

# THE TAYLOR SWIFT EVOLUTION

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# LYRICS



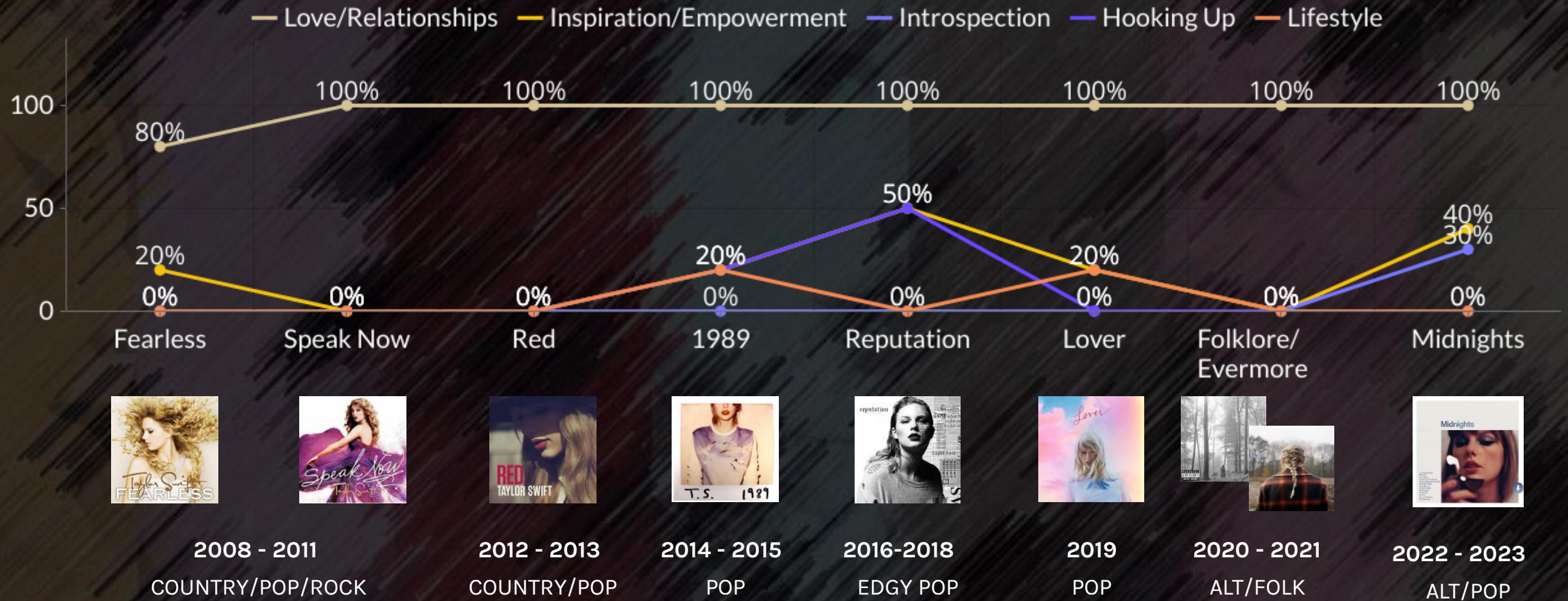


# It's All About Love & Relationships

Songs about love and relationships have been by far most common throughout Swift's career. While her early hits are almost exclusively about love and relationships, as time went on she began to add in other themes such as inspiration/empowerment ("Shake It Off"), hooking up ("Wildest Dreams") and introspection ("Anti-Hero"), to provide the lyrics with heightened dimension.



