To analyse how audiences respond to Lady Gaga

**Why?**
Develop analyses in for exam.

Progress will be demonstrated by showing

- You understand how audiences have been constructed and can explain in a clear way.
- You can analyse Lady Gaga’s relationship with her fans and comment on how the audience are positioned to read her through various mediums.
- You can compare how audiences are positioned between the different artists you have been studying and relate audience to challenging or subverting various hegemonic ideologies.

**C** **B** **A/A**

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**Bell Activity**
Lady Gaga’s Little Monsters

**Dec 8-08:00**

What is the purpose of the little monsters website?
How is it different to other ‘fan’ websites?
What type of audience do Lady Gaga’s little monsters represent?

**Dec 8-09:39**

There is no room for negativity

Is this a positive statement?

**Dec 8-08:07**

EXAM STYLE QUESTION: What do your chosen texts offer audiences.

What does Lady Gaga offer her audience?

Plan: What do you need to analyse?
- Image
- Merch, videos
- Concerts
- Alt fashion
- Art

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**Homework:**

What is 'backplane'?
What is the culture industry?

What does Kustriz mean by the "gap between the 'material and the figurative'."