

PR SENSE

Communicate the communication

India's First Corporate ezine

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Triambak Sharma
Editor
Cartoon Watch

Theme of this Issue

**Cartoons in
Communication**

Guest Editor

Triambak Sharma

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PR-e-FACE: From the desk of Editor in Chief

Cartoons are great communication tools for corporates



During the month of April, 2008, I had the opportunity of listening to Dr Abdul Kalam, former President of India. During his address, he was mentioning about the power of cartoons in conveying the messages more effectively and also to develop the happiness and confidence amongst the people. Inspired by his thoughts, we requested Triambak Sharma to create a cartoon character PRince to convey our thoughts. We were fortunate to get the PRince launched by Dr Kalam himself.

Subsequently, we included cartoons in our ezine with the support of Triambak Sharma. We received lot of compliments for inclusion of cartoons in our ezine. That made us to plan an exclusive issue on Cartoons.

A cartoon can communicate more effectively than an article of 1000 words.

That is why, we see all over the world, politicians do not tolerate the criticisms through cartoons. In this edition, we bring out a case study of how a cartoon published by a media created a history in Indian cartoon world.

Cartoons are great tools in the hands of Corporates to communicate effectively both internally and externally. We encourage usage of cartoons in the corporate world.

In this issue, we are including few cartoons for enjoyment and learning.

PR-e-Sense wishes all the readers a very and happy and prosperous New Year 2009.

K. Srinivasan



Guest Editor : Triambak Sharma, Editor & Cartoonist of the only monthly cartoon magazine of India, CARTOON WATCH published for 13 years. Recently he organized a two-week cartoon exhibition of CARTOON WATCH in Nehru Center, London with his cartoon series LIFE IS A JOKE. He is Planning to build first cartoon museum of India.

Please listen to his podcast interview in the following link
<http://www.poduniversal.com/2009/01/cartoon-is-global-language-great-tool.html>

Cover page caricature by **Shyam Jagota, Delhi**



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PR-e-FACE: From the desk of Guest Editor

Word-less cartoon is a 'Global language'

I firmly believe that, a cartoon without WORD is a cartoon for whole WORLD. I wrote this line long back because I found that a word-less cartoon itself has a language which can be termed a GLOBAL LANGUAGE.

As we are all aware that the whole world is full of different kinds of languages, which are the only communication medium. During travelling in different states of India and different parts of the world, we have to face lot of problem due to LANGUAGE. But as far as cartoon is concerned, if it is word-less, it is acceptable all over the world, without any discrimination. Cartoons having captions can face difficulty but a caption less cartoon can do a miracle.

But we are not here to talk only about caption less cartoons. We are here to advocate the role of cartoons in communication. It is said that A PICTURE CAN SAY THOUSAND WORDS. Similarly A CARTOON CAN SAY MORE THAN TEN THOUSAND WORDS. This art reminds us the language of Stone age man, who used to draw pictures on cave walls to express

his feelings. After this era, many new languages came in to existence. Now after having plenty of languages all over the world, once again we have to use the old art of stone age man for global communication, which is now known as CARTOONS. Today, cartoon can be termed as the most advanced language of the world, as it is beyond boundaries. Thus we can proudly say that CARTOON IS THE BEST MEDIA TO COMMUNICATE.

I would like to thank Mr. Srinivasan for inviting me as a Guest Editor for this issue of E-zine. He provided an opportunity for me to prove the importance of Cartoon in the field of communication. As we know there are various fields in communication too, like Journalism, Advertisements, and Public Relations etc.

Let's start with journalism. A cartoon can speak the truth more easily than any News or Article. Similarly, cartoons attract the common man if it is used in Advertisement. It can be in print media or in visual media. During elections, many political parties use this media to attack each other.

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PReSTIGE:

Cartoons in Dr Kalam's success story

In 1979, it was the time that our team and I were highly depressed after the failure of the launch of Indian made SLV3 rocket. We were highly determined to launch the rocket again successfully within one year from that day. We were working very seriously round the clock towards our goal.

