

= Homer Simpson =

Homer Jay Simpson is a fictional character and the main protagonist of the American animated television series *The Simpsons* as the patriarch of the eponymous family . He is voiced by Dan Castellaneta and first appeared on television , along with the rest of his family , in *The Tracey Ullman Show* short " Good Night " on April 19 , 1987 . Homer was created and designed by cartoonist Matt Groening while he was waiting in the lobby of James L. Brooks ' office . Groening had been called to pitch a series of shorts based on his comic strip *Life in Hell* but instead decided to create a new set of characters . He named the character after his father , Homer Groening . After appearing for three seasons on *The Tracey Ullman Show* , the Simpson family got their own series on Fox that debuted December 17 , 1989 .

Homer and his wife Marge have three children : Bart , Lisa , and Maggie . As the family 's provider , he works at the Springfield Nuclear Power Plant . Homer embodies several American working class stereotypes : he is a crude , bald , overweight , incompetent , clumsy , lazy , heavy drinking , ignorant and idiotic person ; however , he is essentially a decent man and fiercely devoted to his family . Despite the suburban blue @-@ collar routine of his life , he has had a number of remarkable experiences .

In the shorts and earlier episodes , Castellaneta voiced Homer with a loose impression of Walter Matthau ; however , during the second and third seasons of the half @-@ hour show , Homer 's voice evolved to become more robust , to allow the expression of a fuller range of emotions . He has appeared in other media relating to *The Simpsons* ? including video games , *The Simpsons Movie* , *The Simpsons Ride* , commercials and comic books ? and inspired an entire line of merchandise . His signature catchphrase , the annoyed grunt " D 'oh ! " , has been included in *The New Oxford Dictionary of English* since 1998 and the *Oxford English Dictionary* since 2001 .

Homer is one of the most influential characters in the history of television . The British newspaper *The Sunday Times* described him as " the greatest comic creation of [modern] time " . He was named the greatest character " of the last 20 years " in 2010 by *Entertainment Weekly* , was ranked the second greatest cartoon character by *TV Guide* , behind Bugs Bunny , and was voted the greatest television character of all time by Channel 4 viewers . For voicing Homer , Castellaneta has won four Primetime Emmy Awards for Outstanding Voice @-@ Over Performance and a special @-@ achievement Annie Award . In 2000 , Homer and his family were awarded a star on the Hollywood Walk of Fame .

= = Role in The Simpsons = =

Homer is the bumbling husband of Marge and father of Bart , Lisa and Maggie Simpson . He is the son of Mona and Abraham " Grampa " Simpson . Homer held over 188 different jobs in the first 400 episodes of *The Simpsons* . In most episodes , he works as the Nuclear Safety Inspector at the Springfield Nuclear Power Plant , a position he has held since " *Homer 's Odyssey* " , the third episode of the series . At the plant , Homer is often ignored and completely forgotten by his boss Mr. Burns , and constantly falls asleep and neglects his duties . Matt Groening has stated that he decided to have Homer work at the power plant because of the potential for Homer to wreak havoc . Each of his other jobs has lasted only one episode . In the first half of the series , the writers developed an explanation about how he got fired from the plant and was then rehired in every episode . In later episodes , he often began a new job on impulse , without any mention of his regular employment .

The Simpsons uses a floating timeline in which the characters never physically age , and , as such , the show is generally assumed to be set in the current year . Nevertheless , in several episodes , events in Homer 's life have been linked to specific time periods . " *Mother Simpson* " (season seven , 1995) depicts Homer 's mother , Mona , as a radical who went into hiding in 1969 following a run @-@ in with the law ; " *The Way We Was* " (season two , 1991) shows Homer falling in love with Marge Bouvier as a senior at Springfield High School in 1974 ; and " *I Married Marge* " (season three , 1991) implies that Marge became pregnant with Bart in 1980 . However , the episode " *That '*

90s Show " (season 19 , 2008) contradicted much of this backstory , portraying Homer and Marge as a childless couple in the early 1990s .

