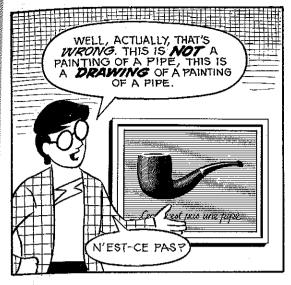
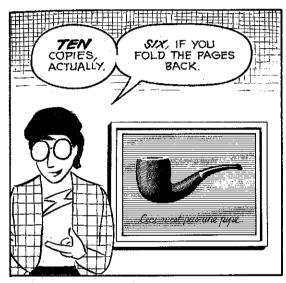


SEE PAGE 216 FOR MORE INFORMATION.















THIS IS NOT A MAN.





THIS IS NOT A COUNTRY.



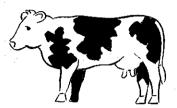
A LEAF



THESE ARE NOT PEOPLE



THIS IS NOT MUSIC.



THIS IS NOT A COW.



THIS IS NOT MY VOICE.



THIS IS NOT SOUND.



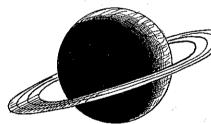
THESE ARE NOT FLOWERS.



THIS IS NOT ME.



THIS IS NOT LAW.



THIS IS NOT A PLANET.





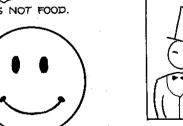
THIS IS NOT A



THIS IS NOT A CAR.



THIS IS NOT A COMPANY.

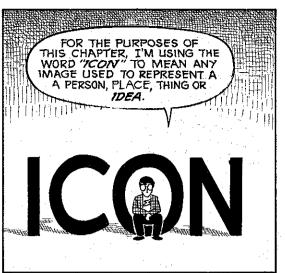


THESE ARE NOT SEPARATE MOMENTS.



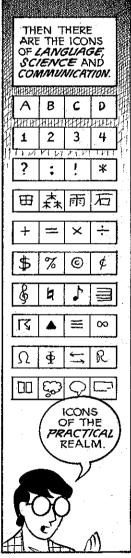




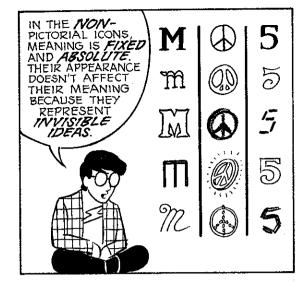


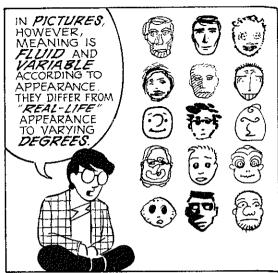














BUT IN PICTURES
THE LEVEL OF
ABSTRACTION VARIES.
SOME, LIKE THE
FACE IN THE
PREVIOUS PANEL
SO CLOSELY RESEMBLE
THEIR REAL-LIFE
COUNTERPARTS AS
TO ALMOST TRICK
THE EYE!

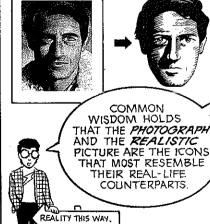


OTHERS, LIKE YOURS TRULY, ARE QUITE A BIT *MORE*

ABSTRACT AND, IN FACT, ARE VERY MUCH **L/NL/KE** ANY HUMAN FACE YOU'VE EVER SEEN!

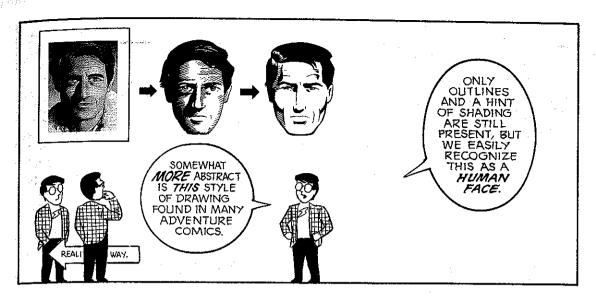
QUITE

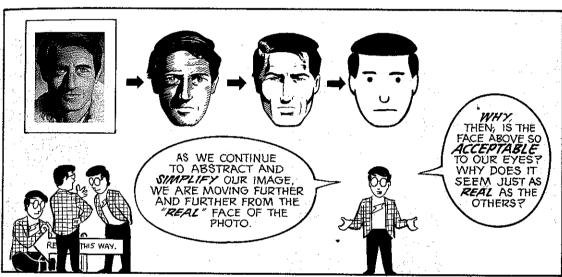


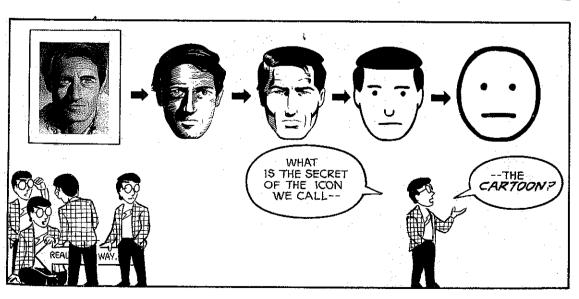


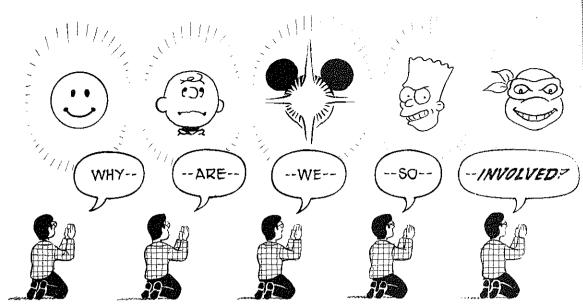
THERE ARE THERE ARE
MANY THINGS THAT
SET THESE APART FROM
ACTUAL FACES--THEY'RE
SMALLER, FLATTER, LESS
DETAILED, THEY DON'T
MOVE. THEY LACK COLOR-BUT AS PICTORIAL ICONS
GO, THEY ARE PRETTY
"REALISTIC."

