

VISUAL PRESENTATION OF LADY GAGA'S MUSIC VIDEOS

A Research Paper

Presented to

The Department of Languages, Mass Communication and Humanities

Central Philippine University

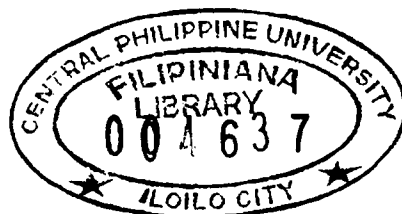
In Partial Fulfillment of the Requirements

in MassCom 325 (Research Paper in Mass Communication)

by

Tiffany A. Baltazar

March 2013



VISUAL PRESENTATION OF *LADY GAGA'S* MUSIC VIDEOS

Tiffany A. Baltazar

## ABSTRACT

The study was conducted to identify the visual presentation of *Lady Gaga's* Music Video. The sample music videos are *Bad Romance*, *Telephone* and *Judas*. Descriptive analysis was employed with the use of the coding sheets. The mentioned music videos of Lady Gaga were analyzed according to character, creativity, message and language. Also, the values and subliminal messages from the music videos were identified. Findings of the study showed that the three music videos had similarities in the presentation of scenes. The emergence of this kind of music video that is easily accessible in this generation has a great possibility of influencing the values and perspective of an individual. It may look entertaining and unique compared to other music videos, but it somehow conveys double meanings. The values that had been projected by Lady Gaga and her fellow artists in the three music videos similarly showed the values of the western countries.