

Music Websites Taylorswift.com



Language			Representation	Industry	Audience
Visual codes - denotation/connotation			Stereotypes and countertypes	Commodification	Target audience
Website key terms and visual codes			Ideology - messages and values	Profit and revenue - sales	Demographics and psychographics
Navigation bar	Above-the-fold	Below-the-fold	Alvarado's Racial Stereotypes - exotic, dangerous, to be pitied, humorous	Brand identity	Social media followers
Hyperlinks	Images	Icons	Intersectionality - equality, diversity, inclusion	Record label ownership	Online engagement
Merchandise	Pop-ups	Splash pages	Feminist Theory - male gaze, objectification, female body spectacle, agency, passive/active, empowerment scopophilia, voyeurism, toxic masculinity, misogyny	Production company	Uses and Gratifications • Information • Entertainment • Personal identity • Integration and social interaction
White space	The Hero Shot	Rich media		Synergy	
Homepage	Body copy	Embedded video		Conglomerate	
Mise-en-scene and shot types			Self-representation	Subsidiary	NRS Social Grade - ABC1C2DE
Direct mode of address	Close-ups of the star	Informal mode of address	Under-representation	Star persona	
			Mis-representation	Digital convergence - social media links	
Gesture codes	Colour scheme	Serif/sans typography		Marketing strategies - promotion	Two-step flow - role of the opinion leader
Props	Costumes	Settings		Dyer's Star Theory	
					Fandom - interactivity, avid fans, participation, parasocial relationships, prosumers

WEBSITE CONVENTIONS

TIP

Shop Now / Archive / Directed Projects / Sign Up



THE TORTURED
POETS DEPARTMENT
AVAILABLE NOW
STREAM / DOWNLOAD

- Above-the-fold content on Taylor Swift's official website includes the **black-and-white mid shot** of Swift's torso, which is the album cover for her latest release: The Tortured Poets Department.
- Clickable links to 'Stream' and 'Download' with the 'Available Now' **lore** promote methods of listening and purchasing for the purposes of **profit, revenue and avid fandom**.
- The Streaming options for her music include Spotify, Amazon, Apple, YouTube, iTunes, Tidal, Deezer, Soundcloud and more, highlighting high levels of **digital convergence**.
- The self-objectification of Taylor Swift in the album cover (in underwear lying on a bed, with her face out of shot) can be example of her **empowered liberal feminism**, actively commenting on her own objectification and connoting her vulnerability in her self-representation.
- The serif typography of the website gives a formal mode of address.
- Below-the-fold content includes clickable links to the 'Store', 'Archive' and 'Directed Projects' and 'Sign Up' which are also available in the navigation bar as **clickable links**.
- **Digital convergence** also features in multiple social media platforms (Facebook, Instagram, Tumblr, X, TikTok, YouTube, Snapchat) for **consumption** of Taylor Swift's music and opportunities for **fan interactivity**.

REPRESENTATION

- Taylor Swift operates under a **highly controlled self-representation** which is key to her cultivation of **star persona** and the **commodification** of Swift as star for the purpose of **profit and revenue**.
- Taylor Swift frequently challenges negative **stereotypes** of young women and promotes herself as an **empowered feminist alpha female** and entrepreneurial billionaire and industry leader.
- Taylor Swift represents herself as:
 - Glamorous and successful in order to elevate her **star persona** - despite many **counter-typical** representations, she conforms to portrayals of **female beauty ideals** but on her terms
 - self-objectification features in the album cover art, but arguably with complex intentions in representation.
 - Ironic with a range of coded references in her **lyricism** and **mise-en-scene** within **stills** of her album art - often she is referencing past experiences through props, costumes and settings (including relationships and industry-based conflicts).
 - The social context of **feminism** has influenced the video as Swift is assuming the role of a man in order to express her **Feminist ideology**. She mocks the **patriarchy** throughout to make serious points about **gender discrimination**.
 - An artist who has evolved over time (from her self-titled **country** album, to her **pop** and **hybrid genre** releases) from a young/impressionable star to a mature and cultivated artist
 - Artistically creative and innovative collaborator with music videos to underscore poetic lyricism
 - Counters **stereotypes** of femininity and critiques toxic masculinity throughout her career.

