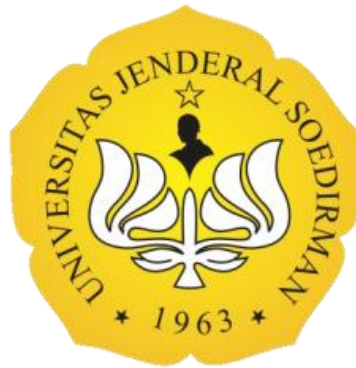


A THESIS

**INTERNALIZING CAPITALISM AND CONSUMERISM: CULTURAL
HEGEMONY IN *MRBEAST*'S YOUTUBE CHANNEL**



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