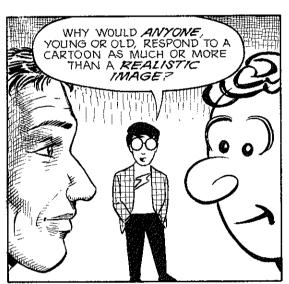








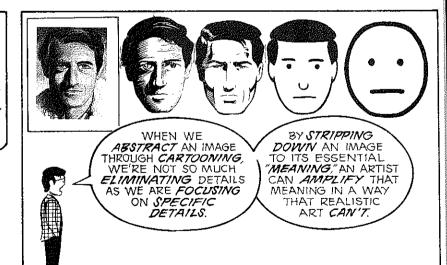






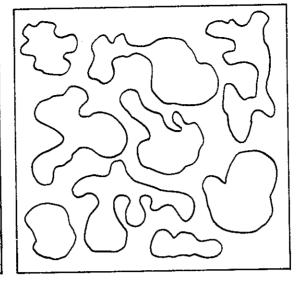
DEFINING THE CARTOON WOULD TAKE UP AS MUCH SPACE AS DEFINING COMICS. BUT FOR NOW, I'M GOING TO EXAMINE CARTOONING AS A FORM OF AMPLIFICATION THROUGH SIMPLIFICATION.





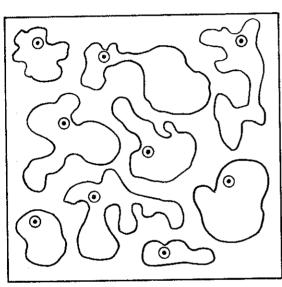
ASK A FRIEND TO DRAW YOU SOME SHAPES ON A PIECE OF PAPER. THEY SHOULD BE CLOSED CURVES, BUT OTHER-WISE CAN BE AS WEIRD AND IRREGULAR AS HE OR SHE WANTS.





NOW-- YOU'LL FIND THAT NO MATTER WHAT THEY ZOOK LIKE, EVERY SINGLE ONE OF THOSE SHAPES CAN BE MADE INTO A FACE WITH ONE SIMPLE ADDITION

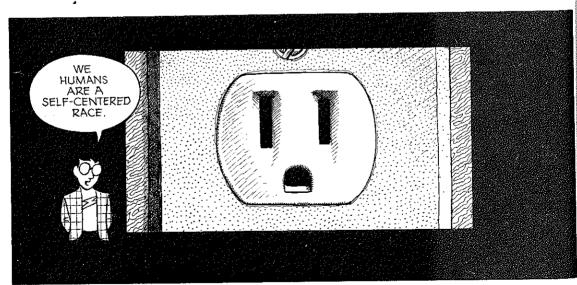


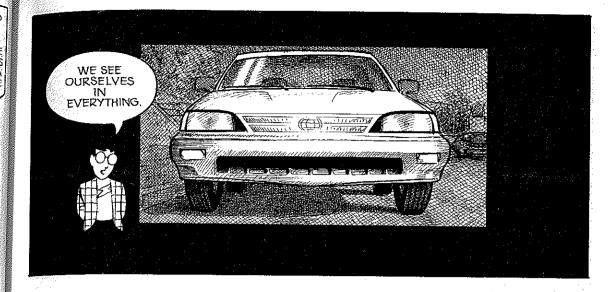


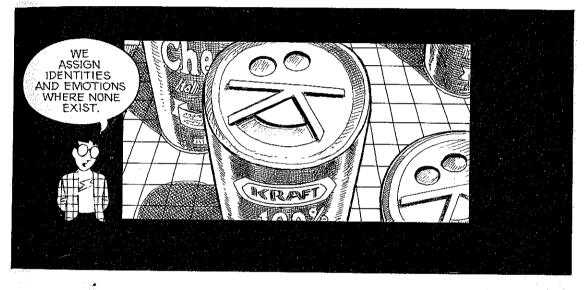
YOUR MIND HAS NO TROUBLE AT ALL CONVERTING SUCH SHAPES INTO FACES, YET WOULD IT EVER MISTAKE THIS --

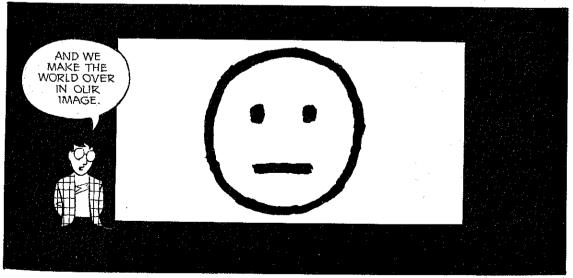








































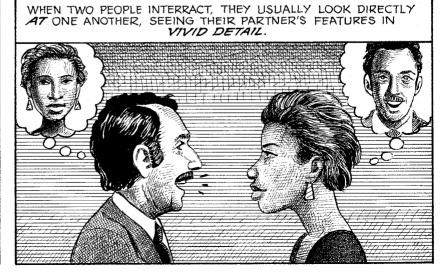




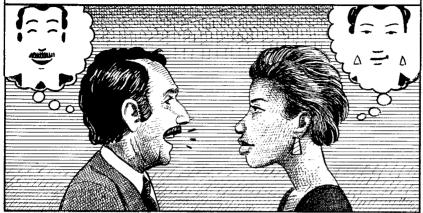


YOU KNOW YOU SMILED BECAUSE YOU TRUSTED THIS MASK CALLED YOUR FACE TO RESPOND!

BUT THE FACE YOU SEE IN YOUR MIND IS NOT THE SAME AS OTHERS SEE!



EACH ONE ALSO SUSTAINS A CONSTANT AWARENESS OF HIS OR HER OWN FACE, BUT THIS MIND-PICTURE IS NOT NEARLY SO VIVID; JUST A SKETCHY ARRANGEMENT... A SENSE OF SHAPE... A SENSE OF GENERAL PLACEMENT.



SOMETHING AS *SIMPLE* AND AS *BASIC*--



-- A\$ A CARTOON.

