

5. COMICS & CARTOONS

GET CREATIVE

IN A NUTSHELL

Comics have been successfully used to raise awareness about anti-corruption with young people.

Using images and text to show speech and dialogue, cartoons present concrete situations from young people's daily lives, illustrating the corruption challenges faced by so many.

Comics have an authentic feel that encourages debate in the society depicted – and can be created by those who normally have little or no access to the media or to media production.

HOW DO YOU SET IT UP?

- 1. Consider – are comics appropriate for your campaign?** Have they been used in your community/country? Look at the local context and consider how the idea will be received.
- 2. What's the story?** Decide on the story you want to tell. Is it about exposing corruption in universities? A superhero saving the community from corruption? A romance about corruption coming between love? You've got the imagination – now tell the story.
- 3. Get the kit:** Making grassroots comics and cartoons is not very complicated. Pen, paper, ideas, and a way to reproduce and distribute the comics are all you need.
- 4. Plan your design and format:** All grassroots comic formats use simple, widely available duplicating methods, such as photocopying; digital printing for more than 100 copies; and offset printing for more than 200-300 copies. A printer can advise you on the best option for your project.
- 5. Plan publication and dissemination:** Comics can be converted for publication in newspapers, magazines and brochures; it's a good idea to consider this when choosing a format. They can be employed at different levels of campaigning, from peer group distribution within a local community to mass distribution around the country.

WHY DO IT?

- Comics are great for communicating to those who cannot read.
- Comics are created by ordinary people and activists, so they give a first-hand view of the issues facing the community. They are also a form of expression that encourages debate.
- Comics can promote communal understanding across ethnic lines. Genuine, heartfelt stories are convincing, compelling and have credibility.

YOU CAN MAKE IT HAPPEN

- Be creative! Think outside the box when illustrating a story.
- Keep it simple. It's easy to get carried away by telling a long story – but readers will want it to be to the point and entertaining.

WHAT ARE THE LIMITATIONS?

- The cost of production and distribution may be restrictive for some people. Find community sponsors who can help subsidise costs.
- While comics raise awareness about corruption and integrity, it's difficult for citizens to act unless there is a call to action. Find a way to feature the comics in a place that can be used to facilitate discussion, debate, and action against corruption.

IDEA IN ACTION

Bangladesh: Cartoon Competitions

Transparency International Bangladesh organises cartoon competitions to create greater awareness and motivation among young people to stand up to corruption. It also gives participants an opportunity to communicate their understanding of corruption and to raise their voice against it. Once the winners are chosen, all cartoon submissions are featured in an exhibition for the public.

Find out more: www.ti-bangladesh.org

Solomon Islands: Comics against Corruption

The Solomon Islands government, in partnership with Transparency Solomon Islands, ran a programme that used comic-style posters and comic strips in newspapers to increase awareness of corruption in the country. It encouraged Solomon Islanders to say “Naf Nao!” to corruption by reporting anyone they believe to be involved in corrupt practices.

The comic was timed to coincide with International Anti-Corruption Day on 9 December. Each comic told the story of average Solomon Islanders in everyday situations, and how their lives can be deeply affected by seemingly simple acts of corruption. The campaign covered the topics of bribery, favouritism, misuse of funds and what you can do to stop corruption. The series of anti-corruption comics ran in all three of Solomon Islands' major newspapers – and was even available as a pull-out poster insert in the *Solomon Star*.

Find out more: www.ramsi.org/media/news/anti-corruption-comic-hits-the-streets.html