

# Candidate Marks Report

*Series : 6 2018*

This candidate's script has been assessed using On-Screen Marking. The marks are therefore not shown on the script itself, but are summarised in the table below.

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Centre No :	Assessment Code :	H474
Candidate No :	Component Code :	01
Candidate Name :		

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Total Marks :

In the table below 'Total Mark' records the mark scored by this candidate.  
'Max Mark' records the Maximum Mark available for the question.

Question Part

1	<p>Both texts aim to present Jamie Oliver and his opinions. Text A is a behind the scenes interview where he is speaking about his new tour and how he feels about his new success as the 'Naked Chef'. On the other hand, Text B is a recipe from his book where he is discussing how to make a prawn and parsley fritata. In both, he <del>also</del> is presented as carefree and down to earth, however in text A, this comes across greater compared to text B.</p>
	<p>Both texts present an element to Oliver's personality. For example, in text A the syntactical <del>parallel</del> parallelism "bit mad but <del>spicy</del> but pantomimey" presents Jamie Oliver as <del>the</del> humble and down to earth. This syntactical parallelism is also repeated "I never ever thought... I never ever thought" which conveys the fact he isn't arrogant. This presents him in a positive light to his fans which is most likely to be his audience as this DVD had to be purchased. The lexical group of feelings and emotions "mad", "scary", "survived" and "nervous" shows Jamie Oliver to be this normal man who was lucky to get this</p>



Question Part

opportunity. It presents him on an equal level with the viewers which creates the rapport with them, also strengthening his brand. Similarly, in text B, ~~the~~ there is a social group of ethnonyms "honest" and "fussy" which still keeps up with the persona of Oliver being down to earth. However, another element of his personality is shown where he is less nervous and more professional man in text A. Text A contained fillers "er" and neologisms ~~as~~ such as "pantomimey" to show how spontaneous the interview is as well <sup>as</sup> ~~presented~~ spoken. However, in text B it is less spontaneous and professional. For example, the cooking jargon "zest", "antipasto" which presents him as a chef and ~~the~~ how passionate he is about cooking. He is presented as less ~~is~~ nervous in text B because this is his ~~is~~ passion and profession - this is what he knows best. Text A presents his personality to promote his brand in order ~~to~~ for viewers to buy his ~~little~~ cookbook and invest in him. It has a persuasive element in terms of marketing.

Both texts also use humour, however, this is more present in text A. For example, "concerned at the right time probably" which adds to the facet of wanting to come across natural and normal to the



Question Part

audience. ~~It also~~ the noun phrase ~~is used~~ since, it is a behind the scenes interview it also shows same Oliver 'stripped' down with no barriers being held up. He is presented as open and free, a fresh new side to cooking, trying to appeal to ~~it~~ a new modern society of the UK and perhaps even worldwide as he has been to many tours for his ~~own~~ profession.

~~Further~~ similarly, text B uses humour such as the idiom "hit the nail on the head" which emphasises the fact that this dish is something readers should consider making. The idiom also maintains his natural and 'down to earth' personality, seen in ~~the~~ text A. However, text B is also more informative compared to text A. For example, the imperative verbs "preheat", "sprinkle" and "add" to instruct ~~the~~ how to make the recipe. Most of the imperatives are also relatively simple to ensure the cooking process is not difficult. This is because he believes "everyone should be able to cook" which is mentioned in text A. He aims to make cooking ~~more~~ easier and perhaps accessible to



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Question Part

everyone, especially the working class perhaps, as he did grow up working class himself. However, text A is also quite informative too. For example "proper nouns of places "Hammersmith Apollo" and "Birmingham" and also background information about the show. This gives an insight into how some Oliver ~~is~~ had become some Oliver and perhaps it also shows that celebrities are not all whirlwind characters. He is presented as an ordinary individual that was "very lucky" - it is almost showing him to be endearing.

Both texts also aim to challenge the stereotype of cooking being ~~for~~ traditionally a woman's job. For example, in text A the dynamic verbs ~~is~~ "peeling" and "steaming" are related to cooking instructions and it presents the fact that Oliver is breaking away from the stereotype of a man not cooking at home. ~~The~~ The phrases "cooking's the new rock ~~and~~ roll" and "rock'n roll" ~~and~~ it shows that cooking is essentially becoming trendy now. ~~On~~ On the other hand, it could be argued he is comparing



Question Part

it to rock'n'roll because that music genre is associated with 'hard looking' men. Since he is the first ~~well known~~ well known working class and ~~male chef~~ male chef, he is breaking a barrier. This is essential for his brand because it is a new and fresh idea, attractive to the masses as it is different. He shows that not only women should cook, almost challenging and dispelling the stereotype which is also seen in Text B. For example, the hyperbolic adjectives "incredible", "spectacular" promotes the recipe and it shows how ~~men~~ men can do cooking and ~~and~~ actually enjoy it. It is clear that Oliver aims to ~~to~~ express that he is almost adding to the ~~notion~~ equality in the world being a trendsetter but he remains humble about it which is why he is ~~so~~ well liked in the industry.

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To conclude, both texts aim to present the personality of Jamie Oliver who ~~is~~ is shown as the 'naked chef'. He is shown in both texts to be



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Question Part

humble, down to earth and essentially an  
~~ordinary~~ ordinary man like the like the  
rest of us folks. This creates a popularity  
and they associate him with a positive  
image. He also aims to challenge  
stereotypes around comedy, which  
which we see on both sides. Being  
open and honest allows us to  
relate and accept him. as well.