# Evolution by Album: Lyrical Themes



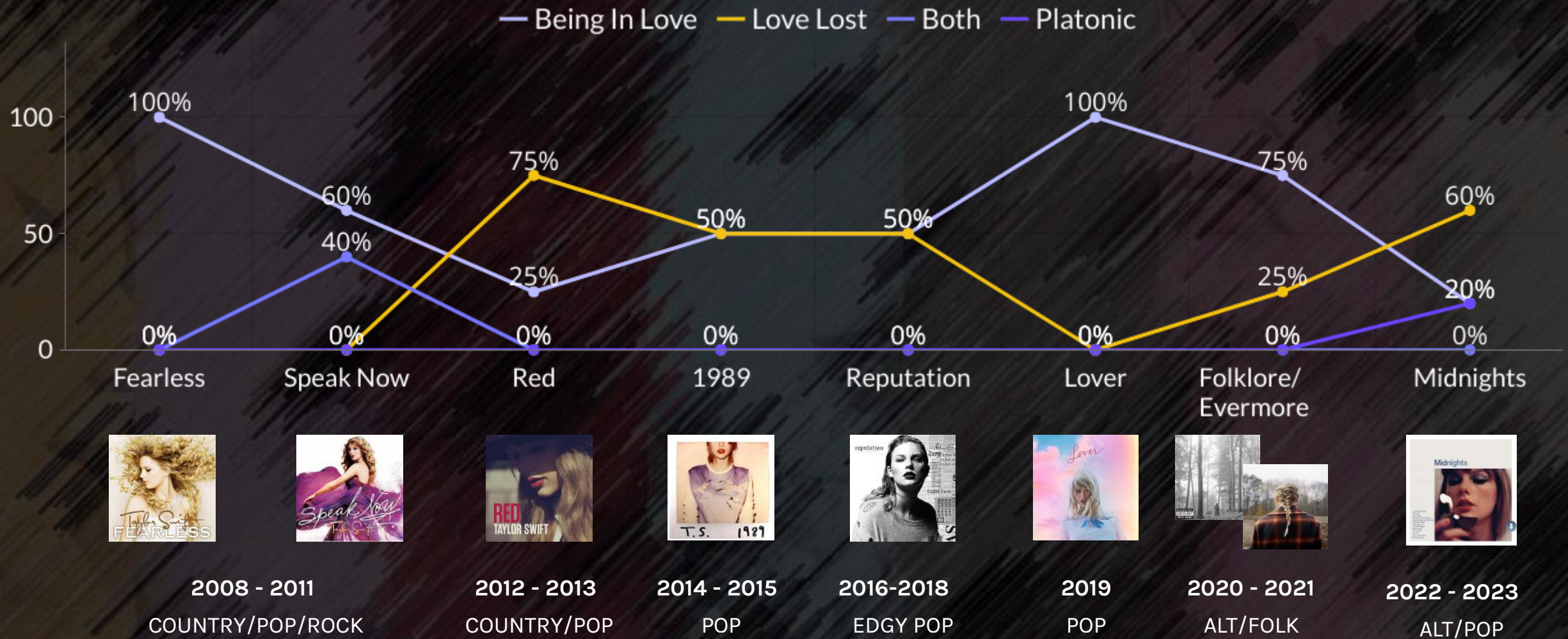


## In and Out of Love

In terms of the subject matter defining Swift's love and relationships-themed hits, songs about being in love are highly prevalent early in her career. However, *Red* introduced love lost into the equation, defining the narrative of hits including "I Knew You Were Trouble" and "We Are Never Ever Getting Back Together." From then on, she varied the tone of the subject matter across songs and albums, keeping things fresh and intriguing for her fans.



