

## Not Every Era Gets a Standing Ovation

By Sophie Bergmann



Swift posing for a photo to promote “The Life Of A Showgirl.” ([The Hollywood Reporter](#))

Every Taylor Swift album release day has been a holiday in my eyes since I became a fan in 2015. The excitement of putting on headphones right as the clock strikes midnight to listen to her newest era unfold never gets old for me. The feeling is irreplaceable. From listening to the pop songs in “1989” in the back of my parents’ car to the crushing lyrics in “The Tortured Poets Department” in my sophomore year dorm room, I have loved growing up with Swift’s music tucked away in my Spotify.

Swift released “[The Life of a Showgirl](#),” her twelfth studio album, on October 3, 2025, teasing it as an album about her record-breaking Eras Tour. After the success that “The Tortured Poets Department” brought her, fans were excited, especially considering her recent engagement to Travis Kelce, tight end for the Kansas City Chiefs.

However, upon release, many fans including myself found ourselves a bit shocked, and somewhat disappointed, feeling as though this album lacked depth.

“I was expecting some criticism because lyrically, it wasn’t as profound as some of her other albums,” said Maya Brunelli, a New York City-based [content creator](#) who is a vocal supporter of Swift and her music. “A lot of people call her the Shakespeare of our generation, so I understood where those people were coming from.”

This has been a common critique of some of the tracks, and in a few of the songs, the language does not feel like her typical songwriting.

Track 5, “Eldest Daughter,” used language that would make more sense in an Instagram caption rather than a lyrical ballad. In one line, Swift sings, “But I’m not a bad bitch and this isn’t savage,” which threw me off. Fans know that her fifth track of every album is usually one of the most devastating lyrically, and these lyrics left me shocked, and not in a good way.

That being said, much of the heavy criticism of this album stems from social media and the group conformity it fosters.

“For the first week, every single video was scrutinizing it, they were picking apart lyrics and saying awful things,” Brunelli said. “Then a week later, I saw so many videos of people thinking the lyrics were deep.”

This showcases the impact that social media currently has on pop culture as a whole because anybody can express opinions without being penalized, and people are so desperate to fit in with what they think the popular opinion is.

With Swift's song “Father Figure,” a song written from two perspectives about Swift buying back her master copies after they were sold without her consent, people on social media praised her lyricism and girl power. However, this was after they hated her for being “too cringe.”

Though I can't say this album comes close to being a favorite of mine, I do enjoy a lot of the songs, and I think it reflects a new era in her life that isn't meant to please everyone.

Swift is now about to get married, and potentially start a chapter that involves having kids and "a driveway with a basketball hoop," as mentioned in her song titled "Wi\$h Li\$t." Though this is not relatable to me, I still enjoy the album for what it is.