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TV Assignment

1. The demographic of the family in Bob’s Burgers is a white middle class family. The age range is average for a family. Bob’s political affiliation is more right leaning, and he believes in the American dream of working hard. The family’s demographic seems to match up with what they own. This is probably because they are trying to make the family more relatable to their target audience. The family’s financial situation has a large effect on the content of the show. Most of the plot is based around their burger shop.
2. In this family, everyone works because they run a family business. Bob is the owner of the shop, but everyone in the family works. There are three kids in the family, two girls and a boy. This is a nuclear family and is a representation of the average family of middle class citizens. Everyone in the family id biologically related. They do this because it matches the average demographic of the audience for this show. The audience can then relate to the characters in the show.
3. This sitcom is similar to other sitcoms like Family Guy and American Dad. They all focus on a middle class family. They tend to have more problems that have to do with finance and money. They usually ignore lots of drama that people in their 20s would enjoy watching. The target demographic is clearly people in their 30s and 40s who have a family and job. This is why they focus on problems that most middle class families have. This makes the audience more likely to watch because they understand the problems and drama that the families in the shows are having.
4. This sitcom is unlike shows like Friends which have a much younger demographic. Shows like friends tend to focus on drama that has to do with relationships and getting married. They tend to ignore all financial problems because younger people care less about this. Married people in their 30s don’t care about getting into a relationship so shows like Bob’s Burgers tend to ignore this type of drama. Bob’s Burgers is more about maintaining the marriage and family while Friends is more about relationships and finding someone to marry. The drama in sitcoms is largely based off the audience demographic they are targeting.