# Evolution by Album: Love Themes



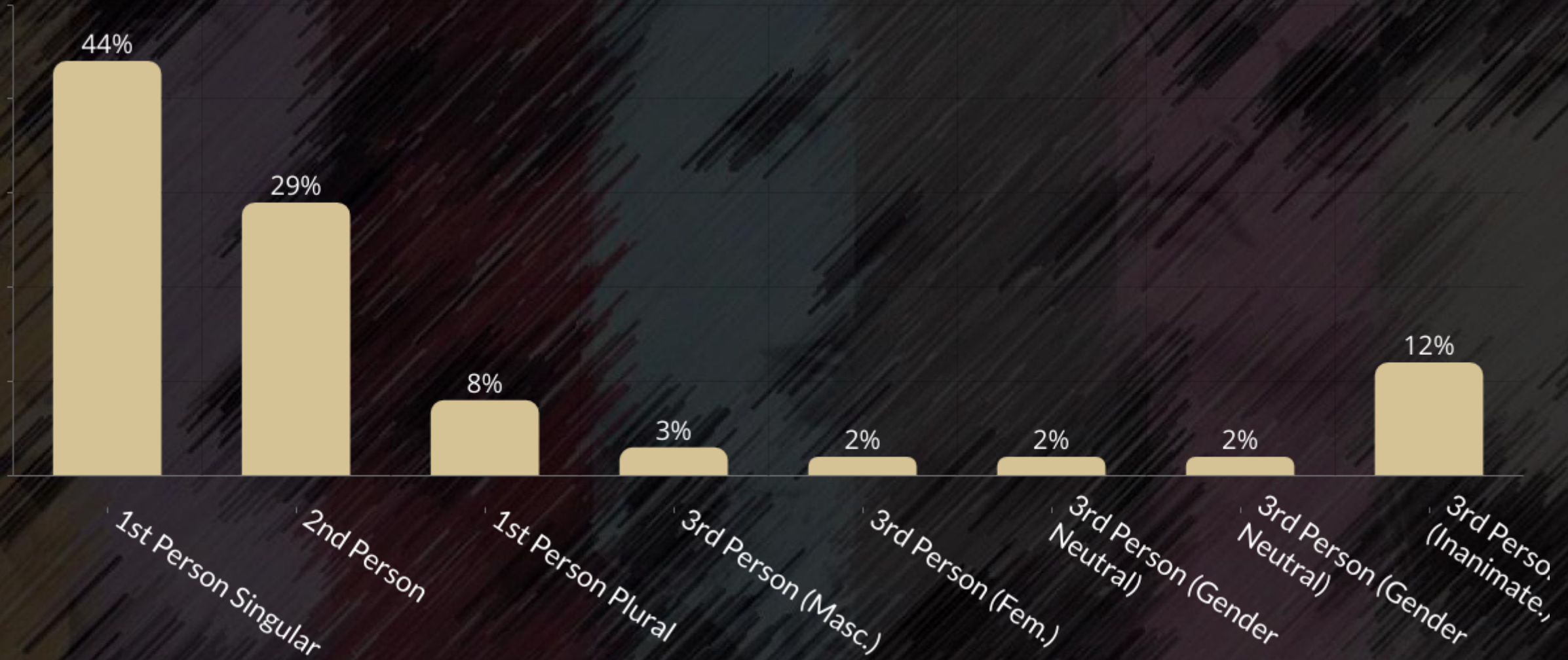


## ME! and YOU!

Looking at the different types of pronouns used in Taylor Swift's hits, the most common is the first-person singular (I, me, I'm, etc.), comprising 44% of all pronouns used in her songs. The second-person - both singular and plural - follows at 29%, most of which pertain to her love interests and ex's. While many of Swift's hits pertain directly to her and her relationships, the underlying subject matter is typically universal so that it connects and resonates with the listener on a personal level.