Homer 's age has changed as the series developed ; he was 36 in the early episodes , 38 and 39 in season eight , and 40 in the eighteenth season , although even in those seasons his age is inconsistent . During Bill Oakley and Josh Weinstein 's period as showrunners , they found that as they aged , Homer seemed to become older too , so they increased his age to 38 . His height is 6 ' 0 " .

= = Character = =

= = = Creation = = =

Naming the characters after members of his own family , Homer was named after Groening 's father Homer Groening , who himself had been named after ancient Greek poet Homer . Very little else of Homer 's character was based on him , and to prove that the meaning behind Homer 's name was not significant , Groening later named his own son Homer . According to Groening , " Homer originated with my goal to both amuse my real father , and just annoy him a little bit . My father was an athletic , creative , intelligent filmmaker and writer , and the only thing he had in common with Homer was a love of donuts . " Although Groening has stated in several interviews that Homer was named after his father , he also claimed in several 1990 interviews that a character in the 1939 Nathanael West novel *The Day of the Locust* was the inspiration for naming Homer . Homer 's middle initial " J " , which stands for " Jay " , is a " tribute " to animated characters such as Bullwinkle J. Moose and Rocket J. Squirrel from *The Rocky and Bullwinkle Show* , who got their middle initial from Jay Ward .

Homer made his debut with the rest of the Simpson family on April 19 , 1987 , in *The Tracey Ullman Show* short " Good Night " . In 1989 , the shorts were adapted into *The Simpsons* , a half @-@ hour series airing on the Fox Broadcasting Company . Homer and the Simpson family remained the main characters on this new show .

= = = Design = = =

The entire Simpson family was designed so that they would be recognizable in silhouette . The family was crudely drawn because Groening had submitted basic sketches to the animators , assuming they would clean them up ; instead , they just traced over his drawings . Homer 's physical features are generally not used in other characters ; for example , in the later seasons , no characters other than Homer , Lenny , and Krusty the Clown have a similar beard line . When Groening originally designed Homer , he put his initials into the character 's hairline and ear : the hairline resembled an ' M ' , and the right ear resembled a ' G ' . Groening decided that this would be too distracting and redesigned the ear to look normal . However , he still draws the ear as a ' G ' when he draws pictures of Homer for fans . The basic shape of Homer 's head is described by director Mark Kirkland as a tube @-@ shaped coffee can with a salad bowl on top . Bart 's head is also coffee @-@ can shaped , while spheres are used for Marge , Lisa , and Maggie . During the shorts , the animators experimented with the way Homer would move his mouth when talking . At one point , his mouth would stretch out back " beyond his beardline " ; but this was dropped when it got " out of control . " In some early episodes , Homer 's hair was rounded rather than sharply pointed because animation director Wes Archer felt it should look disheveled . Homer 's hair evolved to be consistently pointed . During the first three seasons , Homer 's design for some close @-@ up shots included small lines which were meant to be eyebrows . Matt Groening strongly disliked them and they were eventually dropped .

In the season seven (1995) episode " *Treehouse of Horror VI* " , Homer was computer animated into a three @-@ dimensional character for the first time for the " Homer3 " segment of the episode . The computer animation directors at Pacific Data Images worked hard not to " reinvent the character

" . In the final minute of the segment , the 3D Homer ends up in a real world , live @-@ action Los Angeles . The scene was directed by David Mirkin and was the first time a Simpsons character had been in the real world in the series . Because " Lisa 's Wedding " (season six , 1995) is set fifteen years in the future , Homer 's design was altered to make him older in the episode . He is heavier ; one of the hairs on top of his head was removed ; and an extra line was placed under the eye . A similar design has been used in subsequent flashforwards .