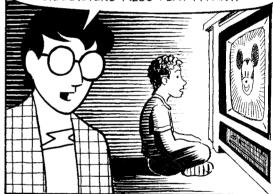
THUS, WHEN YOU LOOK AT A PHOTO OR REALISTIC DRAWING OF A FACE--



-- YOU SEE IT AS THE FACE OF *ANOTHER*. BUT WHEN YOU ENTER THE WORLD OF THE CARTOON--



-- YOU SEE *YOURSELF* I BELIEVE THIS IS THE PRIMARY CAUSE OF OUR CHILDHOOD FASCINATION WITH CARTOONS, THOUGH OTHER FACTORS SUCH AS UNIVERSAL IDENTIFICATION, SIMPLICITY AND THE CHILDLIKE FEATURES OF MANY CARTOON CHARACTERS ALSO PLAY A PART.



THE CARTOON IS A

VACUUM

INTO WHICH OUR

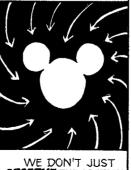
IDENTITY AND

AWARENESS ARE

PULLED...



...AN EMPTY SHELL THAT WE INHABIT WHICH ENABLES US TO TRAVEL IN ANOTHER REALM.



WE DON'T JUST OBSERVE THE CARTOON, WE **BECOME** IT!











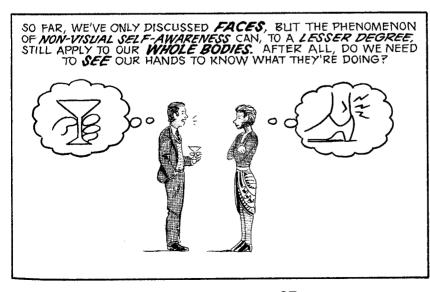




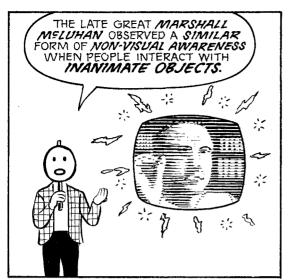


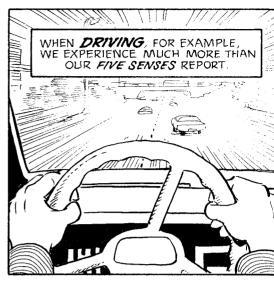




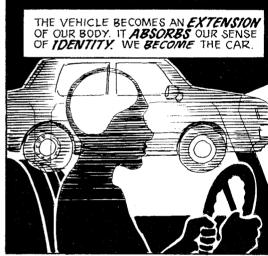


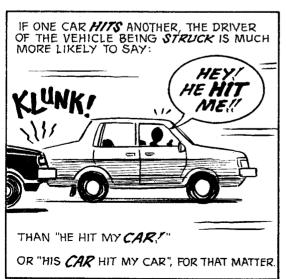






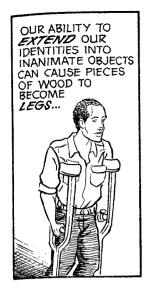




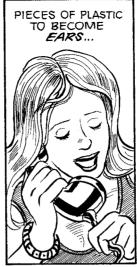




OUR *IDENTITIES* AND *AWARENESS* ARE INVESTED IN MANY *INANIMATE OBJECTS*

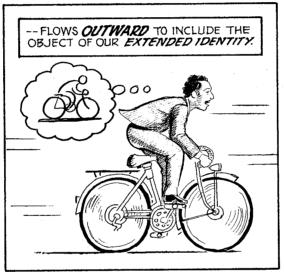






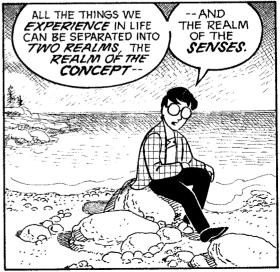






















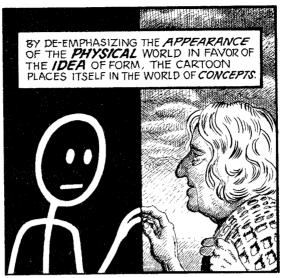




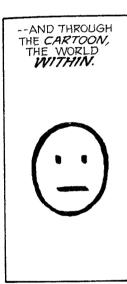


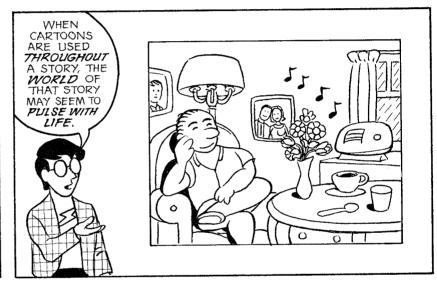




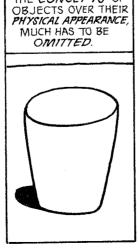












BUT IN EMPHASIZING

THE CONCEPTS OF

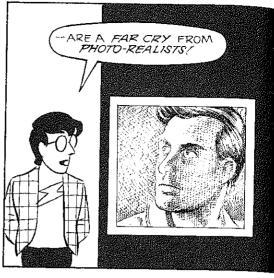


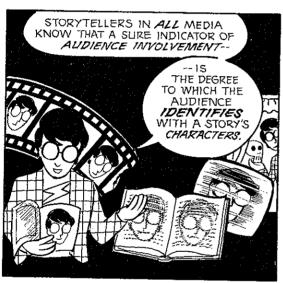
IF AN ARTIST

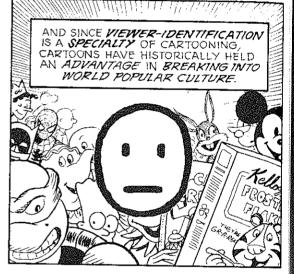
WANTS TO PORTRAY









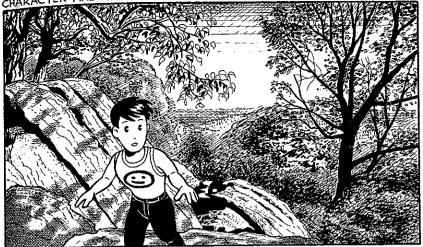






TINTIN @ EDITIONS CASTERMAN.

THIS COMBINATION ALLOWS READERS TO MASK THEMSELVES IN A CHARACTER AND SAFELY ENTER A SENSUALLY STIMULATING WORLD





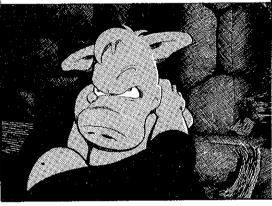
IN THE WORLD OF ANIMATION, WHERE THE EFFECT HAPPENS TO BE A PRACTICAL NECESSITY, DISNEY HAS USED IT WITH IMPRESSIVE RESULTS FOR OVER 50 YEARS/



IN EUROPE IT CAN POPULAR COMICS, FROM ASTERIX TO TINTIN TO WORKS OF JACQUES TARDI.

