

LITERARY TECHNIQUES IN THE TAYLOR SWIFT'S SONGS

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In the modern world it is hard to imagine a person who doesn't listen to music. Music is one of the most common types of creativity. It consists of two components – musical and textual. The latter can be attributed to some extent to fiction, namely poetry. It follows that similar literary devices can be distinguished in the lyrics of the songs.

The purpose of the study is to identify literary techniques in the lyrics of modern songs using the example of Taylor Swift's discography. Songs have a huge influence on people, and their texts have been little studied for the use of literary techniques, which determines the relevance of this study.

Materials and methods: songs written by popular American singer and songwriter Taylor Swift; continuous sampling, text analysis.

Findings and their discussion. Literary techniques are constructions in literary texts that writers use to achieve a greater understanding and appreciation of their literary works, e.g. metaphor, simile, hyperbole, epithet etc.

The first literary technique revealed in the songs analyzed is a simile. A simile is an explicit comparison between two different things, actions, or feelings, using the words *as* or *like* [1, p. 237]. It helps to create vivid and memorable picture, to convey complex emotions and to capture a reader's attention. Such a device can be found in the following lines: *Loving him is like driving a new Maserati down a dead-end street; Faster than the wind, passionate as sin, ending so suddenly; Loving him is like trying to change your mind once you're already flying through the free fall; Like the colors in autumn, so bright just before they lose it all* (“Red”). Taylor Swift uses a lot of similes to show us how she felt when she fell in love. In the beginning it was exciting like driving a new car, reckless like changing your mind when you've been already falling and colorful like autumn leaves. Similes help us to understand the author's feelings.

In the following lines Taylor Swift compares her feeling of despair to an old cardigan. It lies somewhere under the bed and no one remembers about it: *And when I felt like I was an old cardigan under someone's bed* (“Cardigan”).

The next literary device that has been attested is metaphor. Metaphor is the most important and widespread figure of speech, in which one thing, idea, or action is referred to by a word or expression normally denoting another thing, idea, or action, so as to suggest some common quality shared by the two [1, p. 153]. The use of metaphor is observed in the following lines: *Still got scars on my back from your knife* (“Bad blood”). In the given example metaphor serves

to reveal the author's emotional attitude towards what is described; sense of betrayal is compared to scars from the knife.

Sometimes when you're in a bad mood you say offensive words that have a destructive effect. In "This is me trying" words are compared to weapons: *And my words shoot to kill when I'm mad*. One more example of metaphor is observed in the following line: *They are the hunters, we are the foxes* ("I know places"). In this song people don't want two lovers to be together, so they are compared to hunters and the lovers are compared to animals that are being hunted.

A type of metaphor is personification that also creates imagery making descriptions of non-human entities more vivid. Let's have a look at the line in the song called "Enchanted": *Your eyes whispered, "Have we met?"* Sometimes words are unnecessary and the eyes can 'tell' everything. 'Eyes' are personified because only a person is able to speak. Another example from this song: *Across the room your silhouette starts to make its way to me*; The man stands far away and when he starts moving, the girl sees a silhouette first.

The fourth device is oxymoron. Oxymoron is a figure of speech which combines two usually contradictory terms in a compressed paradox [1, p. 179]: *And I might be okay, but I'm not fine at all* ("All Too Well"). In this example oxymoron shows that Taylor's emotional state and what she says contradict each other. "The Story of Us" has the following line: *I've never heard silence quite this loud*. This device is used to show how irritating might be silence when you're next to the person who once was really close to you.

One more literary device is anaphora which is a rhetorical figure of repetition in which the same word or phrase is repeated in (and usually at the beginning of) successive lines, clauses, or sentences [1, p. 11]. Anaphora allows writers to convey, emphasize, and reinforce meaning: *You can hear it in the silence You can feel it on the way home You can see it with the lights out* ("You Are In Love").

Conclusion. Having conducted the research we arrived at the conclusion that lyrics of songs may be considered as a type of modern poetry. Songwriters use the same literary techniques in their lyrics. They enrich the lyrics making them more imaginary, original and emotionally charged. Frequently used metaphors and similes convey the writer's feelings and emotional state and help listeners to create a vivid image.

1. Baldick, C., The Concise dictionary of literary terms. – 2nd ed. – New York: Oxford University Press Inc, 2001. – 291 p.