

# Cartoons for the Classroom

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



Cartoon courtesy Ted Rall, AAEC President

## Between the lines

The concept of charging for web content seems to be gaining traction among mass-circulation newspaper publishers faced with unprecedented advertising and circulation declines.

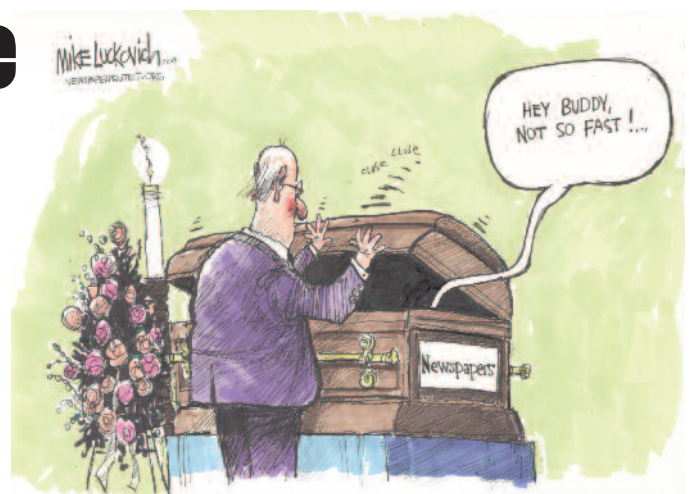
News Corp., which owns the Wall Street Journal and other newspapers in the U.S., Britain and Australia — expects to start charging users for access within a year.

MediaNews Group Inc., owner of the Denver Post and 53 other daily newspapers in 11 states, has announced similar plans.

## Ending the free ride

### Talking points

1. Ted Rall's cartoon never mentions newspapers but instead uses an analogy to point out the dilemma facing newspapers. In Rall's world no one wants to pay for original stuff anymore because "Replicators" provide custom copies of everything for free, destroying manufacturing in the process. In the real world, "aggregators" are being blamed for some of the problems newspapers face. What's the result, according to Rall? Does his analogy make sense to you? Is Google News a "replicator?" Are bloggers also "replicators?" Are Google and bloggers evil?
2. Mike Luckovich points out that we might be a bit hasty in burying newspapers. Are we? Is there hope? Do you think newspapers are dead?
3. What role can political cartoons in the revival of the newspaper industry? How effective are political cartoons today in attracting readers?



Cartoon by Mike Luckovich / Courtesy Newspaperproject.org

### Additional resources

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

More from The Newspaper Project  
<http://news.newspaperproject.org/>

More from Ted Rall  
<http://editorialcartoonists.com/cartoon/browse.cfm/RallT/>