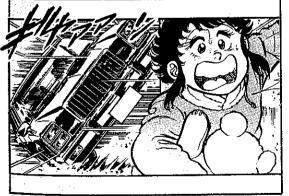


IN AMERICAN COMICS, THE EFFECT IS USED FAR LESS OFTEN, ALTHOUGH IT HAS CREPT UP IN THE WORKS OF ARTISTS AS DIVERSE AS CARL BARKS, JAIME HERNANDEZ AND IN THE TEAM OF DAVE SIM AND GERHARD.



CEREBUS © DAVE SIM

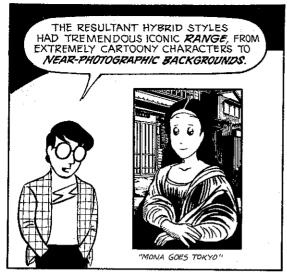
IN JAPAN, ON THE OTHER HAND, THE MASKING EFFECT WAS, FOR A TIME, VIRTUALLY A NATIONAL STYLE!







ART @ HAYASI AND OSIMA.



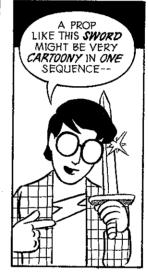






--OTHER CHARACTERS
WERE DRAWN MORE
REALISTICALLY IN ORDER
TO OBJECTIFY THEM,
EMPHASIZING THEIR
"OTHERNESS" FROM
THE READER.

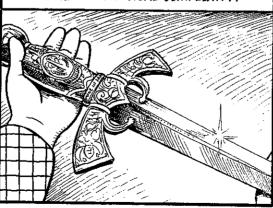








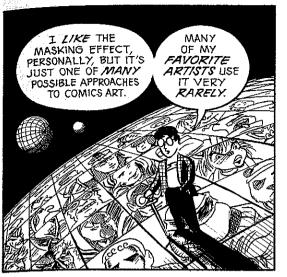
IN JAPANESE COMICS, THE SWORD MIGHT NOW BECOME VERY REALISTIC, NOT ONLY TO SHOW US THE DETAILS, BUT TO MAKE US AWARE OF THE SWORD AS AN OBJECT, SOMETHING WITH WEIGHT, TEXTURE AND PHYSICAL COMPLEXITY.



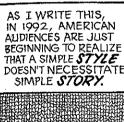
IN THIS AND IN OTHER WAYS, COMICS IN JAPAN HAVE EVOLVED VERY DIFFERENTLY FROM THOSE IN THE WEST.



WE'LL RETURN TO THESE DIFFERENCES SEVERAL TIMES DURING THIS BOOK.





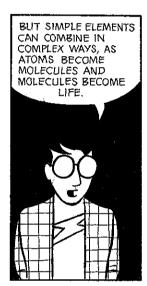


SEE PAGE 218 FOR COPYRIGHT INFORMATION

MAUS @ AND T.M. ART SPIEGELMAN



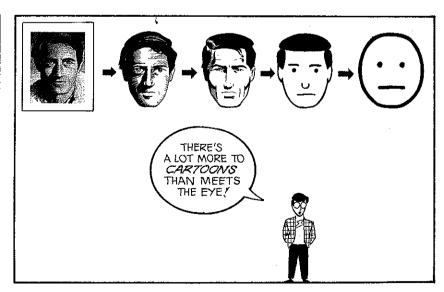
THE PLATONIC IDEAL
OF THE CARTOON
MAY SEEM TO
OMIT MUCH OF
THE AMBIGUITY
AND COMPLEX
CHARACTERIZATION
WHICH ARE THE
HALLMARKS OF
MODERN
LITERATURE,
LEAVING THEM
SUITABLE ONLY
FOR CHILDREN.

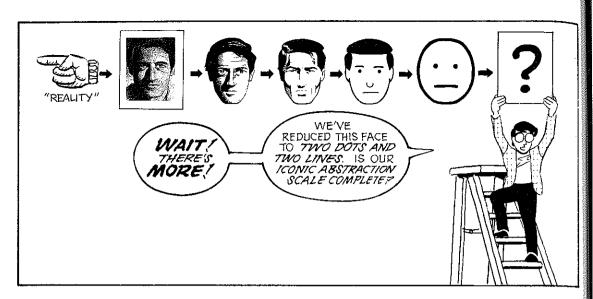


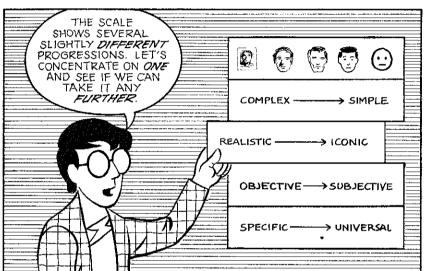
AND ZIKE THE ATOM, GREAT POWER IS LOCKED IN THESE FEW SIMPLE LINES.



RELEASEABLE ONLY BY THE READER'S MIND.



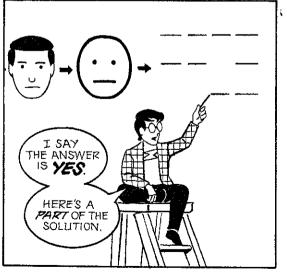


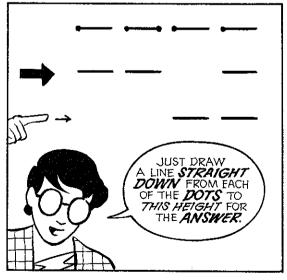


CAN ANY
CONFIGURATION
OF INK ON PAPER
BE MORE ABSTRACTED
FROM "REALITY"--

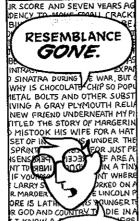


--YET STILL REPRESENT A FACE AS CLEARLY AS **77//S** ONE ?