# Lyrical P.O.V. Breakdown: 2008 - 2023



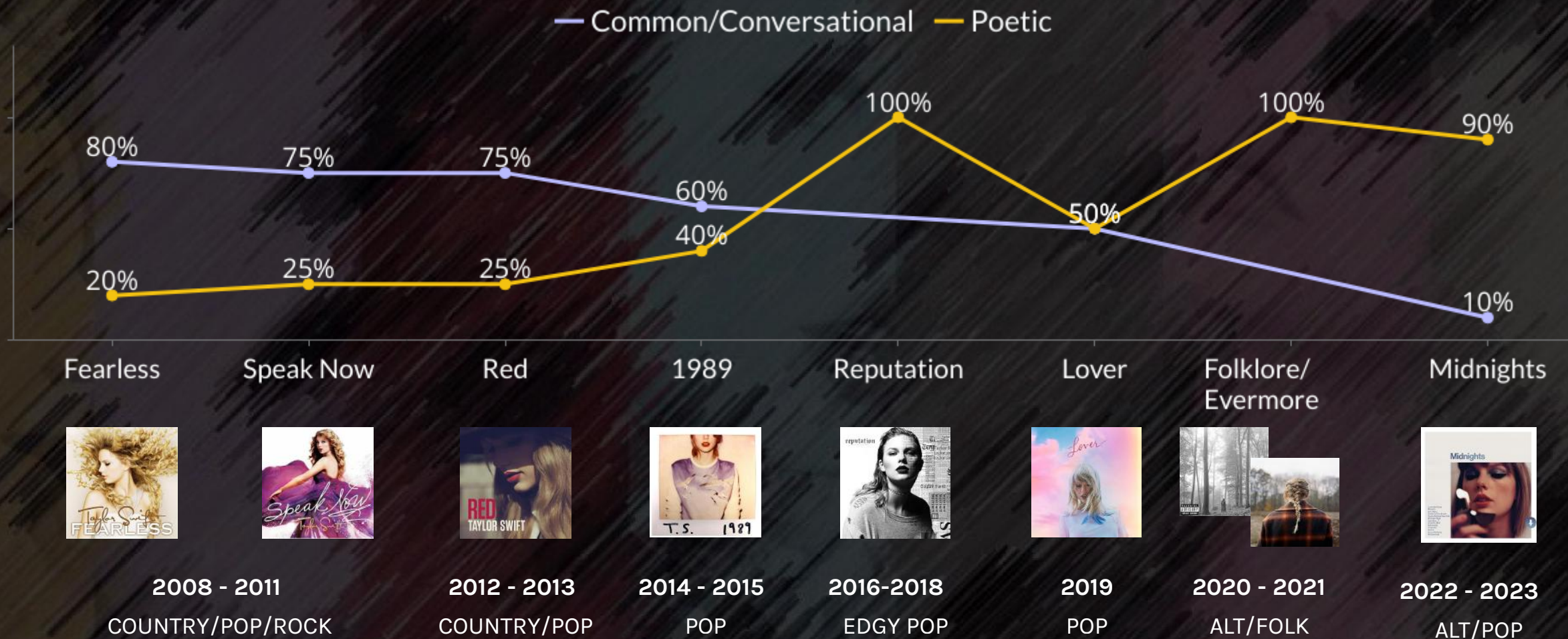




## Common to Poetic

Over the course of Swift's career, her lyricism style shifted from common and conversational-leaning to poetic. Examples on either end of the spectrum are "Jump Then Fall" and "Snow On The Beach," respectively. However, it's important to note that her hits aren't exclusively one way or the other, ensuring that the narrative is intriguing yet easy to connect with.

# Evolution by Album: Common/Conversational Lyrics vs. Poetic





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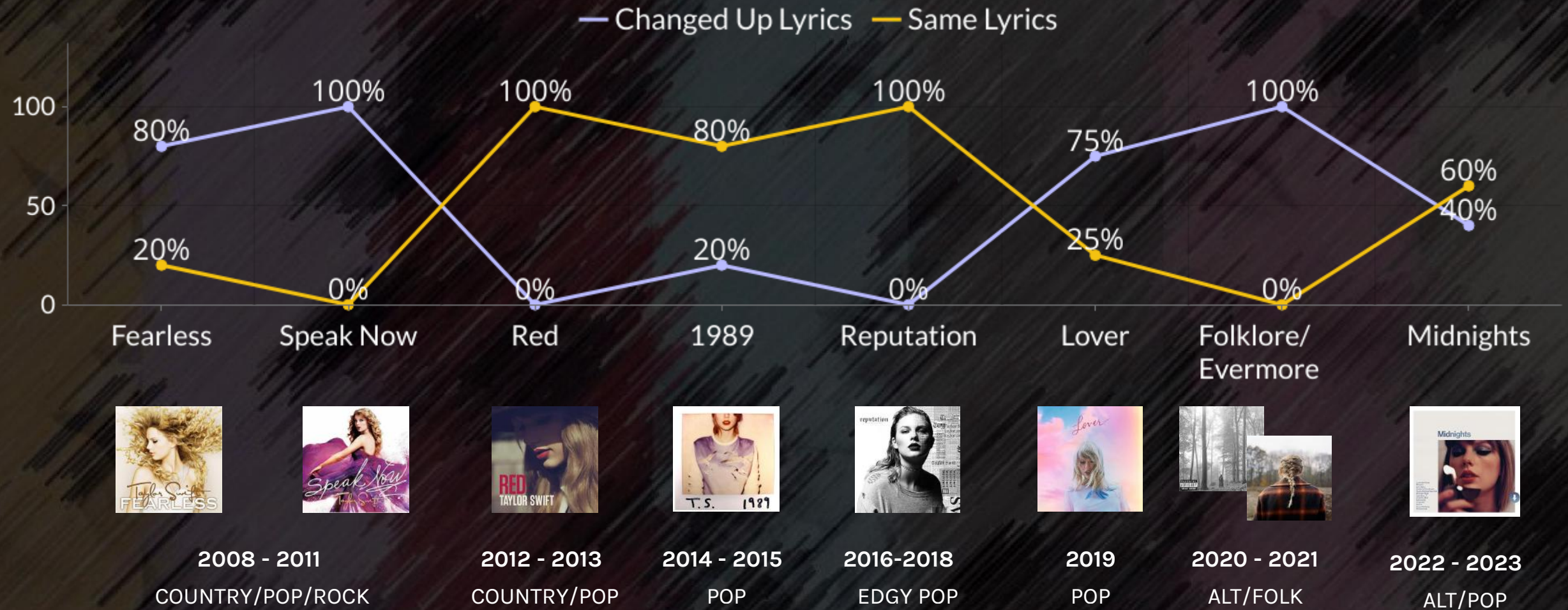