= = = Voice = = =

Homer 's voice is performed by Dan Castellaneta , who voices numerous other characters , including Grampa Simpson , Krusty the Clown , Barney Gumble , Groundskeeper Willie , Mayor Quimby and Hans Moleman . Castellaneta had been part of the regular cast of The Tracey Ullman Show and had previously done some voice @-@ over work in Chicago alongside his wife Deb Lacusta . Voices were needed for the Simpsons shorts , so the producers decided to ask Castellaneta and fellow cast member Julie Kavner to voice Homer and Marge rather than hire more actors . In the shorts and first few seasons of the half @-@ hour show , Homer 's voice is different from the majority of the series . The voice began as a loose impression of Walter Matthau , but Castellaneta could not " get enough power behind that voice " , or sustain his Matthau impression for the nine- to ten @-@ hour @-@ long recording sessions , and had to find something easier . During the second and third seasons of the half @-@ hour show , Castellaneta " dropped the voice down " and developed it as more versatile and humorous , allowing Homer a fuller range of emotions .

Castellaneta 's normal speaking voice has no similarity to Homer 's . To perform Homer 's voice , Castellaneta lowers his chin to his chest and is said to " let his I.Q. go " . While in this state , he has ad @-@ libbed several of Homer 's least intelligent comments , such as the line " I am so smart , s @-@ m @-@ r @-@ t " from " Homer Goes to College " (season five , 1993) which was a genuine mistake made by Castellaneta during recording . Castellaneta likes to stay in character during recording sessions , and he tries to visualize a scene so that he can give the proper voice to it . Despite Homer 's fame , Castellaneta claims he is rarely recognized in public , " except , maybe , by a die @-@ hard fan " .

" Homer 's Barbershop Quartet " (season five , 1993) is the only episode where Homer 's voice was provided by someone other than Castellaneta . The episode features Homer forming a barbershop quartet called The Be Sharps ; and , at some points , his singing voice is provided by a member of The Dapper Dans . The Dapper Dans had recorded the singing parts for all four members of The Be Sharps . Their singing was intermixed with the normal voice actor 's voices , often with a regular voice actor singing the melody and the Dapper Dans providing backup .

Until 1998 , Castellaneta was paid \$ 30 @,@ 000 per episode . During a pay dispute in 1998 , Fox threatened to replace the six main voice actors with new actors , going as far as preparing for casting of new voices . However , the dispute was soon resolved and he received \$ 125 @,@ 000 per episode until 2004 when the voice actors demanded that they be paid \$ 360 @,@ 000 an episode . The issue was resolved a month later , and Castellaneta earned \$ 250 @,@ 000 per episode . After salary re @-@ negotiations in 2008 , the voice actors receive approximately \$ 400 @,@ 000 per episode . Three years later , with Fox threatening to cancel the series unless production costs were cut , Castellaneta and the other cast members accepted a 30 percent pay cut , down to just over \$ 300 @,@ 000 per episode .

= = = Character development = = =

Executive producer Al Jean notes that in The Simpsons ' writing room , " everyone loves writing for Homer " , and many of his adventures are based on experiences of the writers . In the early seasons of the show , Bart was the main focus . But , around the fourth season , Homer became more of the focus . According to Matt Groening , this was because " With Homer , there 's just a wider range of jokes you can do . And there are far more drastic consequences to Homer 's stupidity . There 's only

so far you can go with a juvenile delinquent . We wanted Bart to do anything up to the point of him being tried in court as an adult . But Homer is an adult , and his boneheaded @-@ ness is funnier . [...] Homer is launching himself headfirst into every single impulsive thought that occurs to him . "

Homer 's behavior has changed a number of times through the run of the series . He was originally " very angry " and oppressive toward Bart , but these characteristics were toned down somewhat as his persona was further explored . In early seasons , Homer appeared concerned that his family was going to make him look bad ; however , in later episodes he was less anxious about how he was perceived by others . In the first several years , Homer was often portrayed as sweet and sincere , but during Mike Scully 's tenure as executive producer (seasons nine , 1997 to twelve , 2001) , he became more of " a boorish , self @-@ aggrandizing oaf " . Chris Suellentrop of Slate wrote , " under Scully 's tenure , The Simpsons became , well , a cartoon . [...] Episodes that once would have ended with Homer and Marge bicycling into the sunset [...] now end with Homer blowing a tranquilizer dart into Marge 's neck . " Fans have dubbed this incarnation of the character " Jerkass Homer " . At voice recording sessions , Dan Castellaneta has rejected material written in the script that portrayed Homer as being too mean . He believes that Homer is " boorish and unthinking , but he 'd never be mean on purpose . " When editing The Simpsons Movie , several scenes were changed or otherwise toned down to make Homer more sympathetic .