WORDS

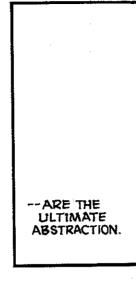
S GOD. STEVE WILLIS TOO. THEY

ORE IS LATH

I KNOW A

I HAVE TO

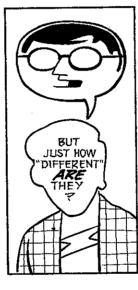
's HE'S LEXT







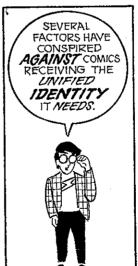








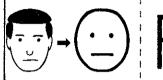






BOTH ARTIST AND WRITER BEGIN, HANDS JOINED ACROSS THE GAP, WITH A COMMON PURPOSE: TO MAKE COMICS OF "QUALITY"





THE ARTIST KNOWS THAT THIS MEANS MORE THAN JUST STICK-FIGURES AND CRUDE CARTOONS. HE SETS OFF IN SEARCH OF A HIGHER ART.



THE WRITER KNOWS THAT THIS MEANS MORE THAN JUST OOF! POW! BLAM! AND ONE-A-DAY
GAGS. SHE SETS OFF
IN SEARCH OF



IN MUSEUMS AND IN LIBRARIES, THE ARTIST FINDS WHAT HE'S LOOKING FOR. HE STUDIES THE TECHNIQUES OF THE GREAT MASTERS OF WESTERN ART, HE PRACTICES NIGHT AND DAY.



SHE 700 FINDS WHAT SHE'S LOOKING FOR, IN THE GREAT MASTERS OF WESTERN LITERATURE. SHE READS AND WRITES CONSTANTLY, SHE SEARCHES FOR A VOICE UNIQUELY HERS.



FINALLY, THEY'RE READY. BOTH HAVE MASTERED THEIR ARTS. HIS BRUSHSTROKE IS NEARLY *INVISIBLE* IN ITS SUBTLETY, THE FIGURES PURE *MICHAELANGELO*. HER DESCRIPTIONS ARE **DAZZLING**.
THE WORDS FLOW TOGETHER LIKE A **SHAKESPEAREAN SONNET**.

THEY'RE READY TO JOIN HANDS ONCE MORE AND CREATE A COMICS MASTERPIECE.





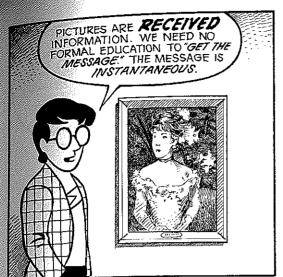


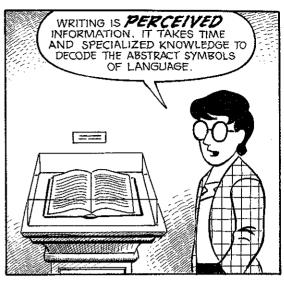


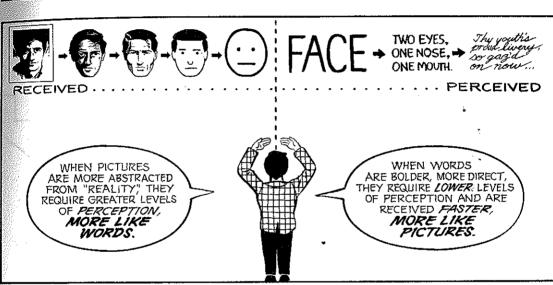




TWO EYES, Thy youth's on gazder on now...









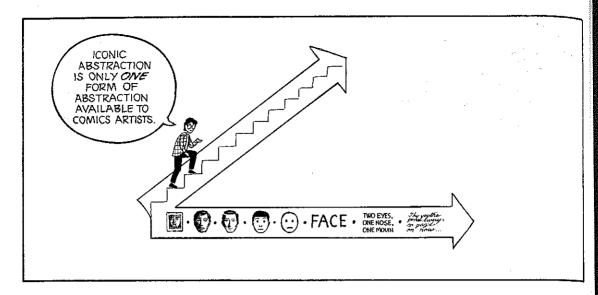


BUT OUR NEED FOR

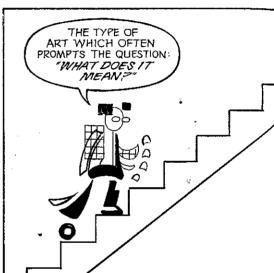


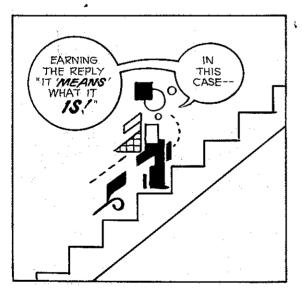
I SAY THE ANSWER
IS YES, BUT SINCE
THE REASONS BELONG
IN A DIFFERENT
CHAPTER, WE'LL
HAVE TO COME BACK
TO THIS LATER.

