



On April 7th, 2007, John Darkow illustrated a political cartoon for Cagle Cartoons depicting the uncertain changes in American income along with the unequal split of money between social classes. Darkow uses many visual aspects to contribute to his beliefs that the top 10% of America is getting more income opportunities than what is truly the fair share divided for them. During the time this panel takes place in America, there was the economic crisis starting in the same year, leading the audience to believe that this is the event counting to Darkow's statement on unequal income. Darkow uses exaggeration of the man representing the rich to show some characteristics that stereotypically are seen as more off-putting, such as the chin and neck fat presenting greed of the higher class on the other side labeled "the bottom 90%" all look the same size and what would be assumed average build for this cartoonist art type. Another example of exaggeration in the man is in the nose. This man's nose is not only bigger but also longer than the crowd of people on the other side. This longer nose is an analogy to the fairy tale Pollichino instructing the audience in this satire that when this man lies his nose grows. Drawko uses this to show the greed and lies of the top 10%. Examples like these were highly popular in many forms of media during the early years of media. In media, many plus-sized people were villainized such as Ursula in Walt Disney's Little Mermaid although normalized in its time these villainized versions of plus-side people today are identified as fat phobic.

Darkown uses labeling, and irony, with the term "the great unwashed" to help support his claim that income was being dramatically affected during this time leaving many people in lower classes to deal with the consequences leaving the rich less affected. In this panel, the consequence would be represented by not having enough pie to go around to everyone in the lower classes. Another example of the consequence led by the economic crash in 2007 that can be seen in this cartoon is the dominance created by the higher class during economic problems. High classes are shown in this cartoon as having dominance over the working class shown through the pie yet again. The crowd has not yet been given permission to touch the pie while on

the other side of the panel, the man is holding an already bitten-into pie representing the dominance given usually to the head of a household at dinner tables. The belief that people in power eat first is shown through this pie to represent the dominance the 10% has on the 90% while also bringing the audience back to the idea of inequality in income therefore unequal power.

Using the rule of third given lines one can see that the crowd, the man, and the pie all line up on interesting lines this helps bring the audience's attention to these points showing the things Darkow found most important for the viewer to see. More irony in this political cartoon can be found in the quote of the man when he says, “ Well I left you half! What are you greedy for?” This is ironic because the higher class is accusing the lower class of being greedy even though the higher class is the one being greedy. Darkow uses the term “the great unwashed” when referring to the lower class; this term refers to the stereotypical homeless community or person with little to no money or social status. Darkow uses these terms to exaggerate the difference between the two sides more. Creating the rich as greedy and inconsiderate people while also making the working class look helpless and inadequate to the higher class.

Darkow's targeted audience can be shown in the crowd of the great Unwash on the right side of the panel. The targeted audience for Darkwon cartoons are working-class men, this is because working-class men are the next thing in power after the higher class when talking about social status. The reason women aren't a targeted audience for Darkoc is because of power Darkow's goal is to show those with less power, but still power what is going on this is because if Drakow were to show the people seen to society as powerless speaking in this logical there would be nothing they could do to stop this inequality. As expressed through the tools used in the political cartoon Darkown, the main purpose of this panel was to raise awareness that the 10% are not being fair with the income and to help the working class understand the actions that should be taken next.