The writers have made Homer 's intelligence appear to decline over the years ; they explain this was not done intentionally , but it was necessary to top previous jokes . For example , in " When You Dish Upon a Star " , (season 10 , 1998) the writers included a scene where Homer admits that he cannot read . The writers debated including this plot twist because it would contradict previous scenes in which Homer does read , but eventually they decided to keep the joke because they found it humorous . The writers often debate how far to go in portraying Homer 's stupidity ; one suggested rule is that " he can never forget his own name " .

= = = Personality = = =

The comic efficacy of Homer 's personality lies in his frequent bouts of bumbling stupidity and laziness , and his explosive anger . He has a low intelligence level and is described by director David Silverman as " creatively brilliant in his stupidity " . Homer also shows immense apathy towards work , is overweight , and " is devoted to his stomach " . His short attention span is evidenced by his impulsive decisions to engage in various hobbies and enterprises , only to " change ... his mind when things go badly " . Homer often spends his evenings drinking Duff Beer at Moe 's Tavern , and was shown in the episode " Duffless " (season four , 1993) as a full @-@ blown alcoholic . He is very envious of his neighbors , Ned Flanders and his family , and is easily enraged by Bart. Homer will often strangle Bart on impulse in a cartoonish manner . The first instance of Homer strangling Bart was in the short " Family Portrait " . According to Matt Groening , the rule was that Homer could only strangle Bart impulsively , never with pre @-@ meditation , because doing so " seems sadistic . If we keep it that he 's ruled by his impulses , then he can easily switch impulses . So , even though he impulsively wants to strangle Bart , he also gives up fairly easily . " Another of the original ideas entertained by Groening was that Homer would " always get his comeuppance or Bart had to strangle him back " , but this was dropped . Homer shows no compunction about expressing his rage , and does not attempt to hide his actions from people outside the family .

Homer has complex relationships with all three of his children , and the rest of his family . He often berates Bart , but the two commonly share adventures and are sometimes allies ; some episodes , particularly in later seasons , show that the pair have a strange respect for each other 's cunning . Homer and Lisa have opposite personalities and he usually overlooks Lisa 's talents , but when made aware of his neglect , does everything he can to help her . While Homer 's thoughtless antics often upset his family , he has also revealed himself to be a caring father and husband : in " Lisa the Beauty Queen " , (season four , 1992) he sold his cherished ride on the Duff blimp and used the money to enter Lisa in a beauty pageant so she could feel better about herself ; in " Rosebud " , (season five , 1993) he gave up his chance at wealth to allow Maggie to keep a cherished teddy

bear , despite the show also occasionally implying Homer forgets he has a third child , while the episode " And Maggie Makes Three " suggests she is the chief reason Homer took and remains at his regular job (season six , 1995) ; in " Radio Bart " , (season three , 1992) he spearheaded an attempt to dig Bart out after he had fallen down a well ; and in " A Milhouse Divided " , (season eight , 1996) he arranged a surprise second wedding with Marge to make up for their unsatisfactory first ceremony . Homer , however , has a poor relationship with his father Abraham " Grampa " Simpson , whom he placed in a nursing home as soon as he could . The Simpson family will often do their best to avoid unnecessary contact with Grampa , but Homer has shown feelings of love for his father from time to time .

