

**PRAGMATIC ANALYSIS OF TAYLOR SWIFT'S "EVERMORE" ALBUM  
(2020) USING MOOD AND MODALITY**

**TERM PAPER**



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DARMA PERSADA UNIVERSITY  
JAKARTA  
2026**

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Submitted in part-fulfillment of requirements for obtaining  
*Sarjana Linguistik (S.Li)* degree



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## INTELLECTUAL PROPERTY STATEMENT

I hereby declare that the undergraduate thesis entitled, “Pragmatic Analysis of Taylor Swift’s “Evermore” Album (2020) Using Mood and Modality,” is my own original work, it is not plagiarism of another work, the contents have become my responsibility and authority. The entire resources and applications that are created have been stated correctly.

Jakarta. 21 January 2026






**(Flut Emeraldiprita)**



## LETTER OF APPROVAL

On recommendation of respective Supervisor, Academic Advisor, and Head of the Department, the term paper submitted by Flut Emeraldiprita entitled Pragmatic “Analysis of Taylor Swift’s “Evermore” Album (2020) Using Mood and Modality” has been approved and forwarded to the English Language and Culture Department, Darma Persada University, for final evaluation before the thesis defense for obtaining Sarjana Linguistik (S.Li) degree to the respective candidate.

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**PRAGMATIC ANALYSIS OF TAYLOR SWIFT’S “EVERMORE” ALBUM  
(2020) USING MOOD AND MODALITY**

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**ABSTRACT**

This research examines the pragmatic functions of mood and modality in Taylor Swift's album *evermore* (2020) using Levinson (1983) as pragmatic theory. Employing a qualitative descriptive method, the study analyzes clauses from 15 songs in the album, focusing on grammatical mood structures (indicative, declarative, interrogative, imperative, exclamative, and subjunctive) and types of modality (epistemic, deontic, dynamic, and bouletic). The findings reveal that Swift strategically employs mood and modality to convey emotional states such as doubt, despair, hope, and self-affirmation. Through Levinson's pragmatic framework, the analysis identifies implicatures and indirect meanings embedded in the lyrics, including subtle rejection, implied criticism, uncertainty, inner conflict, and unspoken desires. Expressions of mood and modality reflect broader social and psychological dynamics, including power relations, emotional distance, subordination, and relationship imbalances. This research contributes to interdisciplinary discourse on the intersection of linguistics and popular music, offering insights into how linguistic features enhance aesthetic effectiveness and emotional resonance in contemporary songwriting.

Keywords: pragmatics, mood, modality, Taylor Swift, evermore, Levinson's theory, implicature, linguistic analysis

**ANALISIS PRAGMATIK ALBUM “EVERMORE” KARYA TAYLOR  
SWIFT (2020) MENGGUNAKAN MOOD DAN MODALITAS**

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**ABSTRAK**

*Penelitian ini mengkaji fungsi pragmatik mood dan modality dalam album Evermore (2020) karya Taylor Swift dengan menggunakan Levinson (1983) sebagai landasan teoritis pragmatik. Dengan menggunakan metode deskriptif kualitatif, penelitian ini menganalisis klausa 5 lagu dari 15 lagu dalam album tersebut, dengan fokus pada struktur mood gramatikal (indicative, declarative, interrogative, imperative, exclamative, dan subjunctive) serta jenis modality (epistemic, deontic, dynamic, dan bouletic). Temuan mengungkapkan bahwa Swift menggunakan suasana hati dan modalitas untuk menyampaikan keadaan emosional seperti keraguan, keputusan, harapan, dan penegasan diri. Melalui teori Levinson, mengidentifikasi implikatur dan makna tidak langsung yang tertanam dalam lirik, termasuk penolakan halus, kritik tersirat, ketidakpastian, konflik batin, dan keinginan tak terucapkan. Ekspresi mood dan modalitas mencerminkan dinamika sosial dan psikologis yang lebih luas, termasuk hubungan kekuasaan, jarak emosional, subordinasi, dan ketidakseimbangan hubungan. Penelitian ini berkontribusi pada wacana interdisipliner mengenai persimpangan linguistik dan musik populer; menawarkan wawasan tentang bagaimana fitur linguistik meningkatkan efektivitas estetika dan dalam penulisan lagu kontemporer.*

*Kata Kunci: pragmatik, mood, modalitas, Taylor Swift, evermore, teori Levinson, implikatur, analisis linguistik.*

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