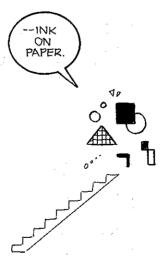


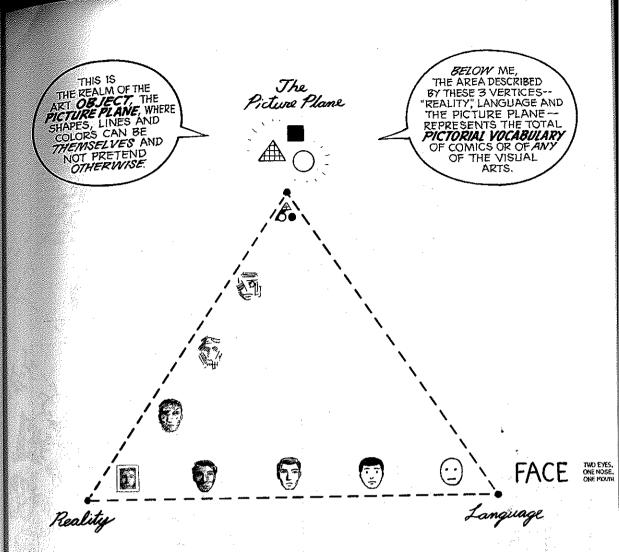


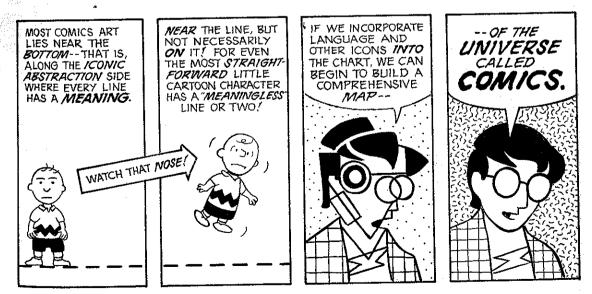


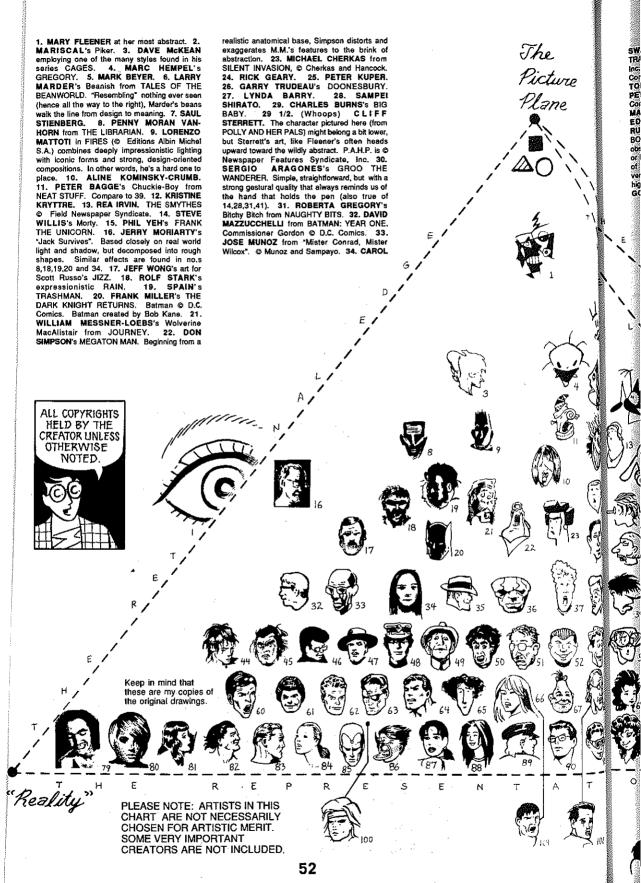








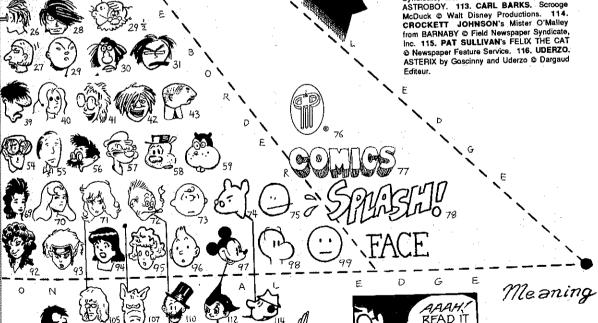


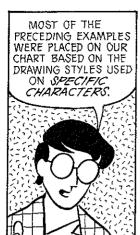


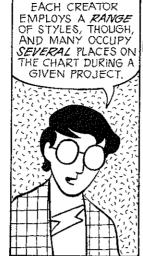
SWAIN. 35. CHESTER GOULD'S DICK TRACY © Chicago Tribune-New York Syndicate, Inc. 36. JACK KIRBY'S Darkseid, © D.C. Comics. 37. BOB BURDEN. 38. DANIEL TORRES'S ROCCO Vargas from TRITON. 39. PETER BAGGE'S Buddy Bradley from HATE. Compare to 11. 40. SETH. 41. MARK Compare to 11. 40. SETH. 41. MARK MARTIN. 42. JULIE DOUCET. 43. EDWARD GOREY. 44. CRAIG RUSSELL'S Mowgli from Kipling's THE JUNGLE BOOKS. Russell's characters are as finely observed and realistically based as Hal Foster's or Dave Stevens' but with an unparalleled sense of design that draws them toward the upper vertex. Lately, Russell has been moving a bit higher and toward the right in some cases. 45. GOSEKI KOJIMA from KOZURE OKAMI

("Wolf and Cub") © Koike and Kojima. 46. EDDIE CAMPBELL's ALEC. Realistic in tone, but also gestural and spontaneous. The process of drawing isn't hidden from view. 47. ALEX TOTH. Zorro © ZorroProductions, Inc. Ar © Walt Disney Productions. (Zorro created by Johnston McCulley). 48. HUGO PRATT'S CORTO MALTESE © Casterman, Paris-Tourmai. 49. WILL EISNER from TO THE HEART OF THE STORM. 50. DORI SEDA. 51. R. CRUMB swings between realistic and cartoony characters, usually staying about this high but occasionally venturing upward. 52. STEVE DITKO. 53. NORMAN DOG. 54. VALENTINO'S NORMALMAN sits a bit to the right and up from his current SHADOWHAWK (whose iconic mask made him a bit harder to place). 55. ROZ CHAST. 56. JOOST SWARTE'S Anton Makassar. 57. ELZIE SEGAR'S POPEYE © King features Syndicate, Inc. 58. GEORGE HERRIMAN'S "Offissa Pupp" from KRAZY KAT. © International feature Service, Inc. 59. JIM WOODRING'S FRANK. 60. NEAL ADAMS, from X-MEN © Marvel Entertainment Group, Inc. (X-Men created by Lee and Kirby). 61. GIL KANE from ACTION COMICS © D.C. Comics, Inc. 62. MILTON CANIFF'S STEVE CANYON. 63. JIM LEE. Nick Fury appearing in X-MEN © Marvel Entertainment Group, Inc. 64. JOHN BYRNE. Superman © D.C. Comics, Inc. (Superman created by Jerry Siegel and Joe Schuster). 65. JACQUES TARDI from LE DEMON DES GLACES © Dargaud Editeur. 66. JEAN-CLAUDE MEZIERES. Laureline from the VALERIAN series. © Dargaud Editeur. 67. BILL GRIFFITH'S ZIPPY THE PINHEAD. 68. JOE MATT. 69. KYLE BAKER from WHY I HATE SATURN.70. TRINA ROBBINS'S

