## QUEEN OF REINVENTION (?): UNVEILING ARTISTIC TRANSFORMATION THROUGH LYRICISM

The project aimed to analyze Madonna's thematic evolution across three albums— "Like a Prayer," "Erotica," and "American Life"—using Voyant Tools to uncover the interplay between her lyrical content and artistic growth.

## **Process:**

- 1. Collected lyrical content from three of her prominent musical works and compiled them as textual corpora.
- 2. Utilized Voyant Tools to analyze the lyrical content, focusing on full songs for deeper insights into Madonna's intentions and thematic consistency.
- 3. Interpreted Madonna's thematic evolution chronologically, uncovering societal commentary embedded within her lyrics, highlighting the interplay between visual imagery, marketing, and lyricism in her reinventions.

## **Key Takeaways:**

- 1. While the usage of the same words and sentence structures may point to lack of reinvention, the contexts within which these words are used differ, pointing to a different way in which lyrics could be analyzed: not focusing on the words themselves, but rather on the contexts in which they appear.
- 2. The most commonly used words on the albums were often reflective of the general image of the album.







