Abstract

In the numerous cartoons and prose which the multi-talented Feng Zikai's produces, many of them exude a feeling of child-like innocence. In these cartoons, many in fact reflect the same stories and experiences written in the prose. Prose and comics are two very different genres and tactics used must be different. But Feng managed to merge these two types of genres seamlessly. And hence in the first part of this essay, this writer will explore how Feng manages to merge prose and comics and to discuss the links between them.

Feng in addition to drawing his own independent comics, also help certain children publications and textbooks to do the cover design and illustration. In the second part of the essay, this writer will examine the interaction between Feng's comic and the textbooks and children publications. In doing that, this writer hopes to provide an idea of how Feng's comic, which exudes the feeling of childlike innocence, manage to serve both educational and business purposes.