

CARTOONS: Checking Account Fees

Checking accounts often serve as the foundation of managing one's finances. However, when signing up for an account, the importance of reading the fine print cannot be overemphasized. Many checking accounts come with fees and users are charged - sometimes multiple times a day - for transactions they thought were covered!

In this activity, you will pick one of the cartoons provided below and analyze how it portrays the importance of understanding the costs and fees associated with your checking account.

Part I: Choose a Cartoon

Select one of the four cartoons provided below to analyze.

Cartoon 1

Cartoon 2



Cartoon 3



Cartoon 4



Part II: Analyze Your Cartoon

Use what you know about checking account fees to analyze your cartoon and answer the questions below.

1. Which cartoon did you select?

2. In one or two paragraphs, write an analysis of the cartoon you chose and the message it conveys. Use the questions below to guide your response:

- What is the main message this cartoon delivers about the costs and fees associated with checking accounts?
- How does this cartoon portray that message?
- Did you find this cartoon persuasive? Why or why not?
- Bonus: What other techniques could the cartoonist have used to make this cartoon more persuasive?