Our failure was often disturbing our minds and causing depression. One day, a friend of mine handed over a file to me, containing a lot of cartoons, published by various newspapers, on the failure of SLV3 project. I showed these cartoons to my team. We went through these cartoons one by one. We were able to understand the sadness and humour in those cartoons. We laughed heartily, after almost a month.

The cartoons were like a pain relieving gel. This rejuvenated us resulting in

happiness and greater determination. Those cartoons triggered intellectual thoughts within our SLV3 team. It strengthened my resolve and every member of the SLV3 team. We realised that success and failure were part of our life and failure was the stepping stone for success.

In a way, these cartoons were mainly responsible for strengthening our resolve to succeed in our mission in 1980.

Ever since, whenever I read newspapers, I look at the cartoons first. Only after enjoying the cartoons, I read the main stories. That is why, I always appeal to my media friends to publish the cartoons in the front page.

(Translated Excerpts from the speech of Dr Abdul Kalam, Former President of India, while launching Mathi's Cartoon at Chennai during April 2008 – Cartoon of Dr Kalam by Mathi)



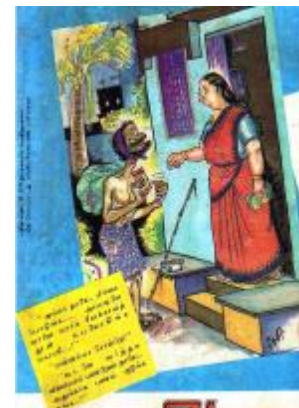
This cartoon of 1987 is relevant for today's context

Ananda Vikatan issue dated 29.3.1987 in their wrapper carried this cartoon. Free translation:

Beggar : Madam. Please give me some alms. By the way, also purchase elephant mark soap powder.

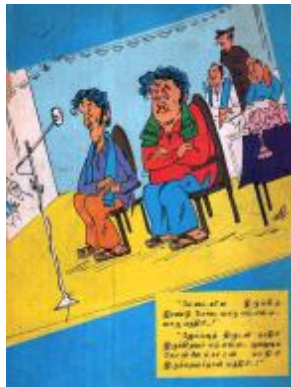
Lady : What are you saying?

Beggar : Madam, I am being paid for this commercials!



PR-eXCLUSIVE

A historical case study – Political intolerance leading to arrest!



Ananda Vikatan, a leading Tamil weekly published a cartoon on their cover page in their issue dated 29th March 1987. (Picture left).

In the cartoon, one member of audience asks the other man, “Who is the MLA and who is the Minister”. The other person replies, “The person who looks like a pickpocket is the MLA and the person who looks like dacoit is the Minister”

When the issue was released, the Tamilnadu Assembly was in session. One member raised this cartoon as ‘breach of privilege’. The Hon’ble Speaker of the Assembly demanded an apology from the editor.

In the next issue, the Mr S Balasubramanian, Editor wrote an Editorial saying, “This cartoon is about the politicians who come to power using the democracy and then start betraying the trust of the people. This cartoon will apply to any country”.



Not satisfied with the response by the Editor, the Assembly passed a resolution imposing three months imprisonment to Mr Balasubramanian, Editor. The Editor was arrested. Immediately, the entire Media in India and world over objected to this arrest, as it was considered as interference in the freedom of press. Even BBC carried the message strongly.

Since the issue was taken up by the global media, the speaker ordered the release of the Editor after two days. The Editor came out of the prison victoriously. (picture left)

At that time, Times of India, carried a cartoon by R K Lakshman, (In the cartoon, a politician tells the Editor, when he comes out of the prison, “Remember; No more funny cartoons like this, about us, distorting our public image”.) (picture right)



After release from the prison, Mr Balasubramanian filed a ‘defamation case’ in the High Court, Chennai demanding a token



compensation of

Rs.1000/-. After seven years, in Sep 1994, The High Court ordered a compensation of Rs.1000/-, declaring the arrest as ‘unconstitutional and null and void’. Tamilnadu Government paid the compensation by a cheque (picture left).

