

"I want world peace... oh, and bigger boobs"; repetitions and stereotyping on Friends sustainable character Phoebe

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Abstract-

Television (TV) series have emerged as the quintessential entertainment product in popular culture, amplifying their potential for affecting stereotypical representations. However, how stereotypes are embedded and transformed through media has been overlooked. This study investigates repetitions, an essential feature of serial narratives that plays a key role in stereotyping through the construction of characters in TV series. Through a literary deconstructionist analysis of Phoebe Buffay, one of the main characters from the neo-cult TV series Friends, we offer a typology of different repetitions – namely, reproduction, layering and evolution – and show how they contribute to cementing the stereotypes of morally desirable yet deviant behaviours, such as sustainable consumption.

Index Terms- TV series; friends; character; stereotypes; sustainable consumer

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