Examine the cartoon below. Then, be ready to discuss the following questions:

- What event is the artist alluding to in this cartoon?
- What message is being implied?
- Is the implication effective? Why or why not?
Introduction to Satire

“The Art of Indirect Persuasion”
Satire

- **Satire** is a literary genre that uses irony, wit, and sometimes sarcasm to expose humanity’s vices and foibles, giving impetus, or momentum, to change or reform through ridicule.
- It is a manner of writing that mixes a **critical attitude with wit and humor** in an effort to improve mankind and human institutions.
- While some writers and commentators use a serious tone to **persuade** their audiences to accept their perspective on various issues, **some writers specifically use humor to convey a serious message.**
Por favor! Lemme go home!

Looks like the U.S. economy is worse off than we thought.
Types of Direct Satire

- **Horatian satire** is a type of direct satire which pokes fun at human foibles with a witty even indulgent tone.

- **Juvenalian satire** is a type of direct satire which denounces, sometimes with invective, human vice and error in dignified and solemn tones.
Horatian Satire

- This type of satire is named after the Roman satirist Horatian.
- It seeks to criticize, rather than attack, immorality or stupidity.
- In general, Horatian satire is gentler, more sympathetic, and more tolerant of human folly.
- Unlike Juvenalian satire, it serves to make us laugh at human folly as opposed to holding our failures up for needling.
- Horatian satire tends to ridicule human folly in general or by type rather than attack specific persons.
- It tends to produce a smile.
Horatian Satire

Principal's Office

I said the “S-H” word.

I said the “F” word.

I said “Christmas.”

Seen at Watchersweb.com
Juvenalian Satire

- This type of satire is named after the Roman satirist Juvenal.
- It is harsher than Horatian satire because it often attacks and shows contempt for people.
- Often, it seeks to address some evil in society through scorn and ridicule.
- The Juvenalian satirist approaches his work in a more serious manner and uses dignified language to attack erroneous thinking or vice.
- In this way Juvenalian satire evokes feelings of scorn, shock, and righteous indignation in the mind of the reader.
Juvenalian Satire
Characteristics of Satiric Writing

- The following slides describe the various characteristics that often appear in satiric writing.

- As you continue to read your OR book, your goal will be to identify and analyze these characteristics and their effect on the text as a whole.
Irony

Irony is a mode of expression, through words (verbal irony) or events (irony of situation), conveying a reality different from and usually opposite to appearance or expectation.

The surprise recognition by the audience often produces a comic effect, making irony often funny.

When a text intended to be ironic does not seem as such, the effect can be disastrous.

To be an effective piece of sustained irony, there must be some sort of audience tip-off, through style, tone, use of clear exaggeration, or other device.
Irony

Irony
It just happens.
Hyperbole

- **Hyperbole** is deliberate exaggeration to achieve an effect; overstatement.
Litotes are a form of understatement that involves making an affirmative point by denying its opposite.

For Example:

- “Being tortured with fire must have been somewhat uncomfortable.”
- “Rap videos with dancers in them are not uncommon.“
- “There are a few Starbucks in America."
Wit

Wit is most commonly understood as clever expression, whether aggressive or harmless; that is, with or without derogatory intent toward someone or something in particular.

We also tend to think of wit as being characterized by a mocking or paradoxical quality, evoking laughter through apt phrasing.
Wit
Sarcasm

Sarcasm is intentional derision, generally directed at another person and intended to hurt.

The term comes from a Greek word meaning “to tear flesh like dogs” and signifies a cutting remark.

Sarcasm usually involves obvious, verbal irony, achieving its effect by jeeringly stating the opposite of what is meant so as to heighten the insult.
Sarcasm

SARCASM: the ability to insult idiots without them realizing it.

I'm so happy you love your boyfriend. Do you tell him as often as you tell everyone on Facebook?
Ridicule

- **Ridicule** is the use of words intended to belittle a person or idea and arouse contemptuous laughter.

- The goal is to **condemn or criticize** by making the thing, idea, or person seem laughable and ridiculous.
Ridicule
A parody is an imitation of an author or his/her work with the idea of ridiculing the author, his/her ideas, or the work itself.

A parodist exploits the peculiarities of an author’s expression—the propensity to use too many parentheses, certain favorite words, or other elements of the author’s style.
Parody

The Simpsons
Invective

- **Invective** is speech or writing that abuses, denounces, or attacks. It can be directed against a person, cause, idea, or system.
- It employs a heavy use of **negative emotive language**.
- For Example: “I cannot but conclude the bulk of your natives to be the most pernicious race of little odious vermin that nature ever suffered to crawl upon the surface of the earth.” (Swift, *Gulliver’s Travels*)
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Invective

ARE YOU NOT

ENTERTAINED
Practice!

- Watch the following video:
  - http://youtu.be/OSXNU1_bouc

- As you watch, jot down all of the various characteristics of satire you see in the video.

- Then, determine whether the video is Horatian or Juvenalian satire and write a sentence or two explaining why.