# Atypical Chorus Lyric Changeups

One of the most unique aspects of Taylor Swift's lyric writing compared to the overall Hot 100 top 10 is the variation of chorus lyrics throughout the song. More than half of her songs change up the chorus lyrics across iterations, most of which possess a combination of recycled and new lyrical material to advance the narrative while still maintaining familiarity. This was most common both early and later in her career.



# Evolution by Album: Chorus Lyric Changeups



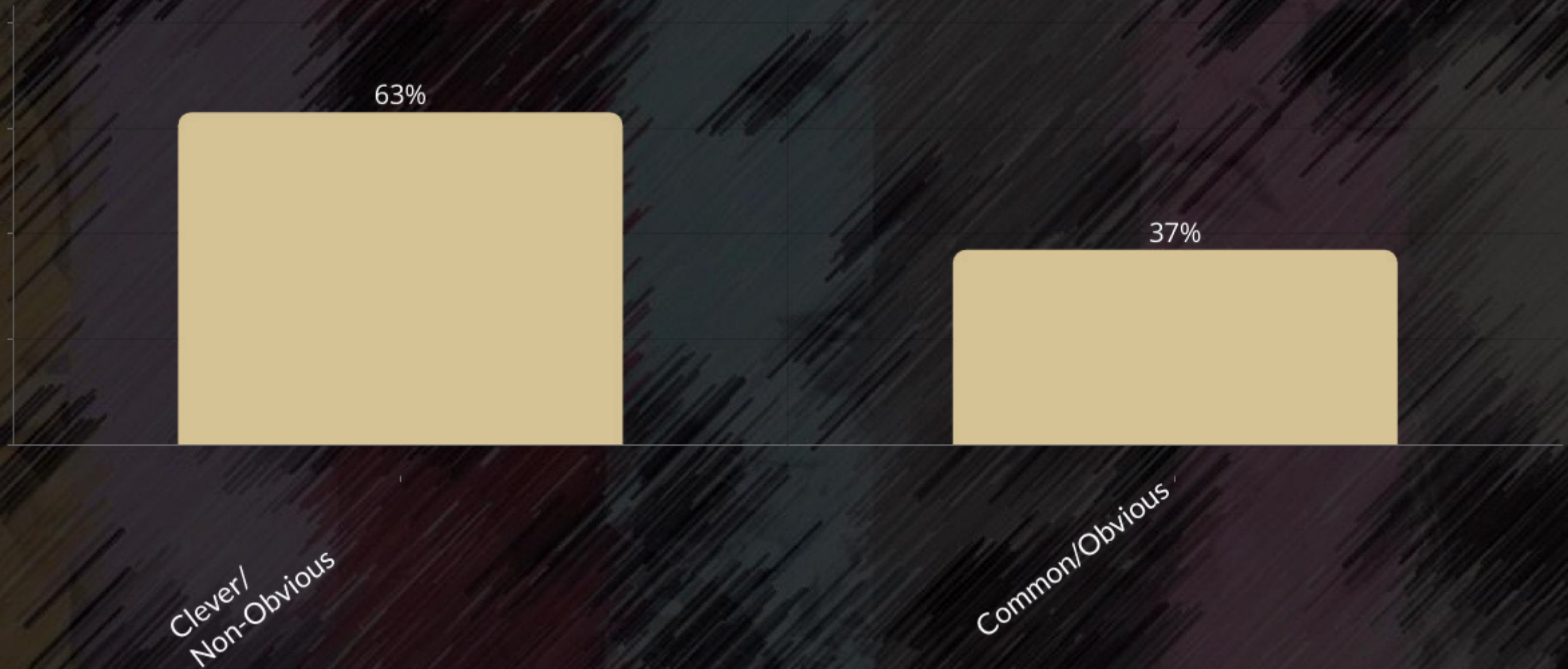


# Clever, Attention-Grabbing Song Titles

Nearly two-thirds of Swift's song titles lean towards the