

The archie bunker phenomenon (stereotypes and prejudice)

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The Archie Bunker Phenomenon Task Introduction All in the Family was a Sitcom that aired on television sets from 1971 to 1979. It has ever since been ranked one of the best shows ever aired on television of all times being rated amongst the highest in the US during the year 1971 and 1976. The show was created not only for its nature of tackling the critical issues affecting the society in a more open manner, but it was also to be a unique show, one that would end up inspiring the making of other comedy shows like The Jeffersons (Barber). This paper takes a look at the show in brief, what it was about and why it was a success.

About All in the Family

The series revolved around the Bunker family, with Archie Bunker as the main character and his wife Edith Bunker. There was also Gloria, their daughter and Mike, her husband. Archie's Family was based upon critical issues that affected the society during those times as homosexuality, sex, rape and racism. The show was the first among many television programmes to use racist remarks in comedy. There was an intense use of language that most people at that time considered an ethical yet this show found a way to capture everything without holding back using humor to attract more viewers. Archie was always using harsh language in almost all of his references and considered all the minorities, other races, and religions inferior. A language that could not be spoken aloud on the streets could now be heard on television. At that particular time, Archie represented a courageous and free individual who believed in himself and not shy to speak his mind (Rokeach and Vidmar). Though abusive and vulgar, this language and attitude led to humor that worked very well in the comedy industry

making him a popular figure. He is one of the main factors that made the show a huge hit.

Conclusion

The show even though successful in the 1970s, would not find their places today in entertainment because times have changed where individuals are freer, most people if are capable self-expression. This contrasts to the times Archie was originally aired when it sought to liberate Americans to be more free and expressive. A time when racial references were literally underlined from individuals mouths because they were unethical. Racism today is still not acknowledged, but it is a world where sex and violent language thrives, yet efforts to curb these elements are futile.

References

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