

## **ABSTRACT**

The diva project focuses on five decades of African American female superstardom based on three case studies: Diana Ross (1970 to mid-1980s), Whitney Houston (mid-1980s to early 2000s), and Beyoncé (late 1990s to the present). In this presentation, I will use the diva project to discuss methodology, or how to analyze stars as cultural signs in US American pop culture. Building on Richard Dyer's theories of stardom and Nicole Fleetwood's work on racial icons, the presentation will discuss the films *Mahogany* (Berry Gordy, 1975) and *Dreamgirls* (Bill Condon, 2006) to highlight the connection between on-screen and off-screen performance, as well as the common trope in African American female superstardom that commercial success comes at the expense of "authentic blackness."

oraz link do eventu na fb: <https://www.facebook.com/events/2357288597836617/>