clever and non-obvious side, enticing people to listen and discover their meaning. Notable examples include "Jump Then Fall," "Red," and "Blank Space." On the more common and obvious side are titles including "Lover," "Love Story," and "We Are Never Ever Getting Back Together."



# Song Title Qualities: 2008 - 2023



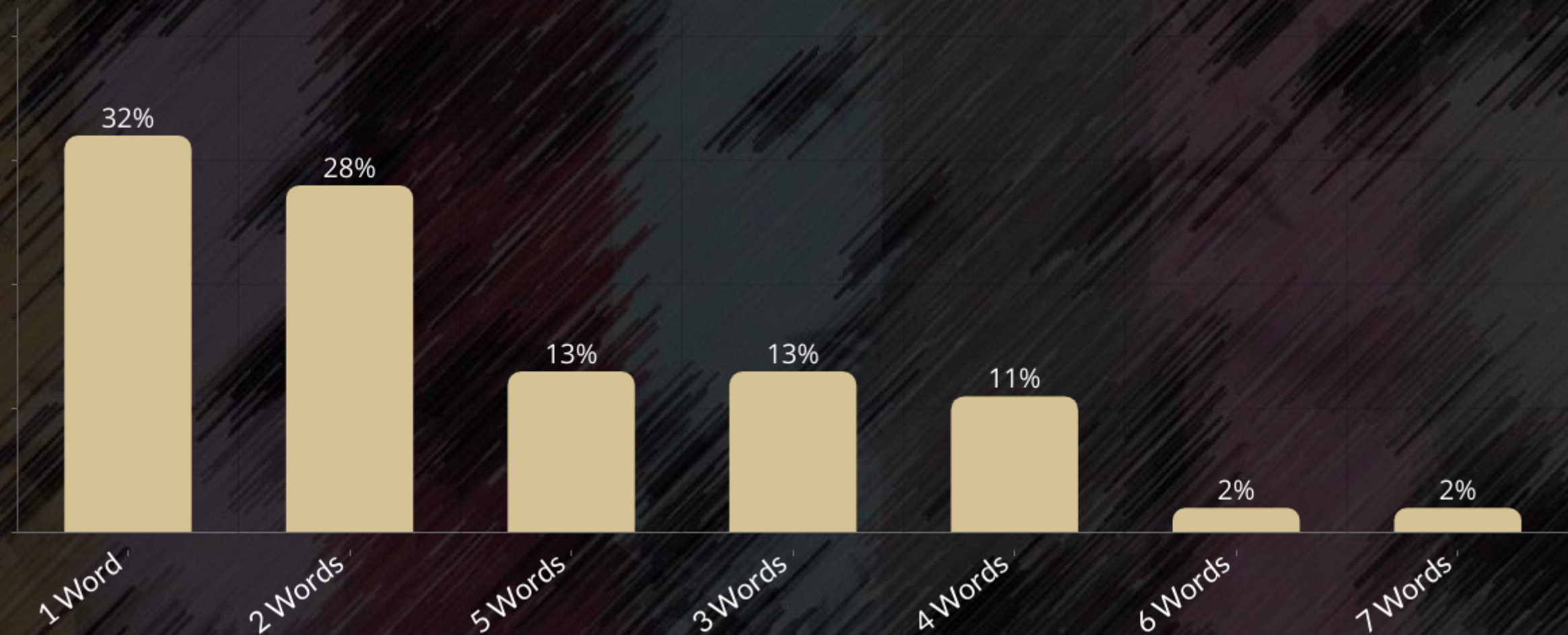


# Less is More

60% of Swift's song titles consist of two words or less, with one-worded song titles being most common. Among them are the #1s "Cardigan" and "Willow." Conversely, the longest of the bunch is the seven-worded title, "We Are Never Ever Getting Back Together," also a #1 hit.



