

The Great GAPsby Society

JEFF PARKER

Jeff Parker (b. 1959) is an editorial cartoonist for *Florida Today*. A member of the National Cartoonists Society and the Association of American Editorial Cartoonists, he was nominated in 1997 and 1998 for the NCS Reuben Award for editorial cartooning. His cartoons have been included in many editions of Pelican Books' *Best Editorial Cartoons of the Year*.



Exploring the Text

1. The title of this cartoon alludes to the novel *The Great Gatsby* by F. Scott Fitzgerald. Why is the allusion appropriate? If you haven't read the novel to which the title alludes, does the cartoon still make sense?
2. Try summarizing the point, or message, of the cartoon. How does the verbal summary change the impact of the visual?
3. What does the audience have to know in order to get the full impact of the cartoon? Will readers who have jobs at the "quicke mart" or places such as McDonald's feel insulted or mocked? Explain.

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Editor
 Robin Aufses

4. What is the purpose of the expression “old sport”? How does it contribute to the characterization of the man in the suit?
5. How do you think Barbara Ehrenreich, whose “From *Serving in Florida*” appears on page 000, would respond to this cartoon? Would the cartoon effectively illustrate her work? Which other readings from this chapter would the cartoon enhance?

This Modern World: A “Handy” Guide to the Housing Market

TOM TOMORROW

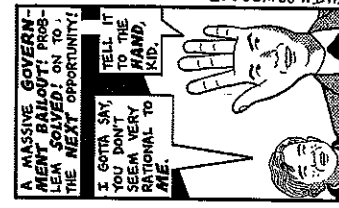
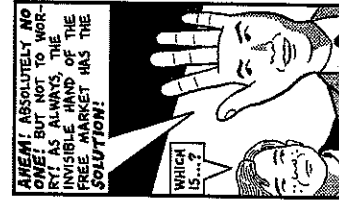
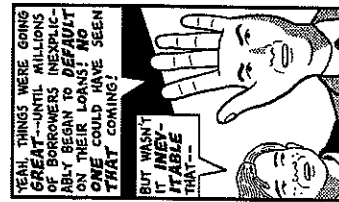
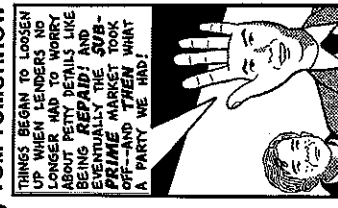
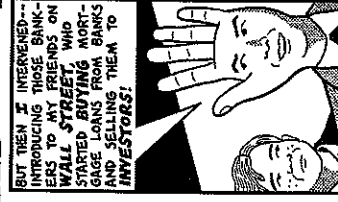
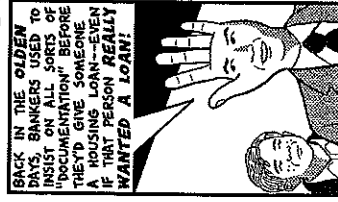
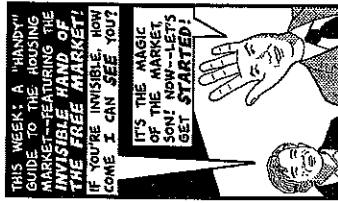
Tom Tomorrow is the pen name of political cartoonist Dan Perkins, creator of the weekly feature “This Modern World,” which appears in approximately eighty newspapers across the United States and on the Web site Salon.com. His work has appeared in publications including the *New York Times*, the *New Yorker*, *Spin*, *Mother Jones*, *Esquire*, the *Economist*, the *Nation*, *U.S. News and World Report*, and the *American Prospect*. In 2009 he created the cover art for the Pearl Jam album *Backspacer*. He is also the author of a book for children, *The Very Silly Mayor* (2009). He received the first place Robert F. Kennedy Award for Excellence in Journalism in 1998 and in 2003. This cartoon features The Invisible Hand, a character based on the notion that an invisible hand guides the marketplace so that the pursuit of profit ultimately ensures the greater good. The phrase “invisible hand” derives from the following passage of Adam Smith’s highly influential book *The Wealth of Nations* (1776):

But it is only for the sake of profit that any man employs a capital in the support of industry; and he will always, therefore, endeavour to employ it in the support of that industry of which the produce is likely to be of the greatest value, or to exchange for the greatest quantity either of money or of other goods. . . .

As every individual, therefore, endeavours as much as he can both to employ his capital in the support of domestic industry, and so to direct that industry that its produce may be of the greatest value; every individual necessarily labours to render the annual revenue of the society as great as he can. He generally, indeed, neither intends to promote the public interest, nor knows how much he is promoting it. By preferring the support of domestic to that of foreign industry, he intends only his own security; and by directing that industry in such a manner as its produce may be of the greatest value, he intends only his own gain, and he is in this, as in many other cases, led by an invisible hand to promote an end which was no part of his intention. Nor is it always the worse for the society that it was no part of it. By pursuing his own interest he frequently promotes that of the society more effectually than when he really intends to promote it. I have never known much good done by those who affected to trade for the public good: it is an affection, indeed, not very common among merchants, and very few words need be employed in dissuading them from it.

THIS MODERN WORLD

by TOM TOMORROW



Exploring the Text

1. The main character of the cartoon is modeled on economist Adam Smith’s “invisible hand.” How well does the hand in the cartoon express what Smith says in the quotation above?
2. How would you characterize the tone of The Invisible Hand, that is, the main speaker in the cartoon? How does his diction contribute to that tone?
3. What is Tom Tomorrow’s attitude toward The Invisible Hand? Is he critical? Is he supportive? How can you tell?
4. What is the rhetorical function of the statement following “ER” in frame 5?
5. Why is the secondary character a young boy? What is his rhetorical function?
6. What is ironic about the “solution” posed in frames 7 and 8? What does Tomorrow suggest about the contemporary relationship between government and business?
7. What does the cartoon suggest about the free market economy?
8. Compare this cartoon with Swift’s essay (p. 000). Are they rhetorically similar? Theoretically similar? Explain.