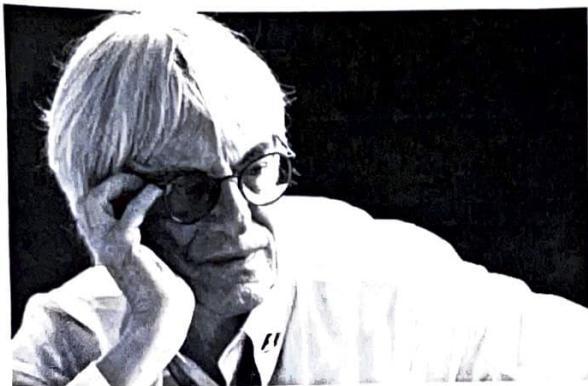


2. Analyse, compare and contrast the following two texts. Include comments on the similarities and differences between the texts and the significance of context, audience, purpose and formal and stylistic features.

### Text C



## My girls and me

*colloquial language*

Bernie Ecclestone has been in charge of Formula One\* for 30 years, a career that's made him a fortune. Now 81, he speaks candidly about daughter Tamara's TV show (*oh dear*), daughter Petra's wedding (yes, it did cost £12m) and the art of spending money wisely.

### The Saturday interview

By Richard Williams

**A**s a doting father, Bernie Ecclestone supplied his elder daughter with the money to fund the recent purchase of her £45m London house. But the Formula One supremo could not bring himself to sit all the way through a single episode of the free-spending 27-year-old's recent three-part Channel 5 reality show, Tamara Ecclestone: Billion \$\$ Girl.

"I watched one of them," he says with a despairing sigh [...], frowns at the memory of what he saw, and explains how Tamara had ignored his advice. "I told her: 'If you portray yourself really as you are, it's wonderful. But they aren't going to let you. They're going to wind you up, for sure. There'll be things that you'd rather they didn't show that they'll show, and all the things

you'd rather they showed, they won't.' [...] But I think she got talked into it. She believed the show was going to be about Tamara in normal life."

*Hang on a minute.* This is a girl with 200 Hermès handbags and a turntable set into her front drive, to save her the trouble of doing a three-point turn in her Ferrari. Can she be said to have a "normal life"? *she's*

"Yes. But I think they pushed her into not being herself and in the end she got carried away and thought: 'I'm a superstar, I'm rich, and now I've got to show I'm rich and a superstar.' But, you know, she'll be in the kitchen like everyone else. Yes, for sure, she goes and buys loads of shoes and bloody clothes. Unnecessary. Completely unnecessary. I suppose it's because ... one wonders ... and this is not in her defence – how many other girls her age would do the same if they could?"

[...] Tamara's 22-year-old sister Petra had a wedding this summer costing £12m and lives in a £54m pad in Los Angeles, which changed hands for cash (a typical Bernie deal).

*personal reflection*



↑  
lots of rhetorical questions

↑  
right and left align: uniformly

Surely it must be hard for the daughters of such a generous billionaire father to retain a sense of proportion?

"I think so. But, as I say, most girls would like to do the things they do, probably."

And then, with an air of mild exasperation, he raises the subject of "the trust" – something called

Bambino Holdings [...] registered in the name of his Croatian ex-wife [...] Now his lack of control over all that money is clearly irritating him.

"I gave to my wife the things that she put in a trust for herself and the kids, and the kids have had access to that money," he says.

"The idea was that they'd buy property that would be long-term, for their kids and everything else. Didn't happen. They haven't done that. So they've had access to money which they've spent. And Tamara's programme just wound everything up, because that's what they wanted."