Homer is " a (happy) slave to his various appetites " , and would gladly sell his soul to the devil in exchange for a single doughnut . He has an apparently vacuous mind but at times exhibits a surprising depth of knowledge about various subjects , such as the composition of the Supreme Court of the United States , Incan mythology , bankruptcy law , and cell biology . Homer 's brief periods of intelligence are overshadowed , however , by much longer and consistent periods of ignorance , forgetfulness , and stupidity . Homer has a low IQ of 55 which has variously been attributed to the hereditary " Simpson Gene " (which eventually causes every male member of the family to become incredibly stupid) , his alcohol problem , exposure to radioactive waste , repetitive cranial trauma , and a crayon lodged in the frontal lobe of his brain . In the episode " HOMR " (season 12 , 2001) Homer gets surgery to remove the (newly discovered) crayon from his brain , boosting his IQ to 105 , but although he bonds very well with Lisa , his newfound capacity for understanding and reason makes him less happy and he gets Moe to reinsert a crayon , causing his intelligence to return to its previous level . Homer often debates with his own mind , which is expressed in voiceover . His brain has a record of giving him dubious advice , sometimes helping him make the right decisions , but often failing spectacularly . It has even become completely frustrated and , through sound effects , walked out on him , Homer 's conversations with his brain were used several times during the fourth season , but were later phased out after the producers " used every possible permutation " . These exchanges were often introduced because they filled time and were easy for the animators to work on .

In the episode " Fear of Flying " it is revealed that his favorite song was " It 's Raining Men " .

= = Reception = =

= = = Commendations = = =

Homer 's influence on comedy and culture has been significant . In 2010 , Entertainment Weekly named Homer " the greatest character of the last 20 years . " He was placed second on TV Guide 's 2002 Top 50 Greatest Cartoon Characters , behind Bugs Bunny ; fifth on Bravo 's 100 Greatest TV Characters , one of only four cartoon characters on that list ; and first in a Channel 4 poll of the greatest television characters of all time . In 2007 , Entertainment Weekly placed Homer ninth on their list of the " 50 Greatest TV icons " and first on their 2010 list of the " Top 100 Characters of the Past Twenty Years " . Homer was also the runaway winner in British polls that determined who viewers thought was the " greatest American " and which fictional character people would like to see become the President of the United States . His relationship with Marge was included in TV Guide 's list of " The Best TV Couples of All Time " .

Dan Castellaneta has won several awards for voicing Homer , including four Primetime Emmy Awards for " Outstanding Voice @-@ Over Performance " in 1992 for " Lisa 's Pony " , 1993 for " Mr. Plow " , in 2004 for " Today I Am a Clown " , and in 2009 for " Father Knows Worst " . Although in the case of " Today I Am a Clown " , it was for voicing " various characters " and not solely for Homer . In 2010 , Castellaneta received a fifth Emmy nomination for voicing Homer and Grampa in the episode " Thursdays with Abie " . In 1993 , Castellaneta was given a special Annie Award , " Outstanding Individual Achievement in the Field of Animation " , for his work as Homer on The Simpsons . In 2004 , Castellaneta and Julie Kavner (the voice of Marge) won a Young Artist Award

for " Most Popular Mom & Dad in a TV Series " . In 2005 , Homer and Marge were nominated for a Teen Choice Award for " Choice TV Parental Units " . Various episodes in which Homer is strongly featured have won Emmy Awards for Outstanding Animated Program , including " Homer vs. Lisa and the 8th Commandment " in 1991 , " Lisa 's Wedding " in 1995 , " Homer 's Phobia " in 1997 , " Trash of the Titans " in 1998 , " HOMR " in 2001 , " Three Gays of the Condo " in 2003 and " Eternal Moonshine of the Simpson Mind " in 2008 . In 2000 , Homer and the rest of the Simpson family were awarded a star on the Hollywood Walk of Fame located at 7021 Hollywood Boulevard .

= = = Analysis = = =

Homer is an " everyman " and embodies several American stereotypes of working class blue @-@ collar men : he is crude , overweight , incompetent , dim witted , clumsy and a borderline alcoholic . Matt Groening describes him as " completely ruled by his impulses " . Dan Castellaneta calls him " a dog trapped in a man 's body " , adding , " He 's incredibly loyal ? not entirely clean ? but you gotta love him . " In his book Planet Simpson , author Chris Turner describes Homer as " the most American of the Simpsons " and believes that while the other Simpson family members could be changed to other nationalities , Homer is " pure American " . In the book God in the Details : American Religion in Popular Culture , the authors comment that " Homer 's progress (or lack thereof) reveals a character who can do the right thing , if accidentally or begrudgingly . " The book The Simpsons and Philosophy : The D 'oh ! of Homer includes a chapter analyzing Homer 's character from the perspective of Aristotelian virtue ethics . Raja Halwani writes that Homer 's " love of life " is an admirable character trait , " for many people are tempted to see in Homer nothing but buffoonery and immorality . [...] He is not politically correct , he is more than happy to judge others , and he certainly does not seem to be obsessed with his health . These qualities might not make Homer an admirable person , but they do make him admirable in some ways , and , more importantly , makes us crave him and the Homer Simpsons of this world . " In 2008 , Entertainment Weekly justified designating The Simpsons as a television classic by stating , " we all hail Simpson patriarch Homer because his joy is as palpable as his stupidity is stunning " .

