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Culture as Business: A Cultural Study of the Lady Gaga Phenomena

Changfei Chen

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"Her star image is the terrain for a struggle over the contested meanings of gender. Related to the theory of gender performance,her androgynous behaviors and gender performances are conducted mainly through the resourceful use of her body, in order to draw the attention of the media and audience." In this book, with the methodology of case study and theories of contemporary western cultural studies, the author critically analyzes the background, the nature and the effects of the Lady Gaga phenomena, explains how Lady Gaga manages to turn her cultural recognition into a business and unveils the popular cultural mechanisms and implications of the phenomena.

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