Glossary

Affix – to attach ie “she affixes great meaning to Christmas”

Ambience – atmosphere; mood

Ambiguity – lack of clarity on a matter

Animated – lively, energetic, enthusiastic

Appeal to emotion (pathos); appeal to logic (logos); appeal to authority (ethos)

Articulate – clarity and eloquence (Nigella is very articulate)

Audience – those a text is aimed at

Body language – “Lawson’s body language is seductive and flirtatious where Oliver’s is bluff and friendly. This is appropriate to their prospective audiences/purposes because…"

Characterisation – how characters are presented/developed

Clarification – to make something clear ie “Oliver’s introduction of variously priced cooking paraphernalia clarifies that his audience includes the economically challenged as well as the middle class”

Climactic moment – the bit it has all been winding up to ie “Oliver’s family Christmas party is the climactic moment”

Coherence/incoherence – Nigella is coherent; Jamie is sometimes somewhat incoherent

Common feature – something that comes up a lot

Compare and contrast – to look for similarities and differences **and the insights this can reveal**

Composition – the make up or structure of the text

Concept - idea

Construct meaning – putting together ‘clues’ to make a conclusion

Controlling idea – main theme that directs the text

Cue/nonverbal cue – a ‘clue’ that points toward a conclusion ie “the importance placed on the Christmas tree is a cue to the value people place on the family time, customary at this time of year”. Nonverbal means not spoken

Drawing conclusions – putting together ‘clues’ to make meaning

Enunciation – how you say something; the expression you use

Example – “an example of this is the distinct vocabularies utilised by the presenters”

Explicit/implicit meaning – explicit meaning is when it is said outright; implicit meaning is suggested by ‘clues’

Evidence/evident – “it is evident that Lawson is an enthusiastic cook”; “Lawson’s enthusiasm is evidenced by”

Expression – the way someone expresses themselves ie “Oliver’s informal expression invites the audience to view him as a friend”

Facial expression – “Lawson’s use of flirtatious facial expressions suggests to the viewer that cooking can be a sensual activity”

Familiar – intimate; friendly ie “Oliver’s manner is familiar in order to invite the audience in”

Fantasy – “Lawson’s use of London scenes creates the fantasy of a sophisticated, manicured lifestyle”

Gesture – an action with meaning ie “including the jumper from his Gran is Oliver’s gesture toward the human, imperfect aspects of Christmas, no matter how well planned the day is”

Iconic – something that defines or stands out about a person ie “Lawson’s iconic descriptive language”

Imagery – the ways (techniques) a mental image is created ie similes, description, colloquial (informal) language

Incongruity – something that doesn’t fit ie “Lawson’s occasional lapses into colloquialism seems incongruous but they assist in humanising her to the audience”

Inference – suggested ie “the inference of the family meal at the end of Oliver’s presentation is that family and relationships are central to the meaning of Christmas”

Intonation/inflection – variation of tones; the expression you use

Mass media – media that is accessed by many

Mental image – picture built in the mind through description

Mood – “the mood created by the montages (series of images leading to understanding) in *Nigella Christmas Kitchen* is…”

Nuance – slight variations in meaning ie “Lawson’s language is finely nuanced” (this means she chooses her words carefully to mean exactly what she wants to say)

Periodically – something that happens every now and then

Perspective – see below

Persona – a created character that is projected to the audience ie “Oliver’s persona is that of the friendly ‘bloke next door’”

Point of view – “the manner in which Oliver and Lawson use the various features of the cooking show genre reveals their vastly different points of view”

Poise – balance and grace in movement or manner (Nigella is very poised)

Posture – how someone holds themselves ie “Lawson’s posture is graceful and feminine, contrasting to Oliver’s masculine roughness in his tearing up of the herbs with his hands”

Purpose – reason for creation of text

Response – your reaction to element of text

Sensory image – picture created in mind by sensory information (information gained through the senses)

Sequential/sequence – one after the other

Signature – something unique to the person or text

Strategy – “Oliver’s strategy for attracting the male audience is…”

Status indicator – something that tells people the status of someone ie alcohol use (the type and contexts) in Nigella’s indicated status as adults and sophisticated socialites

Stress – to place emphasis on ie “Lawson’s use of red and green stresses the Christmas theme”

Subliminal – hidden ie “Lawson’s subliminal message seems to be that…”

Symbol – object with deeper meaning

Target audience – audience being aimed at

Tone – reflecting the author/presenter’s attitude ie animated, ardent, chatty, colloquial, earnest, encouraging, enthusiastic, formal, humorous, impassioned, informative, intense, intimate, optimistic, pretentious, sincere, unassuming

Transition – the shift from one subject to another; how the change from one scene to another is made

Vernacular – ordinary person’s vocabulary (such as Jamie uses)

Word choice – “Oliver’s word choice is appropriate to his purpose of attracting ‘ordinary’ people to prepare Christmas dinner for their families”