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Moritz Fink

Understanding The Simpsons

Animating the Politics and Poetics of Participatory Culture

Accolades such as "the best TV show of the twentieth century" or "the longest-running scripted series on American prime-time television" have elevated The Simpsons to the pop culture pantheon, while also suggesting the very vintage character of the program. But the label "The Simpsons" refers not just to a show that seems to belong to a bygone television era, it implies a rich narrative universe, including a set of iconic figures, familiar across continents and generations.

Through the lens of transmedia studies, *Understanding The Simpsons* traces the franchise's trajectory, exploring how one of the most popular comedy series of all time has redefined the intersections between corporate media and participatory culture, as the kernel of its cult meaning.

BIOGRAPHY

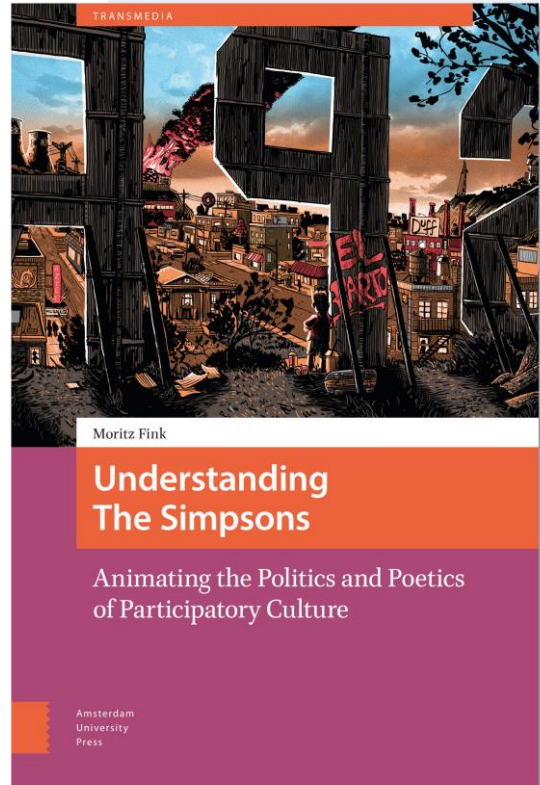
Moritz Fink is an independent media scholar. He holds a doctoral degree in American Studies from the University of Munich, and has published on *The Simpsons* as well as a variety of pop culture themes.

"Does the world need another book on The Simpsons? Don't have a cow! From Black Bart to Banksy, from the Harvard Lampoon and underground comics to Mad Magazine, from transmedia storytelling to DeviantArt, Moritz Fink deftly explores what's 'cult' in this long-running television series and in the process, uses The Simpsons to explore the complex status of television in contemporary culture."

– Henry Jenkins, University of Southern California, editor of *Popular Culture and the Civic Imagination: Case Studies of Creative Activism*

"Meticulously researched and intelligently argued, this book will be welcomed by American Studies scholars, students of television seriality, and anyone interested in the cultural histories of the nineties and naughties and beyond. Whether you like to watch The Simpsons as an academic, as a fan, or as an aca-fan, this book is for you."

– Frank Kelleter, Freie Universität Berlin, editor of *Media of Serial Narrative*



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