Todd Thompson

Bump Assignment

8PM-10PM SUNDAY 3/6/15

LIST

Adult Swim Bump - Techno music, space background before going into

“King of the Hill: Hank’s Bully”

Adult Swim Bump of llamas in front of mountains with techno music. Follows the theme of animals within the commercial. **Animals theme**

American dad commercial, with member of Metallica and other musical groups. Mention of a janitorial job, Hank was cleaning up a mess.

State Farm commercial with bratty kids making messes and cleaning them up. **Bullying**

Fiji water commercial, Hank was watering his lawn.

Arby’s commercial talking about Bambi and meat. **Animals theme**

Adult Swim Bump with penguins and more electronic music. **Animals theme**

Having a cook out/BBQ, goes along with Arby’s commercial.

Adult Swim Bump of Washington dc, with electronic music. Ties in with the signing of independence. **Political**

Dinosaur video game commercial. More animals, goes with taxidermy and the animal bumps. **Animals theme**

Popeyes chicken commercial, annoying host, similar to Caleb, Hank’s Bully. **Bullying**

H&R Commercial, no tie.

Nasal Medication commercial, no tie.

Fred Martin Nissan commercial, no tie.

Time Warner Cable commercial, no tie.

Fred Martin Nissan commercial, no tie.

Straight talk commercial, no tie.

Adult Swim Bump with horses and funk music. **Animals**

The music from the bump is reminiscent of the music at the beginning of

“The Cleveland Show: Buried Pleasure”

Bird watching reference when asked why he had a black eye. Ties in with AS Bird bump. **Animals Theme**

Violence.

Adult Swim Bump Time lapse of ocean with lighthouse and snow and electronic dance music.

Video game commercial.

Meat commercial, Arby’s sandwiches. **Animals theme**

At&t commercial, no tie.

Match.com commercial, correlates with the dating in the show. Cleveland set a friend up on a blind date. “Blind date also references J Date which I presume is an online dating cite.” **Dating**

Air hogs commercial about crime fighting, correlates with the scene of them digging up the body, “sex doll.”

Coca Cola commercial, no tie.

TGI Fridays commercial, no tie.

“The Cleveland Show: Yemen Party”

Adult Swim Bump with bird pecking at snow with tribal music. Ties in with Bird Watching scene in “Buried Treasure” **Animals Theme**

Sexist Sandwich reference, ties in with Arby’s commercial. **Arbys**

Adult Swim Bump with deer behind trees with electronic music. **Animals theme**

KFC Chicken commercial, no tie.

Samsung commercial, no tie.

Anti-smoking commercial, no tie.

Baby in tub, farting, adult swim bump. Ties in with the book that Cleveland is reading called “Farts” **Farting**

Bruce Steele, Horse Detective bump. **Animal theme**

Space, lake timelapse Adult swim bump, atmospheric music.

Adult Swim Bump of lighthouse with Arabian music, ties with the middle eastern humor. **Nationalist**

Childrens hospital commercial, tounge depressors. Ties in with Roger in the hospital in

“American Dad: Vision: Impossible”

Adult Swim Bump Antelope in the snow with more ethnic music. **Nationalist**

Gillette razer commercial, ties in with transforming the little brothers into the big brothers. The razers transformed into fighting transformers and the big brothers fought eachother.

Timelapse bump of city lights with abstract sounds.

Truth bump of lions walking towards camera **Animals theme**

Arby’s commercial, more references to animals. Deer, bears, monkey, buffalos and about them being able to be friends with each other. **Animals theme**

Space commercial.

Fred Martin Superstore commercial, no tie

Adult Swim Bump with night city skyline, tribal music. **Nationalist humor theme**

Adult Swim Bump with cranberries covered in snow and electronic dance music

DirecTV commercial set in the past, correlates with the time travel of the episode.

Gymastic commercial, Under Armour, showing the power of a woman. **Femenism**

Adult Swim Bump of maple syrup hut covered in snow, whimsical music.

