

In the Death of her *reputation*, She Felt Truly Alive

Taylor Swift is one of the most influential artists of our time. With numerous records broken and the many, many awards she has, she proves again and again that she is the best. In 2016, Kanye West said some really disrespectful things about Taylor Swift in his amazing album *The Life of Pablo*, and his fanbase harassed her. She was called so many names, and to avoid that, she left the public eye for a little over a year. She deleted all of her social media accounts and didn't leave the house. During this time, she was curating one of the best comebacks in all of music history: *reputation*.

Taylor Swift's *reputation* album is so good because it is meant to be an album representing the forced change from the media, but it also doubles as an album about her relationship with actor Joe Alwyn. In her time of seclusion, the singer spends tons of time with her lover. On *reputation*, the majority of the album is about her relationship and how it got her through her rough year. The best part about this album, like most of her albums, is the lyricism. On the song "New Year's Day," she opens up and expresses the feeling of not wanting to lose this person she's with because they are so important and special to her. The bridge repeats the lyrics, "Please don't ever become a stranger, whose laugh I could recognize anywhere," which shows the ineffable love that she has for her significant other that she never wants to grow apart from this person. I think the repetition and how open she is being is what makes this really powerful: "This ain't for the best, my reputation's never been worse, so you must like me for me." Taylor Swift opens up this track, "Delicate," by mentioning how her reputation is in the dirt currently and that this new person she's with must like her personality and doesn't care for what people say about her. In a secret session, she talks about wondering if her reputation with

relationships and the public eye is going to affect something that feels real. Showing consumers that there's light at the end of the tunnel can help you come out brighter and happier.

“And in the death of her reputation, she felt truly alive,” this phrase was one of the main taglines of this era in her life. The impact of realization that her name is being dragged through the mud is very compelling and what makes this album so influential. One of Taylor Swift's most popular songs, “Look What You Made Me Do,” was her comeback song. This was her first song put out in three years with many diss tracks to the rapper who mistreated her many times in her career. By repeating the main lines, “Look what you made me do,” she shows a new side of herself that won't put up with nonsense. Later, in the second verse, Taylor mentions the betrayal from Kanye with, “You asked me for a place to sleep, locked me out and threw a feast.” These lyrics represent that they were once friends, and then she was stabbed in the back. In yet another great track, Taylor Swift says, “This is why we can't have nice things, darling. Because you break them, I had to take them away,” this comes off as a way to terminate the friendship that she had with Kanye. In this lyric, she enforces the fact that she can't continue to forgive and forget the way he treats her and that it's over. In the bridge, she mentions forgiveness regarding the situation at hand, cutting herself off with a laugh and adding, “I can't even say it with a straight face.” This is something that shows her new persona and that she can't and won't forgive him for his behavior. The way that she carries on with her career and embraces the new person she is, is what makes this album so incredible.

Taylor Swift's duality, lyricism, and emotion is what makes this album one of the best comebacks to music. Everything from delivering her side of the story to her romance during this tough time in her life and the way she portrays it is what makes this album one of the best comebacks to music. The impact this album had, even made people who dislike her try out some

of her music. This era and album is very inspirational, it gives consumers the idea of there always being a light at the end of the tunnel. It inspires people to stay hopeful and to not care what others think. It inspires people to be like her.

Works Cited

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