms

If I have don't have cold or respiratory symptoms should I also wear mask?

No, you do not need to wear mask, but follow above suggestions.

Other steps includes that you cover your face with mask when go in crowded places.

Do we all need to wear mask?

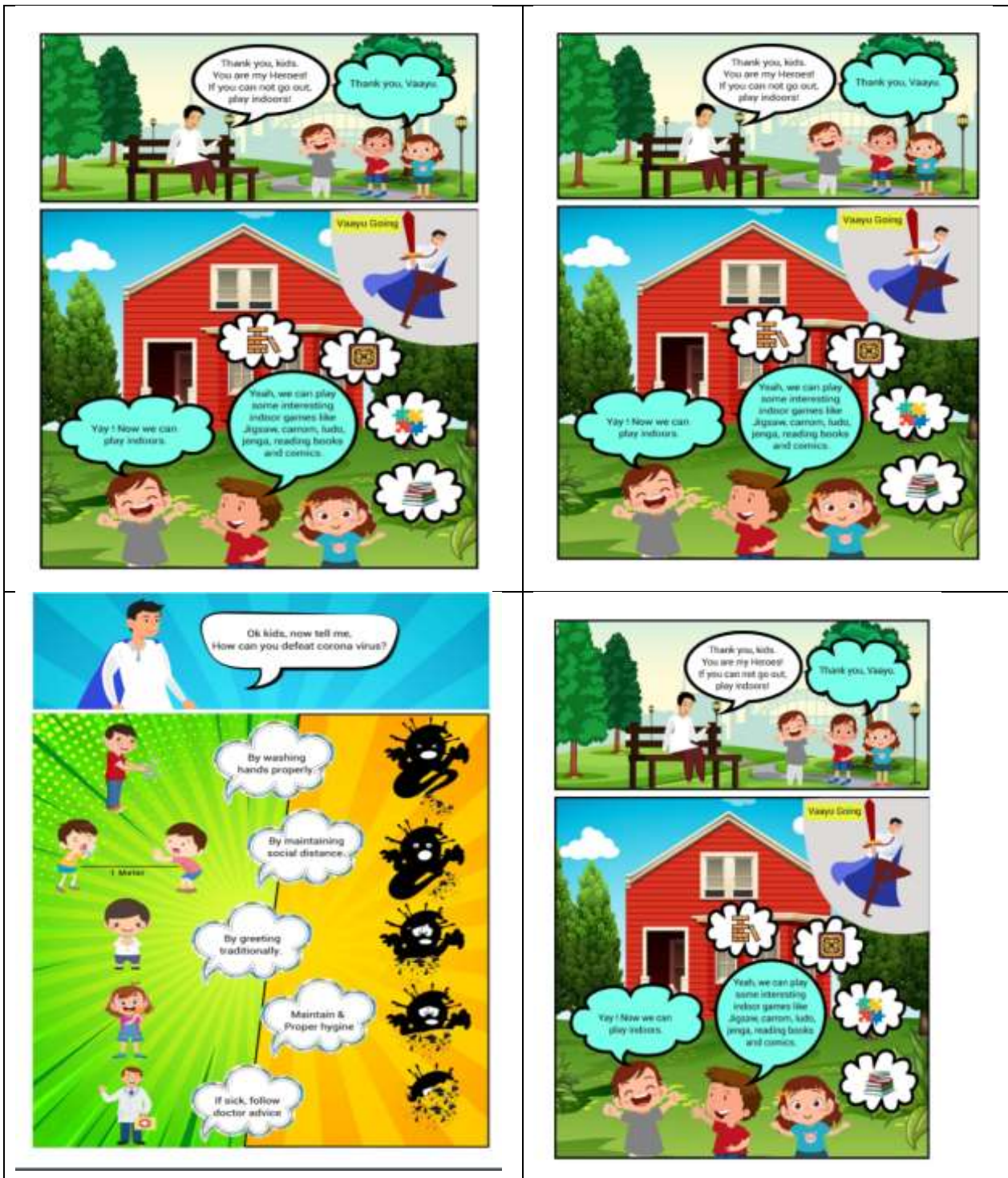
No kids, you need to wear mask only when...

- If you are a health worker & attending to individuals with respiratory symptoms
- If you have respiratory symptoms-cough, difficulty in breathing
- If you are providing care to individuals with respiratory symptoms
- NOT needed for general public who do not have respiratory symptoms

If I have don't have cold or respiratory symptoms should I also wear mask?

No, you do not need to wear mask, but follow above suggestions.





In the research paper by Xianmin yang²⁸ he has discussed the significance of linkage between style, concentration, and achievement of students at the time of learning conceptual knowledge.

Overall studies and researches by highlighted the theme, that is a general basic idea of comic strips in the newspaper that supports a literary work as an exegetic and abstract structure that is repeatedly covered through motives and is usually carried out implicitly. In other words, a theme is the core of an idea / thought that becomes the basis or reference for a story which is intended to limit the story's content so that it does not extend far from the theme. In this paper, the researcher tried to find out the impact of comic strips with a basic theme that was able to providing serious information, spreading awareness in light manner or positive values to the reader. And the study shows that most of the things can be achieved and observed through the visual strips in published media.

CONCLUSION:

Communication is an activity that can be in the form of verbal as well as non-verbal communication and can be used for the development of human beings.

From the research, it can be concluded that the verbal-visual representation of comic strips in newspaper learning media can become an alternative medium for conveying a message with a description.

The Findings of the research concluded that the humorous verbal-visual representation of newspapers Comic strip act as a learning media which can be a good communication tool/media during the literary work. The researcher not only identified the significance of comic strips but also create it as a learning medium. In the pandemic era a visual learning medium is very helpful. The comic is not only used to entertain the readers but also educate them.

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