

**AN ANALYSIS OF CONNOTATIVE AND DENOTATIVE  
MEANING IN TAYLOR SWIFT'S RED (TAYLOR'S  
VERSION) ALBUM: A SEMANTIC APPROACH**

**THESIS**

**Presented to Universitas Bina Darma  
In Partial Fulfillment of Requirements for the Degree of Sarjana Sastra (S.S)**



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## MOTTO AND DEDICATION

### **Motto**

“Language is the road map of a culture. It tells you where its people come from and where they are going.” – Rita Mae Brown

“Music is the literature of the heart; it commences where speech ends.” – Alphonse de Lamartine

### **Dedication**

I gratefully dedicate this work to:

My beloved parents, for their endless love, prayers, and support throughout my academic journey.

My lecturers and mentors at Universitas Bina Darma, who have guided me with knowledge and encouragement.

My friends and classmates, who have shared countless experiences and motivation.

And to everyone who believes in the power of language, literature, and music as bridges of understanding.

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4. My close friends and fellow students in the English Literature program who have supported me both academically and emotionally during the completion of this thesis.
5. All other parties who have contributed directly or indirectly to the completion of this thesis, whom I may not be able to mention individually.
6. I am fully aware that this thesis is not perfect. Therefore, I welcome any constructive criticism and suggestions for its improvement. I hope this thesis will be useful for readers, especially those interested in semantic studies.

## ABSTRACT

This study investigates the use of denotative and connotative meanings in Taylor Swift's Red (Taylor's Version) album using Geoffrey Leech's semantic theory. The analysis focuses on five purposively selected songs: "Red," "All Too Well," "I Knew You Were Trouble," "Begin Again," and "The Moment I Knew." Each lyric is examined at four linguistic levels—word, phrase, clause, and sentence—to uncover how literal and figurative meanings interact to deliver emotional depth and narrative strength. The findings reveal that connotative meanings dominate the lyrics and serve as powerful tools of emotional expression, while denotative meanings provide clarity and structure. The study concludes that semantic analysis of contemporary song lyrics can enhance understanding of linguistic artistry and emotional communication in popular culture.

**Keywords:** semantics, denotative meaning, connotative meaning, Taylor Swift, song lyrics, Geoffrey Leech

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