

# What cultural themes are present in the 28th season of The Simpsons?

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## Introduction

This project seeks to determine the cultural themes reflected in the 28th season of The Simpsons, a worldwide popular animated TV show about a stereotypical American household living in the fictional town of Springfield, through the qualitative research method of textual analysis



## Methodology

### Validity and Reliability

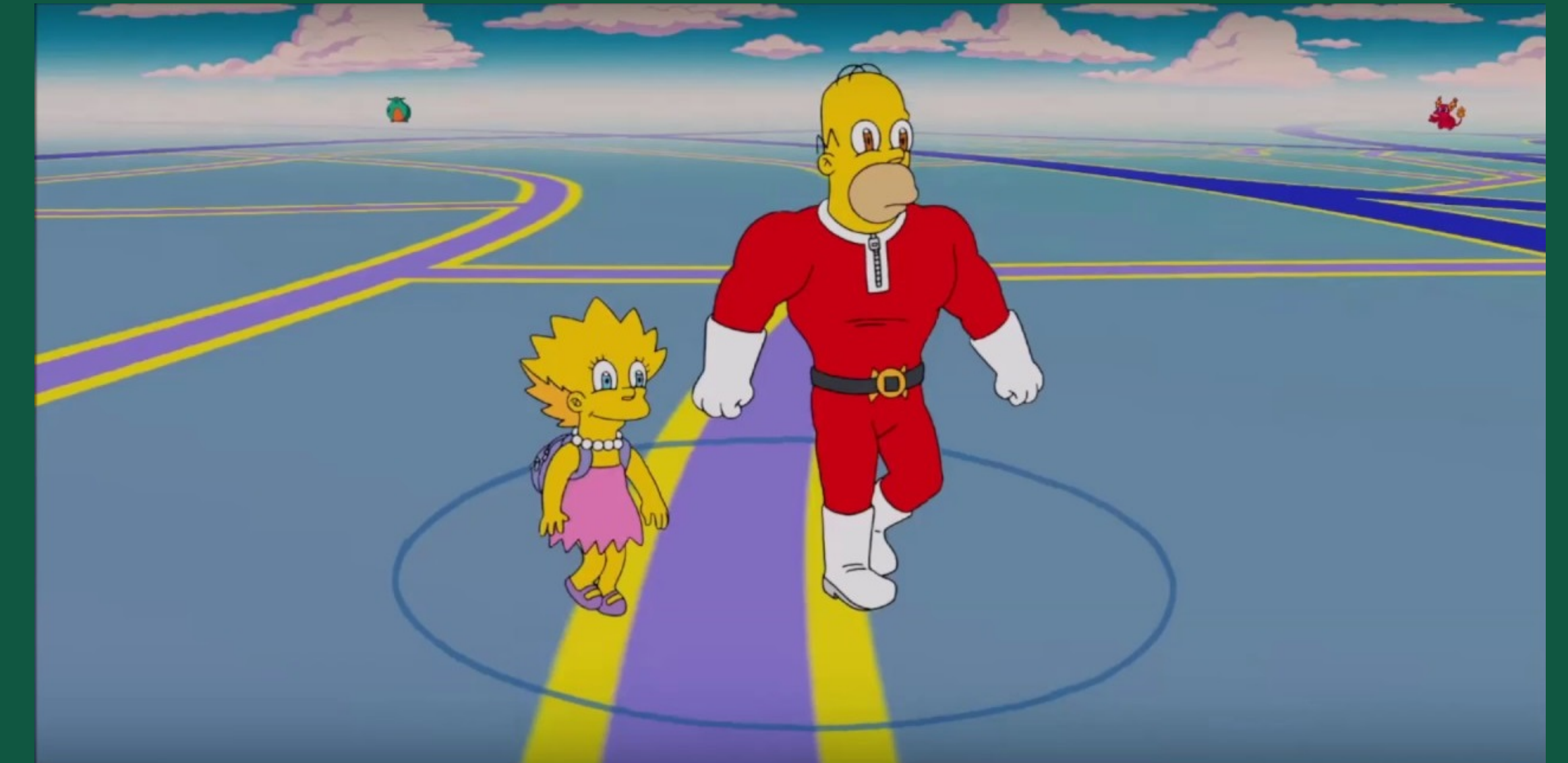
Triangulation was utilized to ensure the accuracy of research data. Prior to research an agreement was made between researchers on what can be considered "cultural themes" and the coding procedures.

### Sample size

Twenty-two episodes of The Simpsons' 28th season

### Encoding and decoding procedure

- A character's remark
- Semiotical representations
- The portrayal or comedic parody of real life popular figures
- Presence or reference of real life events or movements
- The presence of popular media programs or fictional representations of said programs



## Results

- Reliance on technology
- Parody of existing movies and TV shows
- Breaches of 4th wall

## References

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- Lewis, T. V. (2002). Religious Rhetoric and the Comic Frame in The Simpsons. *Journal Of Media & Religion*, 1(3), 153.