

## REACTION CRITIQUE

### PITCHFORK MAGAZINES REVIEW OF ED SHEERAN'S BAD HABITS

July 18, 2021, by Lindsay Wincherauk

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I love Ed Sheeran's music; it speaks to me—even as a now sixty-one-year-old man. His lyrics, to me, are genius. Some find them formulaic. They are idiots.

The man has written about dementia. Losing his grandmother. A teenage hooker. But yet, because the man can write ballads that will never die, music snobs become swathed in jealousy and try to convince anyone who will listen or read that what they enjoy is not worth listening to. Some have even gone as far as to call him “boring” —what do they need from an artist to not be boring? Please. You are assholes. Seriously.

I've watched a few reaction videos lately. I find them to be delightfully quirky.

So, in that vein, here is my reaction critique to Pitchfork's Bad Habits review by Quinn Moreland.

Here goes:

*“Bad Habits” makes Ed Sheeran's glory days as a M'ladyman with an acoustic guitar seem almost charming.”*

Quinn, are you calling Ed a radical feminist?

Your reasons for disliking Ed seem to stem from sadness and the pains of all reviewers to remain relevant. To cater to an audience of people who think they are finding depth in the artists' music they like—the ones their misguided snobbery injects them with the belief they hear and enjoy and lament over music far more profound than the mainstream. Music + art + food + everything is not only for those paid to be dicks about what other people like. They're for everyone. Your words drip with condensation.

Quinn, is your desperation to be outspoken so severe you feel the need to put down the masses because you are such a damn individual with an exquisite taste you believe your thoughts are the only ones that matter? Or are you a failed or struggling musician who feels unbearable pain because some artists have what you so desire, a gift?

I'm not going to research you. I don't see the point.

Quinn, do you get paid for writing your drivel?

*"...exploring all the different shades of derivative."*

Don't your words make you a hypocrite?

Wouldn't you only write reviews about the struggling artists you believe you are cosmically connected to – thinking you are the gifted writer who's discovering them?

Bad Habits may not be your jam. But it will be for many. And what is wrong with that?

Why do you feel pain?

"Zero Edge."

Who cares; what do you define edge to be? What do you need to be whole?

I know Pitchfork's mandate is eviscerating the mainstream – catering to...I don't know?

Not me.

I found your review to be dull, pedantic, boring, predictable, lazy, with the usual Pitchfork whine about how Pitchfork (filled with zero edge); it is somehow edgy, complete with your own high-pitch coo in search of a payday.

Sheeran is a multi-generational talent.

You can admit it, Quinn, can't you?

Probably not.

Bad Habits = 70 Million views thus far.

Your review = well, I read it. After reading I like Bad Habits more!

I don't see the point of your vitriol?

Who are you writing for, too?

"...nonsensical mischief..."

Are you the arbiter of sense? Aren't you in the music industry? Share with the class, all of the fantastic sense-filled musical gems I am sure only you would understand the deep meanings of.

Bad Habits is a catchy tune. Quinn, it might not feed your deep desire to be pertinent. But what it will do for millions-upon-millions-upon-millions is: provide a reason to smile and dance and keep moving on past a once-in-a-century pandemic – without having to listen to some blowhards try to convince them what they are enjoying doesn't meet their (your) elevated sense of being one of the blessed ones who know what's best for the rest of us.

"Watching through gritted teeth...." Wow... you seem to be troubled. Meth?

Maybe throw Bad Habits on again, close your eyes, smile, and dance.

I sincerely feel pain for you because you do not seem to be able to enjoy life.

I give your review 0 Stars.

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Fire me a message on the TALK PAGE of my website: [www.lindsaywincherauk.com](http://www.lindsaywincherauk.com) if you have more suggestions on making our world a better place!

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