

CARTOONS: Insurance Coverage

No matter what type of insurance you have - whether it be medical, auto, home, or other - the main point of having insurance is that if an incident that is outside your control occurs, you have coverage so that you don't bear the brunt of a huge financial expense. However, insurance companies are notorious for failing to cover costs, and there are many cartoonists who have, quite literally, illustrated this perspective through their work.

In this activity, you will pick one of the cartoons provided below and analyze how it portrays the insurance company in that particular situation.

Part I: Choose a Cartoon

Select one of the six cartoons provided below to analyze.

Cartoon 1

Cartoon 2



Cartoon 3



Cartoon 4



Cartoon 5



Cartoon 6



Part II: Analyze Your Cartoon

Use what you know about how insurance works 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 about insurance coverage. Use the questions below to guide your response:

- What is the main message this cartoon delivers about how insurance companies cover their clients' costs?
- 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?

(Optional) Part III: Are Insurance Companies Really That Bad?

While the cartoons above paint insurance companies in a negative light, they ultimately exist to make sure people are not responsible for a large, unexpected cost. Think about *your* take on insurance companies, and answer the question below.

3. Do you think the cartoons above portray insurance companies fairly? Explain your reasoning.

