

CHAPTER 5

CONCLUSION

Based on the analysis, it can be concluded that Taylor Swift successfully depicts the concept of the *“folklore”* album through the use of the semantics theory of meaning by Charles W. Kreidler and the figurative language. Swift creates new messages in each of the songs in this album for other people to understand on what the context behind them. As Kreidler’s theory says, humans constantly produce new messages that other people can understand, and we also take in new phrases that other people have written. Those new messages are sometimes expressed implicitly.

Even though our knowledge of the language is limited, we know in the sense that we are able to effectively express our thoughts and intents to others and accurately decipher what others are trying to tell us. However, it's unlikely that we fully understand the various meanings that common words can have, how they relate to one another or any potential ambiguities that may exist in language. Thus, using figurative language Swift is able to let people try to understand new words, new phrases, and new sentences that contain a whole lot of meanings and other different meanings in the *“folklore”* album. 19 kinds of figurative language are covered and explained in this analysis. Starting from Simile, Metaphor, Allegory, Personification, Allusion, Eponym, Epithet, Synecdoche, Metonymy, Antonomasia, Hipflask, Irony, Satire, Innuendo, Antiphrasis, Paronomasia, Idiom, Hyperbole, and Imagery.

First off, there are a total of 10 songs that are analyzed in this study. These include *“cardigan”*, *“the last great american dynasty”*, *“exile (feat. Bon Iver)”*, *“my tears ricochet”*, *“mirrorball”*, *“seven”*, *“august”*, *“this is me trying”*, *“illicit affairs”*, and *“hoax”*. These songs have some of the most stand-out yet complicated hidden meanings to be decoded. Thus, I pick these songs for the uniqueness of their lyrics. Some words, phrases, and/or sentences inside of those may not have been heard before, either by me as the researcher, or others as the

reader. Some of which may have never been thought of as being combined with one another. This tells the quality of Taylor Swift as a songwriter in composing the lyrics of her songs. The stories she tells through them are so transparent yet implicit.

One of many reasons that I could conclude behind Taylor Swift's implicit songwriting is so that the general public would not know the story she tries to tell within them, but her fans only. Nonetheless, other than her fans or a researcher, people would still be able to enjoy her music, how it sounds, and how it is written, only not knowing what the true kept-hidden meaning is. This ethos of hers is pretty much portrayed in this album. Through the "*folklore*" album, Swift is telling us how she loves being discreet, keeping everything going in her life a secret. But Swift herself is just like any other human being, at one point, she would have the need or necessity to uncover, to share her stories with anyone. Furthermore, this leads to the writing of hidden meanings in her songwriting using figurative language.

Among 19 figurative languages explained in this analysis, there are four most commonly used ones found in this album, such as metaphor, hyperbole, imagery, and irony. The main reason Swift uses these four the most is the commonality of themselves being used and known by most people. Swift uses quite a lot of wordplay in telling stories within the *folklore* album. Even though Swift herself says that this album is not necessarily based on her own experiences, from what I have analyzed and based on information I gathered, this album has somehow found its way to be related to what Swift had been through. Hence, the reader could experience different variations of the stories themselves depending on how they interpret them and whose point of view they see.

In the three songs of *cardigan*, *august*, and *betty*, they thread a story together that addresses the difficulties of love, relationships, and the repercussions of one's actions. The "*folklore*" love triangle perfectly portrays the feelings and experiences of the characters, demonstrating Swift's ability as a storyteller and her capacity to set up strong emotions with her music. In addition, the important aspect of which point of view the reader reads is crucial, as the story of which

may differ and could be misinterpreted. By that, I would like to ask the reader of a story to read the whole aspect of it in the future need. To read it through different points of view and different interpretations of the story itself to get a concrete comprehension of a story.

