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### **FATHERS' DISCOURSE IN AMERICAN ANIMATED SERIES**

Fathers and fatherhood have become an important part of family discourse; however, the role of fathers has undergone some transformation. Men, who are traditionally seen as breadwinners, disciplinarians and protectors [2, p. 1], are no longer represented as role models for their children in family-centered animated series [3].

Having analyzed fathers' discourse in the animated sitcoms *The Simpsons* and *Family Guy* featuring the adventures of the dysfunctional Simpson and Griffin families, the shift in the representation of fatherhood has been marked. For this purpose, the corpora of Homer Simpson's remarks [5], the father of the Simpson family, and Peter Griffin's remarks [1], the father of the Griffin family, have been compiled and analyzed via online corpus software Sketch Engine [4].

Keyword analysis, which shows the most salient words in the focus corpus (Peter's lines) comparing to a reference corpus (English Web 2018), reveals the following word combinations:

Table 1. Top 5 key word combinations of Peter's remarks

№	Word combination	Keyness
1.	big raise	164.537
2.	patrol fantasy	133.788
3.	beer money	64.719
4.	own jester	58.523

5.	father-daughter talk	46.956
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As a breadwinner, Peter is concerned with money (*big raise*); as a caregiver, he wants to be involved in his daughter's emotional well-being (*father-daughter talk*); and as a man, he is interested in cars (*patrol fantasy*). However, the word combination *beer money* reveals that Peter spends much of his free time at the bar with friends, abusing alcohol.

Homer Simpson, on the other hand, acts as a family jester (see table 2) who is constantly involved in *funny stuff* and similar to Peter he is depicted as the father with alcohol addiction who dreams of a *constant beer* supply. Though, as a man Homer is responsible for traditional fix-it chores around the house (*fix sink hole, reshingle roof*), he never completes them successfully. Also, Homer tends to discipline his mischievous son Bart (*Alright boy, time for the ultimate dare. I dare YOU to skateboard to Krusty Burger - and back - naked!*) but he lacks respect of his children.

Table 2. Top 5 key word combinations of Homer's remarks

№	Word combination	Keyness
1.	funny stuff	150.719
2.	fix sink hole	130.321
3.	constant beer	95.829
4.	reshingle roof	76.223
5.	ultimate dare	58.197

In this way, creators of American animated sitcoms have reimaged the provider archetype of fathers having added some flaws (alcohol abuse, lack of common sense) to the male parents. As a result, fathers are mocked and disrespected by other fictional family members encouraging sitcom audiences to laugh at them.

## REFERENCES

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