**Compare and contrast Nigella’s Christmas Kitchen and Jaime’s Christmas on the way they use form, language and context to aim at audience and purpose.**

Celebrated Chefs Jamie Oliver and Nigella Lawson have both created cooking shows featuring Christmas; However, due to the difference in audience each chef is catering for they have fulfilled their purposes in extremely different ways through the uses of language, setting and character. While Lawson’s show features the fine, wine and dine of cooking as a single woman, Oliver presents the necessities of cooking for a family in an easy and down to earth manner.

Lawson and Oliver present differing characters this however helps them to fulfil their aim of appealing to their audience. Nigella Lawson is conscious of cleanliness and aesthetics whilst Oliver demonstrates an attitude almost opposite to this. Lawson’s audience mainly consists of single women who have the time and money to spend “wallowing” in the Christmas spirit creating exotic dishes of flavoursome food. Oliver appeals to those aiming to cook for a large family in an “easy peasy” manner. In comparison to Oliver who often talks about the budget option for many ingredients he uses Lawson states that Christmas “time… demands a little excess”. This comment refers to the sophisticated and often expensive ingredients Lawson indulges in using. Practical Oliver likes to discuss the easiest and cheapest means of procuring his required ingredients with the audience in his straight forward and honest manner. Whilst he discusses these things with his audience he also emphasis his theme about cooking being a family orientated experience where taste is everything. Another comparison between the audience of each chef is explored in their use of music. Whilst Oliver’s show features traditional Christmas carols well known to all ages and stages of life, Lawson embellishes her production with jazz music featuring lyrics such as: “if he’s poor show him the door ‘cause rich is better, yeah”. This subtilty emphasises the aspirations of Lawson’s expected audience. Oliver’s audience covers a much larger range of the population as he aims at both middleclass men and women, whilst Lawson is clearly aiming at the rich, women in particular, although not exclusively. Undoubtedly the two chefs have portrayed their characters in a manner appealing to their audiences through the way their roles are depicted.

Both Lawson and Oliver have used their setting in different manners in order to communicate and appeal to their audience. Lawson introduces herself amidst the sparkling lights and festive Christmas decorations of the London city whilst Oliver meets the audience in his lounge room beside a Christmas tree. Lawson is appealing to her audience of middle aged, upper-class women by pleasing their appreciation of aesthetics. In comparison, Oliver’s audience consists of those similar to him, practical and down to earth, hence the reason he can be found in his home, and not on the streets of London. This introduction also demonstrates another quality in their differing audiences. Lawson is representing the freedom of a single woman; however, Oliver accentuates his theme of Christmas time being a family time by staying within the house in order to care for his family. Another aspect of the settings used in both Christmas shows are the kitchen in which they work. Oliver’s kitchen is sparsely ornamented with decorations. A wreath decks the door behind him, and off to one side Christmas cards are strung along a wall. All other festive decorations which ornamented his bench are removed when he starts to “get cracking”. This simple appearance appeals to the family orientated, gender – neutral, audience who can be considered as practical and hands on and would not be drawn in by the glimmer and glitter of Lawson’s kitchen. Lawson’s kitchen has been decorated with the sparkle and shine of fairy lights and tinsel. This appeals to her audience and emphasizes her theme of cooking being a pleasure filled pastime for those with the energy and finances to enjoy. Both Oliver and Lawson have successfully managed to allude to their audience and key themes through the use of setting.

Language is a main feature of both Nigellas’ Christmas kitchen and Jamie’s Christmas. Language features are used in order to engage the audience and portray the main themes within both presentations. The chefs tend to use language which expresses their character and attracts the intended audience. For example, where Oliver, referring to adding ingredients to a recipe, would say: just “chuck it” in, Lawson would explain to her audience, “I’m going to put it all in at once, I probably shouldn’t [though]”. This example demonstrates the more refined manner in which Lawson communicates with her audience. The upper-class women of her spectators enjoy the excellent vocabulary, and language techniques Lawson uses, and the conversational tone she uses when chatting to her audience. In comparison, Oliver uses colloquial phrases and clichés nevertheless, the busy, active audience engages well with this pragmatic converse. Lawson also uses a large amount of alliteration and assonance to entertain her audience. Her use of original similes: “it’s so hard to describe the taste of a lychee, in fact I don’t think it’s a taste so much as a scent, it’s like a spring blossom at Christmas” amuses her audience and again conveys her purpose of cooking as being a pleasurable and indulgent activity; and Christmas, “a time to enjoy being in the kitchen cooking and sharing [your] table with friends.” This contrasts with Oliver’s “lovely jubbly” language which conveys his theme of cooking as being a practical way in which to “give your kids… some fresh food… they can eat”. This constant reminder of children and family also accentuates the theme of cooking as being a family orientated idea. Although Lawson and Oliver use different language techniques, their method successfully engages and entertains the audience as well as conveying their theme clearly and concisely.

As can be seen in the paragraphs above, Lawson and Oliver have managed to appeal to their contrasting audiences in order to attract them and convey their main themes through the use of language techniques, character portrayal and setting. Where Oliver and Lawson differ in these aspects they are merely aiming to attract different sects of society. Due to the different aspects used in each presentation, the audience has successfully been attracted to the presentations and taught the purpose of cooking concerning the chef’s concepts.

**Word count: 1035**