→ description of the interview

Adapted from an article in The Guardian, Saturday 10 December 2011

\* Formula One: championship that consists of a series of international car races

author comment  
then supported by  
evidence/quote

C: ~~a~~ interview/opinion article on the retirement  
of F1 racing driver, Bernie Ecclestone

A: ~~for drivers~~ F1 followers already know  
(Ecclestone)

A: general readers of the ~~green~~ guardian;  
introduced to the idea of  
spending money wisely

P: give a recount of an interview between  
Richard Williams and Bernie  
Ecclestone + life choices

P: increase readership at the guardian,  
customer loyalty

② Structure:

- informative at top
- interview sections  
~~only have one top~~  
long-as if the  
interviewee is  
speaking to the  
reader
- images: engage

③ Irony can be frequently used  
to convey a ~~second~~ point  
of view on one's life.

→ interacting w/ reader.



4 PAGES / PÁGINAS

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JAMIE SULLIVAN

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Interviews are commonly used to recount people's ideas and experiences through a range of stylistic, structural and linguistic devices. The text, "My greedy girls and me," is ~~a~~ is an interview between Bernie Ecclestone, a former F1 racing driver, and Richard Williams, a writer on The Guardian. The focus of the text is largely on the wealth of Mr Ecclestone, and his experience of sharing it with his children.

The primary audience will likely be F1 fans who already have some context and knowledge on the interviewee. However, it

must also be said that the audience could also consist of general "The Guardian" readers, who are interested in reading interviews like these, or also interested in wealth and seek societal issues surrounding that. Following on from this, the primary purpose is both informational and opinionated at the same time, as the author attempts to humorously share his opinion on the subject matter while recanting information from the interview. The secondary purpose, leading on from the primary, is likely to entertain readers, hence encourage larger viewership on the online news service.

The author, Richard Williams, achieves both these purposes through an amalgamation of both authorial voice, as well as a clear use of irony through

a range of connotations. The clear structure of the text also helps better lay out information, and effectively communicate both purposes.

Authors commonly incorporate their own unique authorial voice within a text as to build greater relationships with the reader. While "My girls and me," is mostly an opinion interview, it is clear that the author also has a certain level of input into how the reader perceives the text.

For example, Ecclestone's first quote in the text is followed by the phrase, "he says with a despairing sigh;" and it is clear that a certain issue or problem has been presented.

This description, coming from the writing of William Williams, the interviewee, is indicative of

his own attitude towards and emotion towards the subject at hand, and certainly adds an element of authenticity to the text. Furthermore, the tone set through William's careful choice of words is one which carefully involves the reader in the thought process. In the second column of the article, William writes, "Hang on a minute," which is a short, sharp and abrupt sentence, aimed at attracting the reader's attention. It is a direct instruction set targeted to the reader, as to engage them within the text, hence achieving the secondary purpose, but is also representative of the primary purpose, as it represents persuasion on behalf of the author. Williams further develops this by asking a rhetorical question, "can she be said to have a "normal life"?". This



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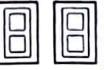
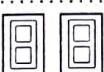
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represents a sense of abnormality within the text's topic, and may be representative of the larger social issue of wealth that the author is attempting to tackle, in line with his primary purpose. Furthermore, this cleverly ~~anterior~~ engages the reader in such a way that they are encouraged to continue reading, or to receive a response to this rhetorical question. It should be noted that this represents a positive and engaging authorial voice which also builds ethos, as the reader may come to trust the author in such a way that it ~~also makes him more~~



credible. Williams also leads into an element of description, as he embarks on a question and answer style, whereby he states questions, as if he were still completing the interview and that the Ecclestone provides an answer. This may come over in a more logical and informational authorial voice than is detached from the previous idea of amalgamating the features of an opinion text and an interview. Nevertheless, it is crucial that the tone conveyed by the author is carefully considered when recounting information from interviews, and also when the author gives their own ~~perspective~~ perspective and opinion on a matter.

