

Ministry of Education and Science of Ukraine
Sumy State University (Ukraine)
The College of New Jersey (USA)
Camarines Sur Polytechnic Colleges (Philippines)
European Danube Academy (Germany)
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Proceedings

STRATEGIC INNOVATIONS OF SOCIAL COMMUNICATIONS AND FOREIGN PHILOLOGY IN CRISIS TIMES

I International Scientific and Practical Conference

1 June 2024

Sumy State University, Ukraine



Sumy 2024

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The collection includes scientific materials devoted to current problems in the field of distance teaching and learning in the era of digital technologies, in particular in language pedagogy, media innovations, modern translation, ethnolinguistics, stylistics, methods and methodologies of modern linguistic and literary disciplines. The composition of the collection is scientific research on the preservation of national identity and cultural heritage, intercultural communications, psychological theory and practice, sociological research.

For teachers of higher education institutions, graduate students, students, teachers of secondary schools, gymnasiums, lyceums and colleges, all those interested in socio-humanitarian issues.

The materials are printed in the author's editorial

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зворотній зв'язок, здійснювати рефлексію.

Можна стверджувати, що використання тренінгових технологій може стати ефективним інструментом у адаптації внутрішньо переміщених осіб на новому місці, а форми проведення таких тренінгів з зазначеною категорією стануть метою подальших досліджень.

Список використаних джерел:

Клевака, Л. (2018). Використання тренінгу в практиці соціальної роботи з людьми похилого віку. *Соціальна робота в сучасному суспільстві: тенденції, виклики, перспективи*. Матеріали II Всеукраїнської науково-практичної конференції м. Полтава, 28 лютого 2018 року. Полтава, 2018. С. 104–113.

Лобурцова, О. (2019). Специфіка тренінгової роботи з метою соціалізації учнівської молоді. *Студентський науковий вісник Ніжинського державного університету імені М. Гоголя*, № 22, 81–89.

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A PRAGMATIC STUDY OF POLITICAL CARTOONS ON WORLD LEADERS

Political cartoons are a unique blend of art and commentary that leverage humour, satire, and symbolism to critique world leaders and political events. They play

a crucial role in media, offering insights into public sentiment and contributing to political discourse. This paper examines the pragmatic functions of political cartoons and their impact on the portrayal of world leaders.

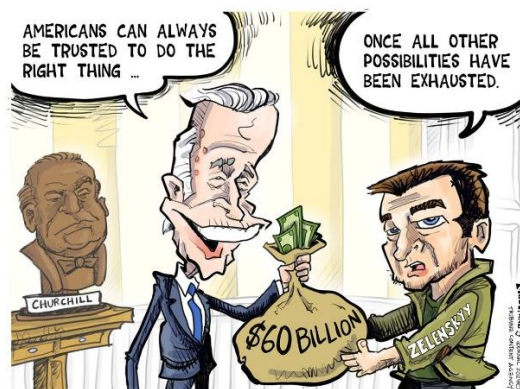
Pragmatics, a subfield of linguistics, deals with the context-dependent aspects of meaning that are not explicitly stated. In the context of political cartoons, pragmatics involves understanding the implied messages, cultural references, and the socio-political context in which the cartoons are created and interpreted (Cutting, 2016).

This study employs a qualitative content analysis of political cartoons published in American media company publishing news «U.S. News & World Report», specifically article «The Best Cartoons on World Leaders» (U.S. News & World Report, 2024). The cartoons are analysed for their pragmatic elements, including implicature, presupposition, and the use of visual and verbal metaphors.

In analysing political cartoons, implicature means inferring the underlying messages or criticisms conveyed by the images and captions. In analysing political cartoons, presuppositions involve understanding the underlying assumptions about political figures, events, or issues (Finch, 2015).

The analysis focuses on several contemporary political cartoons featuring world leaders such as Joe Biden, Volodymyr Zelenskyi, Vladimir Putin, Kim Jung Un, and Xi Jinping. Each cartoon is dissected to reveal the pragmatic strategies employed by the cartoonists.

The attached cartoon features Joe Biden handing a bag labelled «\$60 Billion» to Volodymyr Zelensky, with a bust of Winston Churchill in the background.



Implicature: Suggests U.S. aid to Ukraine is a reluctant last resort.

Presupposition: Assumes viewers are aware of the substantial U.S. financial aid

to Ukraine.

Visual and Verbal Metaphors: The money bag symbolizes aid, and the altered Churchill quote critiques American intervention policies.

A cartoon below depicts Vladimir Putin, shirtless, holding up both hands with the victory sign, surrounded by the text «FORTY MORE YEARS!»



Implication: The exaggerated features and the slogan suggest a critique of Putin's extended hold on power, possibly commenting on changes to term limits or political longevity.

Presupposition: The audience is expected to know about Putin's long tenure and recent political manoeuvres that could extend his rule.

Metaphor: The cartoon uses the visual metaphor of Putin making a victory sign, often associated with long-term dominance or victory, to underscore the idea of his prolonged rule.

On the next cartoon Kim Jong Un looks unhappy, with two soldiers explaining his discontent. The dialogue reads, «Why is the GREAT PRESIDENT so upset?» «For YEARS, he's wanted to destroy America, and Joe Biden beat him to it».



Implication: The cartoon implies a critique of Joe Biden's policies, suggesting they are detrimental to America, more so than the actions of adversarial leaders like Kim Jong Un.

Presupposition: The audience is assumed to understand the antagonistic relationship between North Korea and the U.S., and the controversial aspects of Biden's presidency.

Metaphor: The visual metaphor of Kim Jong Un being jealous of Biden for «destroying» America indicates a hyperbolic critique of Biden's impact on the country.

The last cartoon shows a reporter asking a group of people if they are better off since Joe Biden became president. The answers are «No» from various citizens and «Yes» from Xi Jinping.



Implication: The cartoon suggests that Biden's presidency has not benefited Americans, but it has been advantageous for China.

Presupposition: The audience is expected to understand the economic and political tensions between the U.S. and China, and the perception that Biden's policies may favour China.

Metaphor: The visual contrast between the unhappy American citizens and the

pleased Chinese leader metaphorically criticizes Biden's policies as being more favourable to China than to the U.S.

Political cartoons are a significant tool for political commentary, offering a blend of humour, criticism, and reflection. By analysing the pragmatic elements in cartoons of world leaders like Joe Biden, Volodymyr Zelenskyi, Vladimir Putin, Kim Jung Un, and Xi Jinping this study highlights how these visual narratives shape public discourse and influence perceptions.

References:

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Ramirez, M. (2024). *The Best Cartoons on World Leaders*. Taken on the 20th of May 2024. <https://www.usnews.com/news/world-report/cartoons/vladimir-putin-kim-jong-un-emmanuel-macron-and-more-political-cartoons-on-world-leaders>

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ПОЛІТИЧНІ МЕХАНІЗМИ СТИМУЛЮВАННЯ ТА РОЗВИТКУ ГАЛУЗЕЙ КУЛЬТУРНИХ І КРЕАТИВНИХ ІНДУСТРІЙ

Вплив сучасних світових тенденцій визначає державну політику у сфері культури. Роль культурних і креативних індустрій в умовах воєнного стану та повоєнної відбудови в Україні зростатиме, що зумовлено цивілізаційними процесами та потребами економіки, особливо в контексті політики сталого розвитку.

Метою дослідження є виявлення та аналіз політичних механізмів впливу