

Gearing up for the Highly Anticipated Music Videos of Spears, Gaga

By: Lee Singletary

As the world anxiously awaits the new music videos for **Britney Spears'** "Hold It Against Me," and **Lady Gaga's** "Born This Way," the social networks and blogospheres taunt music-hungry fans with teasers and rumors. Both Britney's "FEMME FATALE" and Gaga's "Born This Way" album names are currently in the top trending topics on Twitter.



Without a doubt, fans are excited and anxious to see what the two boundary-pushing artist's videos will look like. It is hard to pinpoint exactly what the concept of "Hold It Against Me" will be, though one thing's for sure, it's going to be a racy one.

Similarly, we all know Gaga's will be scantily clad (as always, and we love it) but the video is rumored to be an anthem for gay rights and a dramatic expression of her avant-garde work. It's no secret that Gaga herself is "bluffin' with her muffin" and has spearheaded many campaigns dealing with gay rights around the world. For the past year she has specifically campaigned the repeal of the "Don't Ask, Don't Tell" policy in the U.S. It is awesome to see real issues directly challenged in an artist's work.

Last year, at the 2010 MTV Video Music Awards, viewers got a taste of what "Born This Way" will sound like, but (more importantly) what the fans want to know is how will it look? If Gaga continues her continuous self-topping video streak, the video for "Born this Way" will be epic. Gaga has produced videos in the past of large scale and budget, attributing also to her record's success. This year, the chart-topper's latest album, "The Fame Monster" received a nomination for "Album of the Year" by the 53rd Annual GRAMMY Awards.

Little to nothing has been revealed about Gaga's new video, but rumor has it, it was directed by **Jonas Akerlund**. Ironically, Akerlund is the man behind the lens of Britney's "Hold It Against Me" video.

The countdown has begun, Gaga is reportedly set to debut the track Friday, February 11, two days earlier than its scheduled February 13 date. She tweeted this week: "Can't wait any longer, single coming Friday." Guess the little monsters are getting an early Valentine's Day gift!

The "Born This Way" video is also definitely going to be a hit if the rumors claiming that acclaimed Akerlund directing the video are true. Ms. Spears' previous videos are a testament of his skill. Britney's recently released single, "Hold It Against Me" has already graced the Billboard Top 100 at the number one spot.



Spears on the set of her new music video, "Hold It Against Me"

Spears has been releasing a series of six-second video teasers daily to get fans excited for the final product. The first teaser premiered February 4 and with marketing like that, this video is going to be as epic as Gaga's! But whose video will favor the most with music fans of both the Fame

Monster and the Pop Princess? We'll have to wait until February 17 to make that call when the "Hold It Against me" video debuts.