Following on from this, authors may commonly embed irony within their texts, as to

outline a bigger picture societal issue. It is clear within this text that Williams is questioning the idea of wealth, and passing it on to children. In this case, he was on interview with a wealthy retired Formula One driver as a ~~scaffold~~ scaffolding to do so. When Williams engages in a certain level of description, such as ~~too~~ in the sentence, "to save her the trouble of doing a three-point turn in her Ferrari", where it is clear that ~~too~~ he is questioning the normality of such wealth. He ~~too~~ uses ~~exaggerate~~ ~~whereby~~ the hyperbole, where he dramatises the idea of completing a three-point turn, ~~too~~ which is a common everyday driving experience. He ~~then~~ then contrasts the ~~too~~ wealthy connotations of a ~~ferrari~~ "Ferrari," to further ~~contrast~~ contrast the

idea of wealth and "uselessness," which ~~earlier~~ adds a layer of ironic connotations to his writing. This can be further seen ~~in his~~ when he describes the girl with "200 Hermès handbags," which, again, is a hyperbole, but still conveys irony in the situation at hand. It should be noted that this has a significant impact on both ~~and~~ identified audiences, who are most likely to be middle class workers. The idea of "200" ~~handbags~~ handbags, therefore, is no extreme that the reader is encouraged to contemplate the role of wealth in society, the likely primary purpose of this text. Additionally, Williams appeals to the more engaged reader in the third column, where he writes "a typical Bernie deal," perhaps all referencing an element of his motoring

4 PAGES / PÁGINAS

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concrete. Such ~~as~~ inclusion a reference will likely improve the author's authenticity in the eyes of both Formula one fans and general The Guardian readers. It also adds a sense of humor, as the idea of a "dead" is contrasted with the idea of paying "54m" pounds in cash. This way, the reader will perceive an element of irony, which has been building throughout the text. Hence, it should be said that irony is an important technique used in this text, as it adds an additional dimension ~~to~~ to the reader's perception.

Finally, structure ~~is~~ plays an integral role in both engaging the reader, and ensuring a loyal viewership is built. The interview text is clearly clearly sub-divided into three columns, separated by thin vertical black lines. Not only does this better integrate vertical images more seamlessly, but also makes the text easier to read through increased whitespace and a perception of less information that the reader receives upon reading the text. Furthermore, the left and right align works to add uniformity and intuitiveness to the text, hence increasing the speed and effectiveness of knowledge transfer between the author and the reader. Additionally, images, such as that of Mr Ecclestone at the top-left

component of the text and the reader as they provide context. The eye-line of Ecclestone in the image is extra-diegetic, connoting an element of pensiveness, or thought, in contemplating the texts primacy purpose. Additionally, the use of black and white colour palette represents that the text is talking about the context of the text and the issues explored within. Finally, the body of the text is clearly structured, and appeals to the interview text-type through uniformity and simplicity. There is a clear structure of authorial input, ~~and~~ followed by an anecdote from the interviewee. This creates a sense of continuity, where the reader can continually and structurally lead through the problem that Williams is trying to convey. For example,

Williams writes a description of "the trust" (according to Ecclestone) by writing "his lack of control over all that money is clearly irritating him." William then clearly integrates Ecclestone's anecdote ~~and~~ relating to the issue contextualised issue. This deviates from the classic interview style of question-and-answer, and to an extent improves ~~structural~~ structural readability, as the reader is given more nuanced context into Ecclestone's life. This ~~is~~ likely to improves the effectiveness of the primary purpose, as well as improving the reader's engagement with the text, hence achieving the secondary purpose. Therefore, in all texts, structure plays an integral role in the effectiveness of the communicated message between the author and reader.

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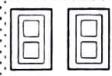
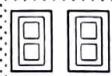
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1:00

To conclude, interviews are a text type through which authors may convey ~~part~~ information, and also show their own nuanced opinion on the matter. Williams does this through a clever and engaging authorial voice, through which he, himself, contemplates the addressed issues from a societal perspective. Williams also integrates irony throughout his text to enhance the meaning of the conveyed messages, as well as the texts humorous aspect (the secondary purpose). Finally, structure is key in ensuring the information and authorial perspective is effectively conveyed to the reader.

1:04

