ABSTRACT

Critical Discourse Analysis method with the Norman Fairclough approach is applied in this study. Data in this study is song lyrics that contain figurative language on Taylor Swift's Midnights album. Data were analyzed through the three stages of the model from Norman Fairclough in unitary analysis, namely text analysis, processing analysis, and social analysis. Textual analysis found eight figures of speech from Leech theory, namely personification (13,68%), simile (12.82%), metaphor (31,62%), hyperbole (15.38%), irony (11.11%), litotes (3.42%), metonymy (8.55%) and oxymoron (3.42%). In addition, other figurative elements were also found, such as color symbolism, allusion, and juxtaposition. In terms of the discursive practice strategies used by the text producer, she includes storytelling about personal experiences based on social events, she also uses marketing strategy to get people's attention. Lastly, the most dominant social issues based on Fairclough's CDA that Taylor Swift try to convey include societal expectations, revenge and justice, ideology and women's empowerment.

Keywords: CDA, figurative language, song lyrics