

Abstract

This bachelor thesis examines how queer performativity and gender blending are shown in the music video clips of Lady Gaga. The thesis attempt to find and analyse through the means of the semiotic analysis and explain their meaning. The thesis is based on theoretical gender definition and on two constructivism concepts: Doing gender by West and Zimmermann and gender performativity by Judith Butler. The thesis employs the queer concept as the reconstruction of sexual minorities but also as an analytic lens that deconstructs the normative social structure. The author defines the various elements leading to gender blending and queer performativity in four music videos clips and concluded that Lady Gaga repeatedly violates gender stereotypes and disturbs the majority view on heteronormative social settings by using specific videos elements representing different kinds of sexuality in her music videos.