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## **British and German Cartoons as Weapons in World War I: Invectives and Ideology of Political Cartoons, a Cognitive Linguistics Approach**

*Wolfgang Hnig*

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of Political Cartoons, a Cognitive Linguistics Approach:

On the basis of a corpus of 352 political cartoons published during the First World War in the British *Punch* and its German equivalent, *Simplicissimus*, the book presents a detailed, comparative study of cartoons in their historical context. The aim of the cartoons is to level invectives against the war enemy. Many of these are based on traditional stereotypes such as the Prussian militarist or the callous British businessman or colonialist. On the one hand, these stereotypes serve as reference points and on the other, they are thus further entrenched in the minds of the readers. The way in which the invectives are presented in the drawn scenes and their interplay with the headings and the captions elucidates the cultural differences with regard to humor, irony and sarcasm. The ideological background of the cartoons is betrayed by the way they simplify and manipulate reality.

About the Author  
The Author: Wolfgang K. Hnig is a professor at the Institute of Foreign Languages at the Gerhard Mercator University Duisburg. He has worked as a visiting professor at the University of Hamburg (1996/98) and at the University of Kiel. Research in (critical) discourse analysis, semiotics, pragmatics, stylistics, lexicology, English for specific purposes and prosody.