Analysis

There were definitely some commonalities between all four shows in the 2-hour block. One of the biggest that stood out was animals. In King of the Hill’s episode, “Hank’s Bully” there was a running theme throughout the episode of Taxidermy animals. Dale and Peg got into taxidermy and were trying to win a competition. A lot of these segments used gross out humor with the dead animals being placed in the refrigerator, on top of food and on the kitchen table. This animal theme tied in with nearly each of the Adult Swim bumps. Every bump for the first 2 episodes had animals in it, usually surrounded by snow and accompanied by electronic music. Another common theme was “Bullying.” In “Hank’s Bully” there was a boy named Caleb that was constantly picking on Hank. Often making messes and Hank having to clean them up, also destroying Hank’s lawn. This Bullying theme also carried into “The Cleveland Show: Yemen Party.” In this episode, Cleveland Brown Jr. and Rallo stand up against other children at the playground and end up battling eachother in a Transformer style duel. The transformer aspect of the episode tied in with a gillete razor commercial, where the razors transformed and fought eachother. Another tie in was in the State Farm commercial it had a lot of humor about children making messes and the parents having to clean them up.

Gross out humor was a very common occurrence within the entire 2 hours. Each episode contained some form of the comedy. As mentioned before, the Taxidermy animals were used. In “The Cleveland Show: Buried Pleasure” Holt Richter is grossed out by seeing his mother in a see-through skirt. In that same episode Cleveland Brown Jr. swallows Rallo’s new fish. This turns into a pregnancy and eventually he “passes” the fish into the toilet. Which was not a pretty sight, although not shown on camera, the character’s reactions and statements implied gross out humor. In “Yemen Party” Cleveland is reading a magazine called “Farts.” Just before this scene an adult swim bump was played that had a child in a bathtub, farting causing bubbles in the water.

Another common theme was substance use. This is a staple in King of the Hill and The Cleveland Show, but it was still a common theme. In King of the Hill they were constantly drinking in front of a fence in Hank’s yard and in The Cleveland Show they always drink at The Broken Stool. In “American Dad: Vision: Impossible” “Klauss Heissler is caught about to do cocaine.

A huge theme was Nationalist humor and gender humor. This was especially prevalent in “Yemen Party.” This episode, Cleveland dressed up as a middle eastern woman and infiltrated his wife’s “girl parties” to convince them they need to serve their men better. This resulted in him being flown to the middle east and being a female servant of a male. Reversing the roles. The women were becoming feminist and their husbands were trying everything they could to stop it. “Black guys love scarface” was stated by Cleveland in “Buried Pleasure.” This episode also pokes fun at the Dutch’s way of cooking. In “American Dad: Vision: Impossible” they were at the airport and they showed a Middle Eastern man randomly get selected for a search, but in the episode it was called, “Selected for Racial Profiling.” In which the middle eastern man responded with joy. “I would stone that, I am so JiHARD right now,” a quote from “Yemen Party” while Cleveland was walking down the street in his Burka. The adult swim bumps that surrounded this episode featured Arabian music and really tied in with the Middle Eastern theme of the episodes.

A very strong theme throughout the 2 hour block was politics. As expected in these shows, but it was very prevalent at times. In King of the Hill, “Hank’s Bully” Hank makes a joke to the mailman about Bill Clinton being on the stamps and says, “Why would anyone want to lick that?” In that same episode Peg and Dale dress up their taxidermy competition entry as squirrels signing the declaration of independence. In “The Cleveland Show: Buried Pleasure” they had a tight shot on a McCain | Palin bumper sticker as the car drove away. Also in that episode a Sarah Palin reference was made. In that same episode, Cleveland was reading a book called “Ulysses” which I imagine is a presidential reference to “Ulysses S. Grant.” This theme makes me think they did it in light of the recent caucuses and attention around Donald Trump.