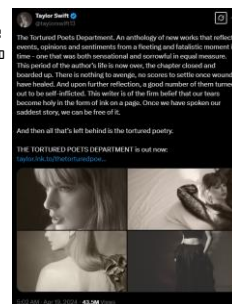
SYNERGETIC PARTNERSHIPS



- Current **synergetic partnerships** with The Tortured Poets Department include
- linking **target** store as an outlet to buy the album as a physical copy on X
- celebrating a **meet-and-greet** with the **Prince of Wales** and linking him on X
- synergy with her re-recorded albums as a result of attempting to regain **intellectual property rights** on records formerly owned by **Big Machine Records** and **Scotter Braun**.
- former partnerships with **Diet Coke** and **Google**.
- through the website, there are minimal examples of synergy beyond internally brand related synergies - Swift has marketed herself as a **brand** and **commodity**.

DIGITAL CONVERGENCE

- On Taylorswift.com, there are **digitally convergent links** to a range of official Taylor Swift social media platforms: Facebook, Instagram, Tumblr, X, TikTok, YouTube and Snapchat.
- These **clickable icons** take the browser to different platforms promoting similar Taylor Swift content, but formatted within the social media site and with relevance to the target audience (for example: Facebook will have an older demographic than TikTok).
- Facebook uses **commodification** to position Taylor Swift through a focus on saleable items in the 'Featured' section including pre-orders of collectors' editions of the latest record on Vinyl, Cassette and CD.
- Instagram features 281 million followers and pinned images marketing the album, with stylised **gesture codes** emphasising **feminine beauty ideals**.
- TikTok has a more personal mode of address to 32 million followers with pinned videos of her with her pet cat and **live feeds** that give **avid fans** the opportunity to interact and form **parasocial relationships** with the star - the illusion of intimacy acts as a **USP** which is still part of her **brand identity** as a **commodity**.
- X features blurb in an album promotion which includes the line "This writer is of the firm belief that our tears become holy in the form of ink on a page". Taylor Swift's **brand identity** has evolved to develop the **star persona** of a **tortured artist**.
- YouTube includes her music video history with every previous release with their distinctive style and aesthetics.
- Her online content acts as a **primary marketing tool**, featuring links to YouTube and **streaming sites** to encourage plays of his music videos and songs.



INTERACTIVITY & PARASOCIAL RELATIONSHIPS

- **Interactivity** becomes an opportunity for fans to engage with the star beyond their **star persona** and form **parasocial relationship** - this can also be seen as a **celebrity USP** to build their brand as a **commodity**.
- **Avid fans** are often seen as **opinion leaders** who can influence the artist and become **prosumers** with an active role in shaping the **fandom** for the artist - this is a non-traditional development within **star commodification**.
- Taylor Swift is renowned for his **fan engagement**, and this begins with the encouragement of **interactivity on the official website**:
 - answers fan questions via Instagram/ opportunity to add **comments** on her social media / adds **live feeds** on TikTok and responds to live comments/ **Exclusives** and **special editions** of albums/ **Fan club** that you can join as a member/ **behind-the-scenes** photos and insights/ **Direct address/informal speech** in her social media posts

INTERACTIVITY & PARASOCIAL RELATIONSHIPS

- Entertain** - fans escape and be diverted from reality with empowered pop music
- Knowledge** - Taylor Swift's Feminist ideological agenda is evident in her support for specific campaigns
- Personal Identity** - fans who see TS as an aspirational role model for young women
- Social Interaction** - interactivity through social media, forums and official website (community)

CONGLOMERATES & SUBSIDIARIES



The Tortured Poets Department was released by the **subsidiary** Republic Records under the **conglomerate** Universal Music Group.