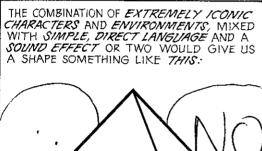
MISTY, @ Marvel Entertainment Group, Inc. 71. RIYOKO IKEDA'S Oscar from THE ROSE OF VERSAILLES. 72. GEORGE McMANUS. VERSAILLES PERINGING UP FATHER © International Feature Service, Inc. 73. CHARLES SCHULZ'S Charlie Brown from PEANUTS © United Features Syndicate, Inc. 74. ART SPIEGELMAN from MAUS. 75. MATT FEAZELL'S CYNICALMAN. MAUS. 75. MATT FEAZELL'S CYNICALMAN. 76. The company Logo. The picture as symbol. 77. Title Logo. The word as object. 78. Sound Effect. The word as sound. 79. TOM KING'S SNOOKUMS, THAT LOVABLE TRANSVESTITE. SNOOKUMS, THAT LOVABLE TRANSVESTITE, a photo-comic. 80. DREW FRIEDMAN. 81. DAVE STEVENS. 82. HAL FOSTER. TARZAN created by Edgar Rice Burroughs. 83. ALEX RAYMOND. Flash Gordon © King Features Syndicate, Inc. 84. MILO MANARA. 85. JOHN BUSCEMA. The Vision © Marvel Entertainment Group. 86. CAROL LAY's Irene Van de Kamp from GOOD GIRLS. A bizarre character. but drawn in a very GIRLS. A bizarre character, but drawn in a very STRAIGHTOWARD STATE OF THE STRAIGHTOWARD STRAIGHTOWARD STATE OF THE STRAIGHTOWARD STRAIGHTOWARD SCHAFFENBERGER. Superboy © D.C. SCHAFFENBERGER. Superboy © D.C.
Comics, 91. JACK COLE'S PLASTIC MAN, ©
D.C. Comics, 92. REED WALLER'S OMAHA
THE CAT DANCER © Waller and Worley, 93.
WENDY PINI'S Skywise from ELFQUEST. ©
WARP Graphics. 94. DAN DE CARLO
Veronica © Archie Comics. 95. HAROLD
GRAY'S LITTLE ORPHAN ANNIE. © Chicago GRAY'S LITTLE ORPHAN ANNIE. © Chicago Tribune- New York News Syndicate. 96. HERGE'S 'INTIN' © Editions Casterman. 97. FLOYD GOTTFREDSON. Mickey Mouse © Wait Disney Productions. 98. JEFF SMITH'S BONE. 99. Smile Dammit. 100. COLLEEN DORAN'S A DISTANT SOIL. 101. ROY CRANE'S CAPTAIN EASY © NEA Service, Inc. 102. DAN CLOWES. 103. WAYNO. 104. V.T. HAMLIN'S ALLEY COP © NEA Service, Inc. 105. CHESTER BROWN. 106. STAN SAKAI'S USAGI YOUIMBO. 107. DAVE SIM'S CEREBUS THE AARDVARK. 108. WALT KELLY'S POGO © Selby Kelly. 109. HUDOLPH DIRKS'S HANS AND FRITZ © King WALT KELLY'S POGO © Selby Kelly. 109.
RUDOLPH DIRKS'S HANS AND FRITZ © King
Features Syndicate, Inc. 110. H.C. "BUD"
FISHER'S Jeff from MUTT AND JEFF ©
McNaught Syndicate, Inc. 111. MORT
WALKER'S HI AND LOIS © King Features
Syndicate, Inc. 112. OSAMU TEZUKA'S
ASTROBOY. 113. CARL BARKS. Scrooge
McDuck © Walt Disney Productions. 114.
CROCKETT JOHNSON'S Mister O'Mailey
from BARNABY © Field Newspaper Syndicate,
Inc. 115. PAT SULLIVAN'S FELIX THE CAT
Newspaper Feature Service. 116. UDERZO.
ASTERIX by Goscinny and Uderzo © Dargaud ASTERIX by Goscinny and Uderzo @ Dargaud Editeur.

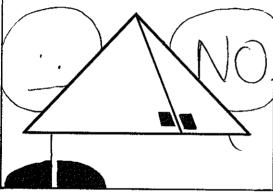








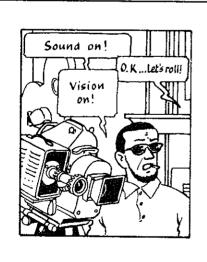


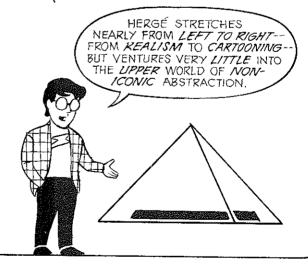




WE'VE ALREADY
DISCUSSED THE
RANGE OF HERGÉ
AND OTHERS WHO
CONTRAST /CONIC
CHARACTERS WITH
REALISTIC
BACKGROUNDS.



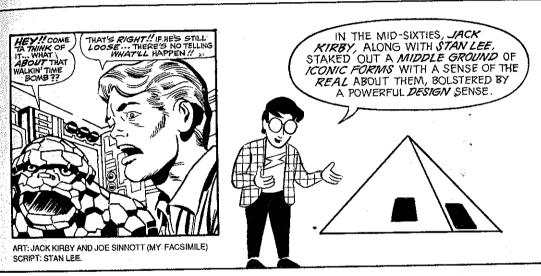




ART © EDITIONS CASTERMAN.

CYNICALMAN © MATT FEAZELI







ART FROM COLOR PANELS TRACED FOR REPRODUCTION. © MARVEL ENTERTAINMENT GROUP, INC.







