

# Cartoons for the Classroom

Presented by NIEonline.com and the Association of American Editorial Cartoonists (AAEC)



Courtesy Roger Schillerstrom / Copyright InvestmentNews

## Defining economics visually

Roger Schillerstrom's explanation of the relationship between debt and equity is pretty easy to grasp — as long as you understand what the word "equity" means. Without that, the point is lost. As a result, a middle school or even high school student may have trouble fully understanding the message conveyed because of their limited experience in the concept. In conveying a message through a toon the artist has to make certain assumptions about what the intended audience knows. Since Schillerstrom's work appears in a business publication he can be reasonably confident his audience will get the point he's making.

### Get out your newspaper

Gather a collection of political cartoons from your newspaper over the next two weeks. Using the Cartoon Evaluation Worksheet (available online at the NIE Website) analyze each cartoon and explain the issues addressed and determine the point of view of the artist.

### Talking points

1. Define "equity" and then write a two sentence explanation of the point this toon is making.
2. Who is the cartoonist's intended audience? What changes could you make to the toon to get the message across to a different audience — say younger?
3. How does the toon change if you remove the labels "debt" and "equity." What can you change the labels to and make a different point?
4. Point the balloon at the other man in the cartoon and write a new caption for this toon. Is point of view important to understanding the concept?

### Additional resources

Association of American Editorial Cartoonists (AAEC)  
<http://editorialcartoonists.com/>