Even today, Ananda Vikatan has displayed the enlarged picture of this cheque in their office as a symbol of ‘freedom of expression’. – Photo courtesy: Ananda Vikatan

PRince

BY - TRIAMBAK SHARMA

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MANAGEMENT
Lesson -1

MANAGEMENT
Lesson -2



HOW TO SAY "NO" WHEN YOUR HEART SAY "YES"



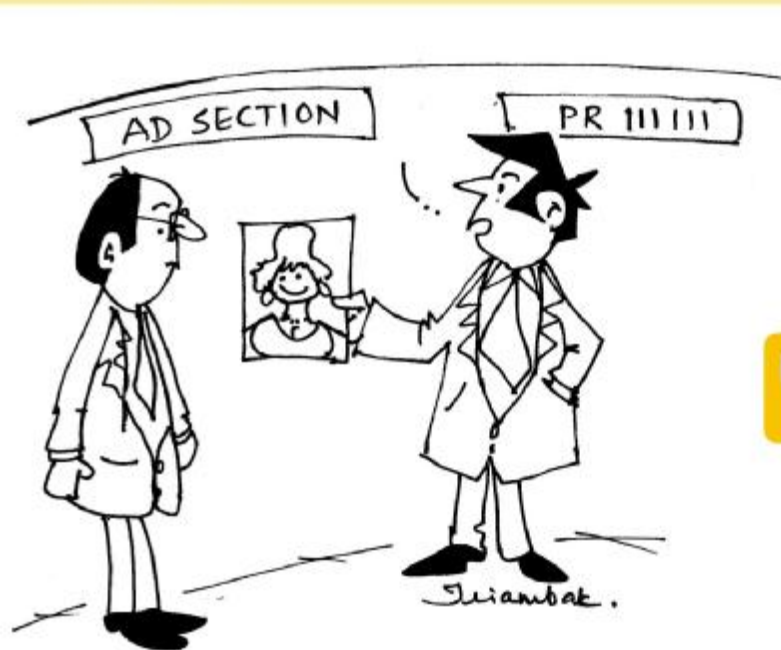
TODAY I AM VERY BUSY DEAR...
LET US PLAN IT ANY OTHER DAY..

MANAGEMENT Lesson -3

MANAGEMENT Lesson -4



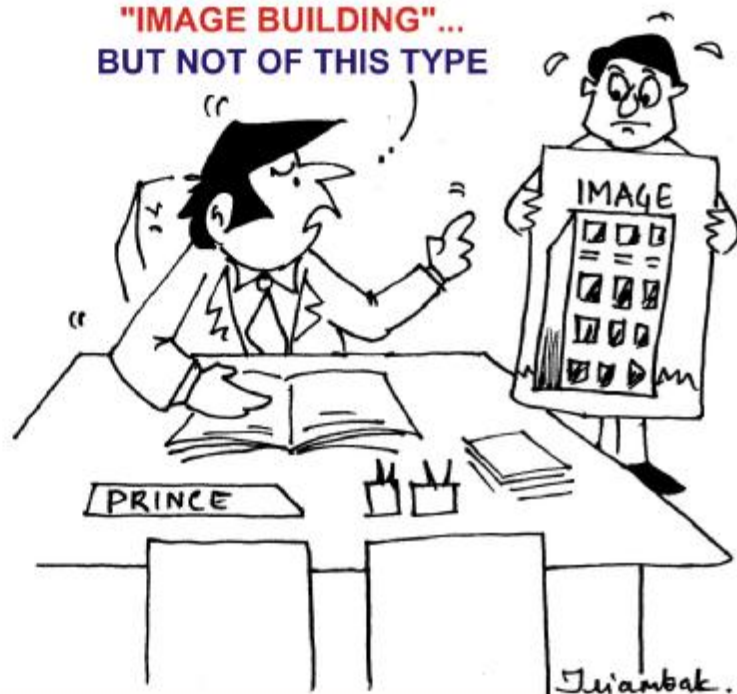
HOW TO CONVERT YOUR "FAULT"
IN TO A GOOD STRATEGIC MOVE...