# Song Title Word Count: 2008 - 2023



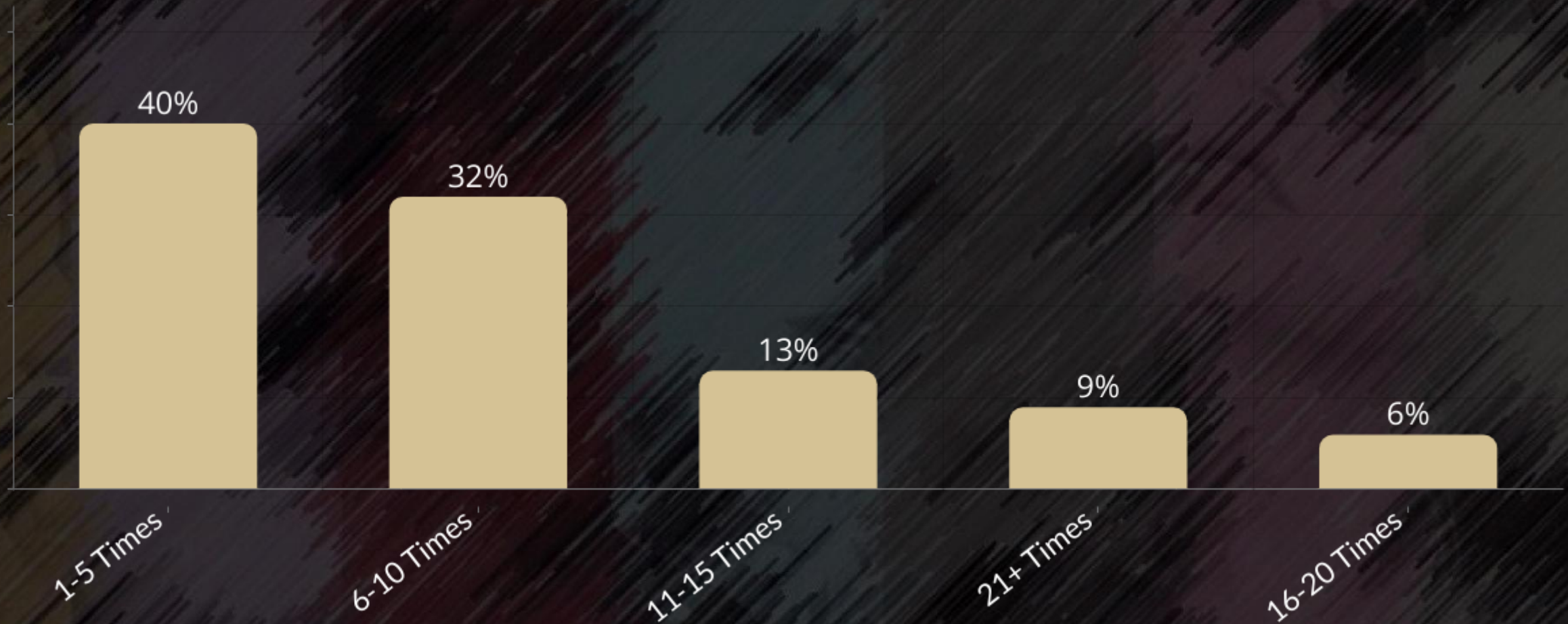


## Few Song Title Appearances

Not only do Taylor Swift's song titles contain few words, but they also appear infrequently within her songs. The 1-5 appearance range is most common at 40% of songs, with representatives including the #1s "Anti-Hero," "Blank Space," "Cardigan," and "Willow." On the other end of the spectrum, only 9% feature 21+ appearances, with "Red" featuring the most at 41.



# Few Song Title Appearances: 2008 - 2023



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