In the season eight episode " Homer 's Enemy " the writers decided to examine " what it would be like to actually work alongside Homer Simpson " . The episode explores the possibilities of a realistic character with a strong work ethic named Frank Grimes placed alongside Homer in a work environment . In the episode , Homer is portrayed as an everyman and the embodiment of the American spirit ; however , in some scenes his negative characteristics and silliness are prominently highlighted . By the end of the episode , Grimes , a hard working and persevering " real American hero " , has become the villain ; the viewer is intended to be pleased that Homer has emerged victorious .

In Gilligan Unbound , author Paul Arthur Cantor states that he believes Homer 's devotion to his family has added to the popularity of the character . He writes , " Homer is the distillation of pure fatherhood . [...] This is why , for all his stupidity , bigotry and self @-@ centered quality , we cannot hate Homer . He continually fails at being a good father , but he never gives up trying , and in some basic and important sense that makes him a good father . " The Sunday Times remarked " Homer is good because , above all , he is capable of great love . When the chips are down , he always does the right thing by his children ? he is never unfaithful in spite of several opportunities . "

= = Cultural influence = =

Homer Simpson is one of the most popular and influential television characters in a variety of standards . USA Today cited the character as being one of the " top 25 most influential people of the past 25 years " in 2007 , adding that Homer " epitomized the irony and irreverence at the core of American humor . " Robert Thompson , director of Syracuse University 's Center for the Study of Popular Television believes that " three centuries from now , English professors are going to be regarding Homer Simpson as one of the greatest creations in human storytelling . " Animation historian Jerry Beck described Homer as one of the best animated characters , saying , " you know

someone like it , or you identify with (it) . That 's really the key to a classic character . " Homer has been described by The Sunday Times as " the greatest comic creation of [modern] time " . The article remarked , " every age needs its great , consoling failure , its lovable , pretension @-@ free mediocrity . And we have ours in Homer Simpson . "

Homer has been cited as a bad influence on children ; for example , in 2005 a survey conducted in the United Kingdom found that 59 % of parents felt that Homer promoted an unhealthy lifestyle . A five @-@ year study of more than 2 @, @ 000 middle @-@ aged people in France found a possible link between weight and brain function , the findings of which were dubbed the " Homer Simpson syndrome " . Results from a word memory test showed that people with a body mass index (BMI) of 20 (considered to be a healthy level) remembered an average of nine out of 16 words . Meanwhile , people with a BMI of 30 (inside the obese range) remembered an average of just seven out of 16 words .

Despite Homer 's embodiment of American culture , his influence has spread to other parts of the world . In 2003 , Matt Groening revealed that his father , after whom Homer was named , was Canadian , and said that this made Homer himself a Canadian . The character was later made an honorary citizen of Winnipeg , Manitoba , Canada , because Homer Groening was believed to be from there , although sources say the senior Groening was actually born in the province of Saskatchewan . In 2007 , an image of Homer was painted next to the Cerne Abbas Giant in Dorset , England as part of a promotion for The Simpsons Movie . This caused outrage among local neopagans who performed " rain magic " to try to get it washed away . In 2008 , a defaced Spanish euro coin was found in Avilés , Spain with the face of Homer replacing the effigy of King Juan Carlos I.

On April 9 , 2009 , the United States Postal Service unveiled a series of five 44 cent stamps featuring Homer and the four other members of the Simpson family . They are the first characters from a television series to receive this recognition while the show is still in production . The stamps , designed by Matt Groening , were made available for purchase on May 7 , 2009 .

