

## ABSTRACT

### VISUAL RHETORIC OF WARNER BROTHERS CARTOONS (THE RHETORIC OF A WABBIT AS RADICAL DITCORTH)

I am arguing the rhetorical subversion of WB Looney Tunes cartoons and connecting the discourse of Mikhail Bakhtin and his cultural philosophy on carnival and grotesque realism. I am also applying John Fiske's theoretical thoughts on carnival in popular culture using reproduced meaning, carnival pleasures, and evasion. I believe that the radical rhetoric, WB Looney Tunes cartoons, was an underlying cause of the Baby-Boom generation's disillusionment of authority and the status quo.

The thought of a whole generation of young, impressionable minds held spellbound by these iconoclastic cartoons that exposed the satirical ire of oppressed peoples and all this using the new media of television, causes me to argue the probability of an early awakening of social conscience using carnival through visual rhetoric, which in turn helped produce the counterculture of the radical 60s and early 70s.

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