

Its not avocado on toast that's keeping me out of the housing market

Madeline White's article, which appeared in *The Age*, titled "It's not avocado on toast that's keeping me out of the housing market", has been written in response to Bernard Salt's article regarding his accusations that Millennials can not afford to buy homes due to their lavish lifestyles. The article, written in a condescending and defensive tone, contends that it is not in fact lavish lifestyles that is making it difficult for millennials to purchase a home, but greater contributing factors, such as the income to house price ratio, which is influencing the struggle. This article appeals to Millennials, and through repetition, anecdotes, sarcasm, and metaphors, White targets other millennials like herself as well as a more sceptical Gen X and Babyboomer audience in her writing.

White implements 'avocado' as a symbol of the "indulgent lifestyle" that Millennials lead. The witty metaphor is used as a device to engage the audience and ridicule Bernard Salt's accusations. The "thrift ritual of avocado indulgence" and the "smashed avocado on toast" creates a striking image for the reader, and effects them on an emotional level, where they will be able to relate and refer back to avocado as being their "problem" or "reason" as to why they can not afford to buy a home. The mocking tone of the piece also positions the reader to empathise with White as she is essentially defending Millennials through sneering at Salt, the "self-professed 'Middle-Aged Moraliser.'" This technique is employed as a way to eradicate the claims that Salt makes in regard to the "youth" that "are eating too much smashed avocado", being the cause as to why 20 year olds can not afford homes. White ravages Salt by blatantly stating "bargain avo's will not change my income", which endows the metaphor with at least two layers of meaning; the obvious literal meaning and the more-complex symbolic meaning, which in effect secures the audiences' support through logic, on account of the fact the main issue of salary not luxury.

Techniques used predominantly throughout the piece include colloquial language and sarcasm. The application of colloquial language allows the reader to feel as though the writer is a 'friend' to the audience. This technique infused with the casual and relaxed tone positions White as though she is engaging in conversation with the readers. Sarcastic expressions such as 'a buck a pop', a phrase we may use in our own discussions about this topic, once used in a response to a debate, compels the reader to feel that White is not a formal figure, thus they are more likely to agree and embrace her judgement. This results in the audience feeling included in a contentious debate that has been raging across generations, and positions them on the same wavelength. The sarcasm and condescending tone act as a tool of humour, which gains the attention of both the millennials and Gen X and Babyboomer reader and allows the audience to feel a shared identity of a young person who is also struggling as they did before her. "Nodding from the oldies" and referring to avocado as "avo" also encourage readers to concur with White.



The image featured in this article primarily represents what the speech is about, and the purpose of the debate. The symbol of avocado's is explored in this image; the angle, colour scheme, and brightness of the photo are to prove the proclaimed statement regarding "luxury" and the "lavish lifestyle." The caption

below the image states "Avocado on toast: not really to blame for sky-high property prices," reiterating the point White made against Bernard Salt. It also makes the audience question when they became such a class divided society that believed it had an inherent right to question what others were worthy of eating. This imposes the guilt card. The image also upholds the title of the article, "avocado on toast" by giving an example of what Salt refers to.

In conclusion, White gains the audience's approval through the use of symbols, metaphors sarcasm and colloquial language, in order to empathise with other Millennials to go against Bernard Salt's claim, and realise the truth and underlying issues as to why they truly cannot afford to buy homes.