MANAGEMENT
Lesson -5

**SHE SAYS... YOU CAN USE HER IN ANY
AD CAMPAIGN IF YOU HAVE CREATIVITY**

**YES I ASKED FOR
"IMAGE BUILDING"...**
BUT NOT OF THIS TYPE



MANAGEMENT
Lesson -6

PRESS CONFERENCE

BUSH - EFFECT
PLEASE REMOVE
YOUR... SHOES,
MOBILE, BAGS
BEFORE ENTERING



THIS IS OUR NEW PRODUCT NAMED "**FLYING BUSH**" IT IS LIGHT
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K.Shankar Pillai

(1902-1989)

Popularly known as '**Shankar**',

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celebrated Cartoonists.

Released by The Vice-President

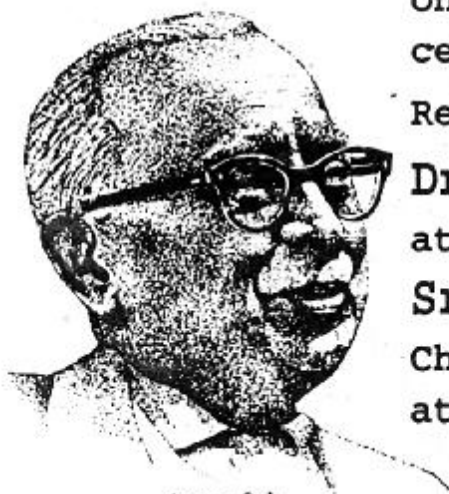
Dr. Shankar Dayal Sharma

at New Delhi and

Sri. K. Karunakaran,

Chief Minister of Kerala

at Thiruvananthapuram on 31.7.91



കെ. ശങ്കര പിള്ള
K. SHANKAR PILLAI





One of the most famous Indians of our time doesn't exist in real life- the Common Man. With his hair and glasses askew, in his crumpled dhoti and checked shirt, this always puzzled, ever silent being was created by Rasipuram Krishnaswamy Laxman, a cartoonist who has been synonymous with the Times of India ever since your grandfather was a child.

Laxman once said of his Common Man, "He's been with me throughout my career. I didn't find him. He found me... I would say he symbolises the mute millions of India, or perhaps the whole world, a silent spectator of marching time".

Half a century ago, he would draw a Bengali, a Tamilian, a Punjabi and so on to represent Indians. These figures dropped out of his cartoons gradually, until he was left with this lone character.

Laxman insists that a cartoonist needs a sense of humour, the talent to draw, and a sound education. "It is of no use if one of these traits is present without the others, or any two without the third. He must have all of them. Cartooning is inborn," he says. "It cannot be taught."

Courtesy:

<http://www.hinduonnet.com/yw/2004/06/12/stories/2004061200060200.htm>

Picture : Common man statue at Symbiosis, Pune



Jawaharlal Nehru enjoyed a hearty laugh - often at his own expense. Without his humour, he could not have been so buoyant and creative. He loved to spare time with persons who had a gift for witty repartee. He relished the company of those who could simultaneously see the light as well as the serious aspects of life. Cartoonists have become an integral part of the intellectual life of a modern society.

Some draw without intent to draw blood; some remove masks and hold a mirror to the face of society. There cannot be a cartoon without a certain amount of irreverence. But it depends on the cartoonist whether the irreverence aims at malice or irony.

-Indira Gandhi, Prime Minister of India, New Delhi July 2, 1983



Global Round up - A Singapore perspective on PR in 2009

2008 started on a high note of optimism for the Singapore PR industry. There were many big events like the F1 night race, and a growing demand for communication services in various fields. We saw the MNC consultancies hiring more and more staff, and many individuals setting up small consultancies with a steady stream of projects to work on.

The year has ended with quiet uncertainty. No one is quite sure how 2009 will play out. Although the first few months are comfortable for most PR agencies, the rest of the year is unpredictable. The advertising sector here is already significantly affected as companies are drastically cutting down their advertising budgets.

