Cartoons for the Classroom

Americans love But some worry about No one knows how to monetize their replicators. economic dislocation. the new technology. No matter. Companies still invest in it. BRAD PITT'S HEAD NOW THAT PEOPLE CAN IN THE FORM OF MAKE ANYTHING FROM THE OLD RULES NO LONGER APPLY! IN THE NEW REPLI 2.0 BACON AND THIN AIR, NO ONE WANTS CHOCO-TO PAY FOR STUFF! ECONOMY, THE WINNERS WILL MAKE MORE FREE STUFF FASTEST ! Chings & Stuff GUY, PROP. Mz For now, however, the replirati have won Economists warn that a terrible the argument with their pithy slogan: reckoning may lie ahead. "Matter wants to be free." SITTING ON YOUR BUTT CRY YER WHINY ADAPT OR DIE, REPLICATING THINGS IS SONG, DINOSAURS-ME, I'M REPLICATIN' OLD TIMERS! UNSUSTAINABLE. WHO WILL MINE THE COAL TO POWER THE NOT PAYIN'!

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.

"Matter wants to be free." CRY YER WHINY SONG, DINOSAURS-ME, I'M REPLICATIN', NOT PAYIN'! NOT PAYIN'! NOT PAYIN'! MANUFACTURES! I'M KILLING MANUFACTURES!

Ending the free ride

Talking points

ELECTRIC PLANTS NEEDED FOR

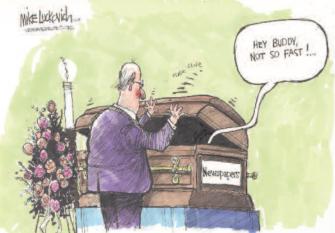
IT'S A BUBBLE!

REPLICATORS?

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

Cartoon courtesy Ted Rall, AAEC President

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/

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