

The 25 Best Things About Being in Your Early Twenties Analytical Commentary

The article, 'The 25 Best Things About Being in Your Early Twenties' written by Anna Breslaw was published on the Cosmopolitan website in 2014. It is written as a reflection on the absurd nature activities one might engage in between the ages of 20-25. Engaging in the lifestyle domain, the informally written text specifically addresses topics related to young adulthood with the purpose of entertaining the young female audience that typically supports Cosmopolitan. Breslaw appeals to this target audience through the use of slang, contemporary popular cultural references and non-Standard grammar.

The slang Breslaw employs '#sorrynotsorry' (?), as used in social networking sites such as Twitter and Facebook, highlights the young, tech savvy audience she targets. Her cultural references to 'American Apparel' (?), 'frat house' (?), 'Anthropologie' (?), and 'Instagram' (?) demonstrate her familiarity with contemporary trends and institutions that her audience is likely to know. She further consolidates this familiarity and connection with the audience through the consistent use of the second person. In addressing the audience as such, she invites us to consider the piece almost as a dialogue where advice is distributed. Breslaw directly appeals to a primarily female audience through the use of female oriented lexemes 'side-bow headbands' (?), 'body-con U-neck dress' (?), 'Pap smears' (?) which address the semantic fields of fashion and female hygiene.

Syntactically, Breslaw's use of exclamatives and declarations work to support the text's function to entertain. The exclamation of 'But, things!' (?) mirrors the informal nature of spontaneous spoken discourse, where inference is employed to make ungrammatical fragments meaningful. She pairs these intermittent proclamations with declaratives, 'You have more Twitter followers than your boss' (?) designed to advise the audience on the joys of young adulthood. Her combined use of first person and compound sentences, 'I guess you can do this forever, but...' (?) invites the audience into an intimate dialogue where she shares her hesitancy at following sexual patterns such as 'hook[ing] up with inappropriate men' (?), emulating the concern and frank admission seen in dialogue with friends.

Through the use of front focus, Breslaw continually emphasises time throughout her piece to further reinforce the semantic content, 'Once you hit your late twenties' (?). Breslaw explores this concept of time through the piece's listing format, which emphasises the process of logical ordering and the notion of cause and effect. This also is evident in her use of syntactic parallelism, 'or had bad hair, or that nickname...' (?), employed to highlight the plethora of things available to you during this age range. Using the initial sentence of each segment as a precursor to the advice that follows, Breslaw demands that the audience infer the connection between the sentence and the preceding explanation. These initial sentences are not always syntactically linked to the explanation, 'Hahaha, oh boy JUST YOU WAIT' (?) and as such, the audience must infer its connection.