We know that in such trying times, PR and communication efforts are crucial for organizations. Yet, many Corporates treat this function as discretionary expenditure – to dispense with when times are bad. In the current climate of economic crisis, organisations have to deal with downsizing, retrenchments, drastic drop in profitability, substantial losses, lower sales, lower production and so on. Such bad news requires carefully planned internal and external communications. One major Singapore bank was rapped for poor handling of their announcement of retrenchment of 900 staff. The internet was abuzz with comments and disgust.

While 2009 looks uncertain, there will be some bright sparks for the Singapore industry. Healthcare, education and communication sectors are expected to continue to do well. Singapore also expects the first integrated resort in Marina Bay to open in late 2009. The Marina Bay Sands will boost Singapore's attractiveness as a premium destination for business and leisure visitors. It will have a combination of exhibition and meeting space of 110,000 sq m. The Marina Bay Sands includes world-class entertainment in two 2,000-seat theatres, a museum, luxury retail outlets, unique dining venues and a casino.

Nevertheless, PR consultancies would have to compete more aggressively as budgets are reduced. On the other hand, companies would expect to optimize their budgets and seek value for their money. PR consultancies may therefore find their margins squeezed but they should strive to maintain high professional standards and ethics. These values should never be compromised. For companies and organizations, there will be greater demand for transparency and openness by their stakeholders. The public wants more than information. Hence, companies and organizations should move from a "need to inform" to a "need to disclose" function.

It will be a challenging year in 2009. Consultancies have to provide wise solutions and communication strategies within limited budgets to their clients. But the bottom line for organisations is that they **MUST** communicate well in these trying times as it has a major impact on their image and reputation.

- By Ms K Bhavani, President, IPRS, Singapore



Animated cartoons



The animated video was created to introduce a presentation at a meeting of the Australian Marketing Institute. The video takes the format of a talk show. Being interviewed is "Howard Downer," the supposed marketing manager for a company called "Verbalized Solutions." The overly energetic "Howard Downer" is quizzed on how he spreads the word about marketing initiatives to his company's employees. Unfortunately, Downer doesn't have a clue about communicating to his employees. He thinks they should pick up corporate news by watching the company's ads on TV. "The Christmas party," "PowerPoint slides with loads of clip art" and "e-mails with those little smileys on them," are his idea of effective communication.

The great thing about this kind of animation is that people instantly recognise it as satire. Animation helps to intensify the "cringe" factor - that feeling people have when they are watching the cartoon and they say "Oh, he sounds just like that idiot I used to work with." It also saves you money - this animation was voiced by a staff member and a co-worker in a sound studio in an hour, then animated in Flash over the next couple of days. A video shoot for this, if you want it to look any good, is going to be far more expensive. Please click the link to watch:

<http://au.youtube.com/watch?v=PujlvJhEEE0>

By Claire Kowarsky, **ABT Melbourne**, Australia claire.kowarsky@abt.com.au



PR-eVENTS

PRCPA (M) Launch at Mauritius

The Public Relations and Communication Professionals Association (Mauritius) PRCPA (M) was officially launched by H.E. The President of the Republic of Mauritius, Sir Anerood Jugnauth during a function held on Friday the 7th November 2008.

Picture: Mr Victor Sibeko, President of the PRISA with President Jugnauth. The Chairperson of the PRCPA Mr Jean Marie F Richard, Lady Sarojini Jugnauth and he Hon. President Mr Jacques Dinan. For Contact zanmari@imagine.intnet.mu



Triambak Sharma gets the National Award from JCI



Junior Chamber International (JCI) India felicitated cartoonist Triambak Sharma (Guest Editor of this issue) at Pondicherry by Ten Outstanding Young Indian (TOYI) Award for 2008. The award was given by the hands of Mr. M.O.H.F. Shahjahan, minister of Public Works and Transport of Pondicherry in the presence of Anthony Narhona, National President of JCI during National Convention at Pondicherry on December 27, 2008. This year only three persons were selected for this Award.

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