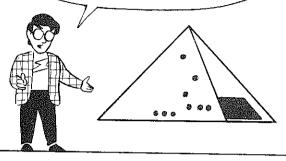


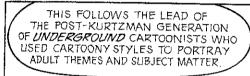


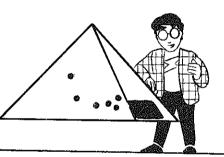




IN THE EIGHTIES AND NINETIES. MOST OF THE COUNTERCULTURE OF INDEPENDENT CREATORS, WORKING MOSTLY IN BLACK AND WHITE, STAYED TO THE RIGHT OF MAINSTREAM COMICS ART WHILE COVERING A BROAD RANGE OF WRITING STYLES







PAGE 216 FOR COPYRIGHT INFORMATION







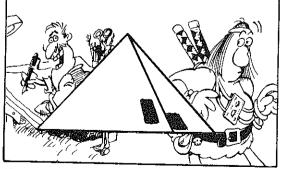


IRONIC THAT THE TWO BASTIONS OF CARTOONY ART ARE UNDERGROUND AND CHILDREN'S COMICS!

PRETTY FAR AFAR AS GENRES GO.



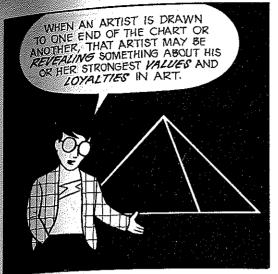
SOME ARTISTS, SUCH AS THE IRREPRESSIBLE SERGIO ARAGONES, STAKED THEIR CLAIM ON A PARTICULAR AREA LONG AGO AND HAVE BEEN QUITE HAPPY SINCE.







ART (LEFT) @ DAVE McKEAN, (RIGHT) @ D.C. COMICS.







AND
THOSE ON
THE RIGHT
BY THE BEAUTY
OF IDEAS.

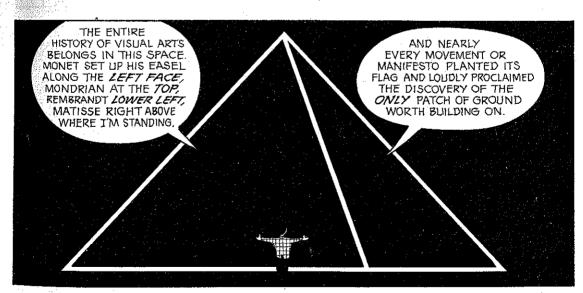
٩RE

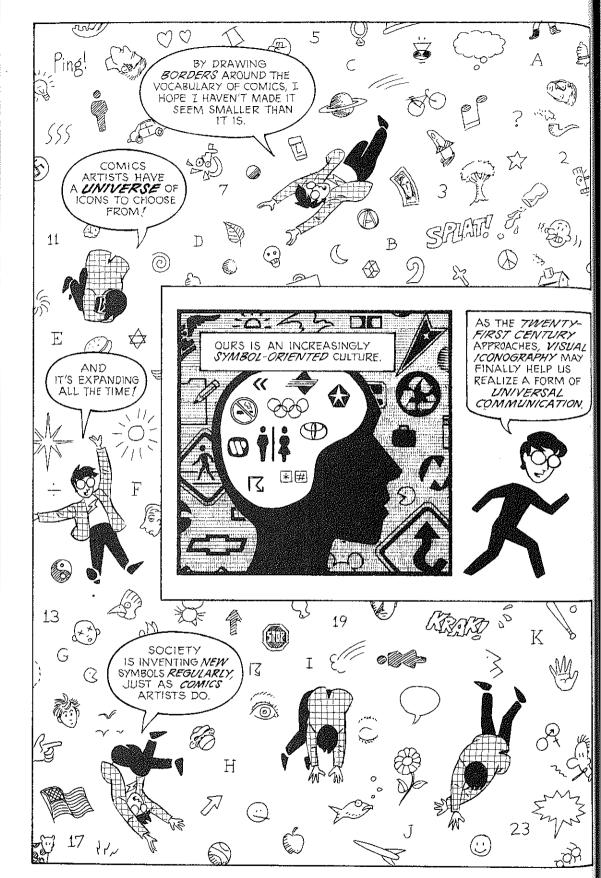
D

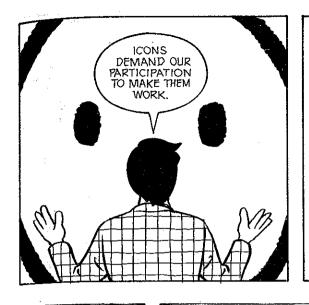
FOR COMICS TO MATURE
AS A MEDIUM, IT MUST BE
CAPABLE OF EXPRESSING EACH
ARTIST'S INVERMOST
NEEDS AND IDEAS.



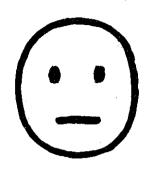
HAS DIFFERENT INNER
NEEDS, DIFFERENT POINTS
OF VIEW, DIFFERENT
PASSIONS, AND SO NEEDS TO
FIND DIFFERENT FORMS
OF EXPRESSION.*







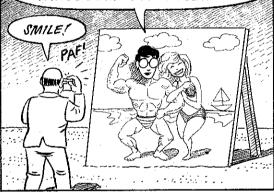
THERE IS NO LIFE HERE EXCEPT THAT WHICH YOU GIVE TO IT.



IT'S YOUR JOB TO CREATE AND RECREATE ME MOMENT BY MOMENT, NOT JUST THE CARTOONIST'S.



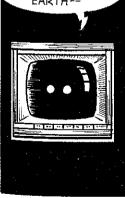
IT'S BEEN OVER TWENTY YEARS SINCE MSLUHAN FIRST OBSERVED THAT THOSE PEOPLE GROWING UP IN THE LATE TWENTIETH CENTURY DIDN'T WANT GOALS SO MUCH AS THEY WANTED ROLES! AND THAT'S WHAT VISUAL ICONOGRAPHY IS ALL ABOUT.



AS IT HAPPENS, ONLY TWO POPULAR MEDIA WERE IDENTIFIED BY MELUHAN AS "COOL" MEDIA - THAT IS, MEDIA WHICH COMMAND AUDIENCE INVOLVEMENT THROUGH ICOJVIC FORMS.



ONE OF THEM,
TELEVISION,
HAS REACHED INTO
THE LIVES OF EVERY
HUMAN BEING ON
EARTH--



--AND FOR BETTER
OR WORSE, ALTERED
THE COURSE OF
HUMAN AFFAIRS
FROM HERE 'TIL
DOOMSDAY.



THE FATE OF THE OTHER ONE, COMICS-

-- IS ANYONE'S GUESS.