

Ideological Analysis of The Brady Bunch & The Cosby Show

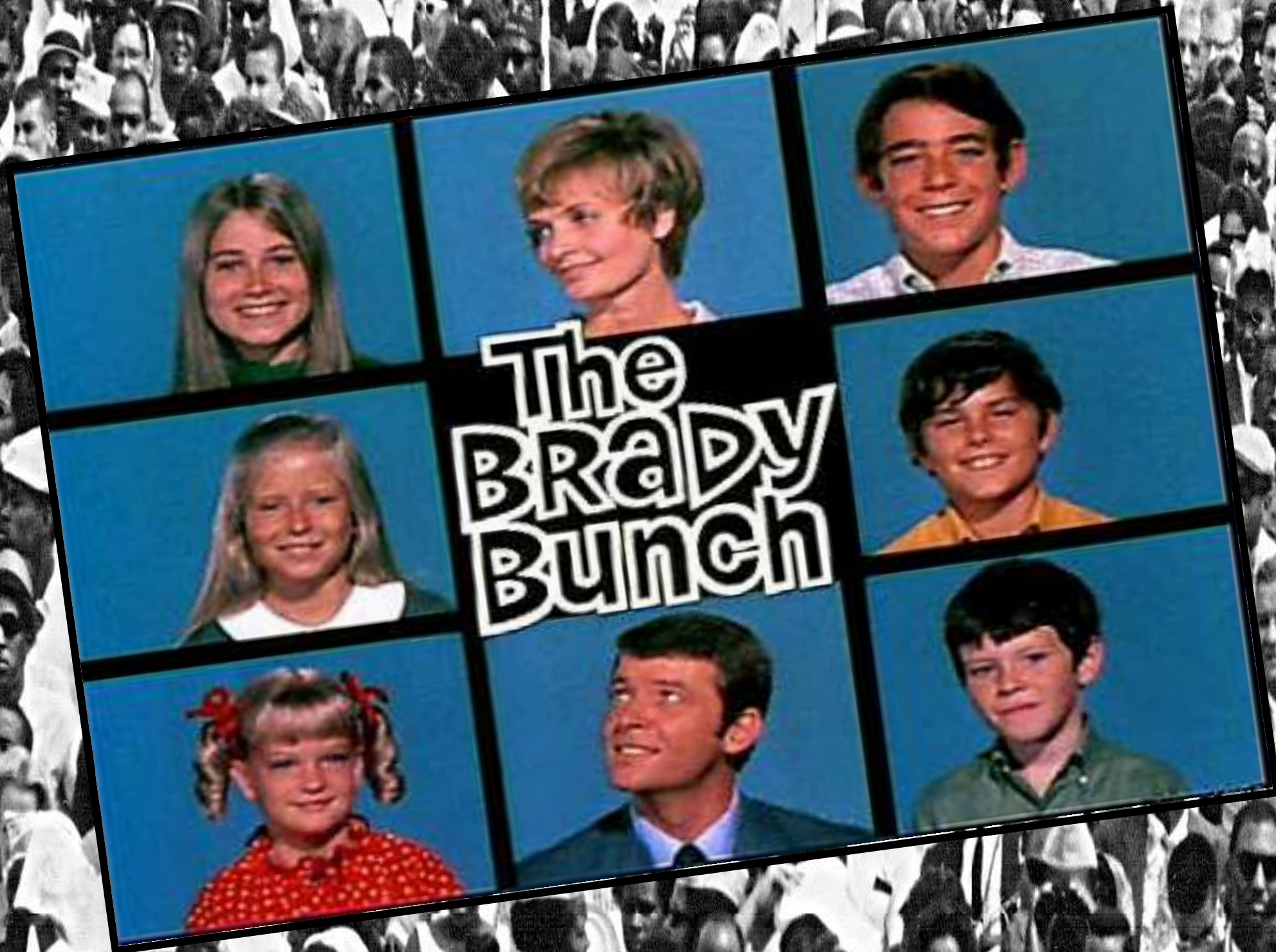
Beth Brannen
College of Liberal Arts

Overview

The Brady Bunch & The Cosby Show exemplified new societal concepts for the “Ideal Family” while focusing on the importance of family relationships & morals.

Key Findings

The Brady Bunch introduced the “mixed family” structure & unity.
The Cosby Show historically celebrated African American success, family cohesion, & equality of gender roles.



Impact

The Brady Bunch & The Cosby Show were models that served the rhetorical function of defining the “Ideal Family” during the 70s & 80s. They challenge ideological assumptions about

- family structure
- ethnicity &
- gender roles.

Explanation

The Women’s Rights Movement & The Civil Rights Movement profoundly impacted society & family structure. Consequently, ideologies

- continually evolve
- redefine roles in society &
- shape our perception of the modern “Ideal Family.”

Acknowledgements

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