

# We're All Belchers: Finding a new American Family in the Animated World of *Bob's Burgers*

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*Bob's Burgers*, an animated television show airing on FOX, tells the story of the Belcher family. The Belcher's own a burger restaurant and the show explores all of the day-to-day mishaps that tend to occur. While the show often features absurd plot points, at its base it is a show about an average, loving family. *Bob's Burgers* pushes back against the typical sitcom expectations of a working-class family and instead shows a family that is deeply connected and caring. This content analysis of ten episodes from the first seven seasons explores the healthy family dynamics represented. This research explores the importance of positive media representations of working-class families and the positive representation of a working-class father.