

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.

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

Total Marks : **25 / 32**

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

Paper:	H474/01
Paper	25 / 32
Total:	
Question Total / Max	
Mark Mark	
1	25 / 32

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 also is presented as carefree and down to earth, however in text A, this comes across greater compared to text B.</p>
4	
	<p>Both texts present an element to Oliver's personality. For example, in text A the syntactical parallel parallelism "bit mad but spicy but pantomimey" presents</p>
1	<p>Jamie Oliver as the humble and</p>
2	<p>down to earth. This syntactical parallelism is also repeated "I</p>
	<p>never ever thought... I never ever thought" which conveys the fact he</p>
2	<p>isn't arrogant. This presents him in</p>
	<p>a positive light to his fans which is</p>
	<p>most likely to be his audience as this</p>
3	<p>DVD had to be purchased. The</p>
1	<p>lexical group of feelings and emotions</p>
	<p>"mad", "scary", "survived" and "nervous"</p>
	<p>shows Jamie Oliver to be this normal</p>
2	<p>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 vocal group of editors "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.
	3	
	4	
	2	
	4	
1	1	Text A contained fillers "er" and neologisms # such as "pantomimey" to show how spontaneous the interview is as well presented ^{as} spoken. However, in text B it is less spontaneous and professional.
	2	
1		For example, the cooking jargon "zest", "antipasto" which presents him as a chef and he 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
	2	
	3	
	3	
		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 fact of wanting to come across natural and normal to the
	2	



Question Part

	audience. It also the noun phrase is present since, it is a second the scenes interview it also shows
3	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.
4	Further similarly, text B uses humour.
1	such as the idiom "hit the nail on the head" which emphasises the fact that this dish is something
2	readers should consider making. The idiom also maintains his natural
2	and 'down to earth' personality,
4	seen in the text A. However, text B
4	is also more informative compared to text A. For example, the
1	imperative verbs "preheat", "sprinkle" and "add" to instruct the how to make the recipe. Most of the imperatives
3	are also relatively simple to ensure the cooking process is not difficult. This is because he believes
4	"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

- 3 everyone, especially the working class perhaps, as he did grow up working class himself.
- 4 However, text A is also quite informative
- 1 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 ~~has~~ had become some Oliver and perhaps it also shows that celebrities are not all whirlwind characters.
- 2 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 ~~as~~ "peeling" and "steaming" are related to cooking instructions and it presents the fact that Oliver is breaking away from the
- 1 stereotype of a man not cooking at home. ~~He~~ The phrases "cooking's the new rock ~~and~~ roll" and "rock'n roll" ~~and~~ it shows that cooking is
- 2 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~~ working class and ~~male chef~~ male chef, he is breaking a barrier. This is essential for his brand

3 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

2 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 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
~~extra~~ 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.

SEEN



Off Page Comments

Item Name	Comment
1	AO4 Competent, developed exploration of connections AO1 Competent application of concepts; mainly appropriate use of terminology AO3 Clear and relevant understanding of significance of contexts AO2 Competent critical analysis of ways meanings are shaped