

Living Loud: Is Nickelodeon's "The Loud House" the Next Cartoon for Young Feminists?

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Children's programming has gone through some drastic changes over the years as animation technology has improved and as cultural norms have shifted. Female cartoon characters are portrayed in roles today that they were not in the early years. The purpose of this pilot project is to examine how female characters are portrayed in the currently popular children's cartoon, *The Loud House*. Using feminist theory as a foundation, this content analysis looks at twelve segments from two different seasons of the show to explore ways in which gender roles are illustrated among the thirteen main characters. This project examines ways in which certain characters do breakdown gender stereotypes but at the same time uphold them. With a cast that is heavily dominated by females, it might be easy to think that *The Loud House* could be the next cartoon for young feminists, but the findings here dispute that idea.