This is a personal blog, probably written in one sitting, by the looks of it at some speed and is addressed to people who know the writer but not to one particular recipient. This context and method of production does affect its language, in particular its restricted subject matter and field as well as its formality.

Grammatically, the sentences are elliptical. For example ‘went out’ omits the first person pronoun ‘I’ and makes the first sentence a minor sentence. This is typical of spoken mode, but also of diaries. Blogs have much in common with both these forms of text in that they are relatively informal and immediate. The ellipsis is partly for speed – blogs are not as carefully crafted as, say, a published article or a letter to a friend – and partly for a feeling of informality. The audience for this text would be family and friends and formality would be inappropriate.

Similarly, in terms of orthography (spelling and punctuation) there is a pattern of non-standard punctuation, with apostrophes being omitted in ‘wasnt’ and ‘theres’ as well as a phonetic spelling of ‘tho’ for though. Like the ellipsis this is probably for speed and is part of the discourse of a personal blog of this nature.

The lexis in this text is restricted to particular semantic fields, to do with the immediate everyday features of a trip to the Mall (this may be an American writer or this may be a loanword from America) – ‘car parking’, ‘Mall’, ‘lights’. However, there is some vague lexis present, such as ‘thingies’ which, like the grammar and spelling is also designed to keep the feeling of this as a fun story about a day – part of a personal blog’s purpose.

* Discourse structure – Labov – narrative with most of the features of this structure
* Figurative language/idiomo HowHoHow