My creative writing thesis deals with advertising and media culture in contemporary society. For the research-based portion, I explore the connections between parody and media literacy, making the argument that through mocking a genre or text, parody can help audiences better contextualize the source material by drawing attention to formal limitations and conventions of said genres and texts. I focus on three shows – *Nathan For You, Tim & Eric’s Bedtime Stories*, and *Rick and Morty* – and analyze how they play an important part in helping instill media literacy in the rapidly changing media landscape. I can loosely describe the creative segment as a post-modern slice of life with comedic leanings that deals with advertising and consumer culture.