

Stage 2 English Communications – A Comparison of Cooking Shows

Category: Mass-Media Communication

In this assignment you will be examining two cooking shows, *Surfing the Menu* and *Nigella Bites*. We will be analysing these programs in class, where you will be assigned an aspect to cover and report back on to the rest of the class. We will then fill out the sheets below and make links between the two programs, in preparation for your comparative essay.

	<i>Surfing the Menu</i>	<i>Nigella Bites 2</i>
<p>FORM</p> <p>Opening credits – sets the scene, introduces characters</p> <p>Content of show - theme</p> <p>Setting</p> <ul style="list-style-type: none"> ?? Interior/exterior ?? Realistic ?? Visual Images ?? Travelogue ?? Colours ?? Tone/mood ?? Light/dark/shadows <p>Characters</p> <ul style="list-style-type: none"> ?? Male/female ?? Age ?? Social Status ?? Gender ?? Sexuality ?? Body Language ?? Relationships <p>Language</p> <ul style="list-style-type: none"> ?? Imagery ?? Descriptions ?? Instructional ?? Use of humour <p>Filming Techniques</p> <ul style="list-style-type: none"> ?? Long shots ?? Medium Shots ?? Close ups ?? Camera Angle ?? Action ?? Point of view <p>Music</p> <ul style="list-style-type: none"> ?? Mood created <p>Ending</p> <ul style="list-style-type: none"> ?? Closing credits ?? Future Episodes 		

PURPOSE Entertain Inform Emotional impact Appeal to senses Engage and entice		
AUDIENCE Australian, British Gender, age, race, culture, education, class, social status Advertisements during program		
SOCIAL CONTEXT Social purpose of food Male/Female presenters – roles of males & females Assumed knowledge Social issues Family issues Cooking programs as infotainment/lifestyle programs		

Communication Task

Write a written comparison between two Cooking Shows, covering the four aspects of form, purpose, audience and social context, exploring the similarities and differences between them. Your comparison should include an introduction outlining each Cooking Show, a series of paragraphs examining similarities and differences and a conclusion summarising your findings.

Required length: 800 – 1000 words

Criteria for Assessment	Low	Satisfactory	High
Understanding ?? recognition of target audience and purpose of cooking shows ?? recognition of the link between form & context ?? understanding of structural, conventional & linguistic features			
Application ?? effective comparison of two cooking shows			
Evaluation ?? evaluation of the effectiveness of these programs			
Communication ?? accuracy & fluency of expression ?? appropriate form & register			
Comments			
Grade			

