

ABSTRACT

THESIS: Workers of Bikini Bottom Unite: An Analysis of Children's Media Through the Lens of Marxism

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The following thesis is a critical analysis of children's media. The work that follows, argues that children's cartoons can carry complex latent messages when analyzed through the theoretical lens of Neo-Marxism. This thesis explores this theory by connecting characters within the show *SpongeBob SquarePants* to key terms related to Marxist theory and the evident class representation within the program. This thesis also briefly touches on other children's programs as well and how they also carry latent messages. The research concludes that children's programs have the power to deliver complex latent messages to their viewers when analyzed with the lens of Marxism.