Homer has appeared , voiced by Castellaneta , in several other television shows , including the sixth season of American Idol where he opened the show ; The Tonight Show with Jay Leno where he performed a special animated opening monologue for the July 24 , 2007 , edition ; and the 2008 fundraising television special Stand Up to Cancer where he was shown having a colonoscopy .

= = = D 'oh ! = = =

Homer 's catchphrase , the annoyed grunt " D 'oh ! " , is typically uttered when he injures himself , realizes that he has done something stupid , or when something bad has happened or is about to happen to him . During the voice recording session for a Tracey Ullman Show short , Homer was required to utter what was written in the script as an " annoyed grunt " . Dan Castellaneta rendered it as a drawn out " d 'oooooh " . This was inspired by Jimmy Finlayson , the mustachioed Scottish actor who appeared in 33 Laurel and Hardy films . Finlayson had used the term as a minced oath to stand in for the word " Damn ! " Matt Groening felt that it would better suit the timing of animation if it were spoken faster . Castellaneta then shortened it to a quickly uttered " D 'oh ! " The first intentional use of D 'oh ! occurred in the Ullman short " The Krusty the Clown Show " (1989) , and its first usage in the series was in the series premiere , " Simpsons Roasting on an Open Fire " .

" D 'oh ! " was first added to The New Oxford Dictionary of English in 1998 . It is defined as an interjection " used to comment on an action perceived as foolish or stupid " . In 2001 , " D 'oh ! " was added to the Oxford English Dictionary , without the apostrophe (" Doh ! ") . The definition of the word is " expressing frustration at the realization that things have turned out badly or not as planned , or that one has just said or done something foolish " . In 2006 , " D 'oh ! " was placed in sixth position on TV Land 's list of the 100 greatest television catchphrases . " D 'oh ! " is also included in The Oxford Dictionary of Quotations . The book includes several other quotations from Homer , including " Kids , you tried your best and you failed miserably . The lesson is never try " , from " Burns ' Heir " (season five , 1994) as well as " Kids are the best , Apu . You can teach them to hate the things you hate . And they practically raise themselves , what with the Internet and all " , from "

Eight Misbehavin' " (season 11 , 1999) . Both quotes entered the dictionary in August 2007 .

= = = Merchandising = = =

Homer 's inclusion in many Simpsons publications , toys , and other merchandise is evidence of his enduring popularity . The Homer Book , about Homer 's personality and attributes , was released in 2004 and is commercially available . It has been described as " an entertaining little book for occasional reading " and was listed as one of " the most interesting books of 2004 " by The Chattanooga . Other merchandise includes dolls , posters , figurines , bobblehead dolls , mugs , alarm clocks , jigsaw puzzles , Chia Pets , and clothing such as slippers , T @-@ shirts , baseball caps , and boxer shorts . Homer has appeared in commercials for Coke , 1 @-@ 800 @-@ COLLECT , Burger King , Butterfinger , C.C. Lemon , Church 's Chicken , Domino 's Pizza , Intel , Kentucky Fried Chicken , Ramada Inn , Subway and T.G.I. Friday 's . In 2004 , Homer starred in a MasterCard Priceless commercial that aired during Super Bowl XXXVIII . In 2001 , Kelloggs launched a brand of cereal called " Homer 's Cinnamon Donut Cereal " , which was available for a limited time . In June 2009 , Dutch automotive navigation systems manufacturer TomTom announced that Homer would be added to its downloadable GPS voice lineup . Homer 's voice , recorded by Dan Castellaneta , features several in @-@ character comments such as " Take the third right . We might find an ice cream truck ! Mmm ... ice cream . "

Homer has appeared in other media relating to The Simpsons . He has appeared in every one of The Simpsons video games , including the most recent , The Simpsons Game . Homer also appears as a playable character in the crossover game Lego Dimensions . Alongside the television series , Homer regularly appears in issues of Simpsons Comics , which were first published on November 29 , 1993 , and are still issued monthly . Homer also plays a role in The Simpsons Ride , launched in 2008 at Universal Studios Florida and Hollywood .