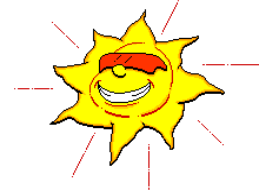




Standard Grade English Holiday



Group Discussion : Costa Lotta

Writing to persuade

1. Language and audience : reading task

Look at the holiday description you have been given.

a) Write down words and phrases from the description which have been chosen for their positive connotations.

b) Which audience is this holiday aimed at? Who would be persuaded by this description?

(eg age group - interests) You should be able to back up your opinion with examples.

2. Targetting your audience : writing practice

Consider how you would sell a holiday to teenagers - and equally, what would put them off a holiday.

Choose three things from the list below, and write a positive and negative description for each one. An example is done for you.

Positive	describe	Negative
<i>endlessly long stretches of smooth alabaster sand, watched over by serene palm trees and lapped by gentle emerald waves</i>	beach	<i>short, stubby patches of pebbly gravel, lashed by grimy grey tides and riddled with the remnants from last night's revels.</i>
	market	
	watersports	
	airport	
	hotel	
	food	
	nightlife	
	weather	

**Costa Lotta
Town Council
Project 1**

“Club Tropicana” Enterprises propose building a large, beachfront complex comprising 3 themed bars and 2 nightclubs. To be open 10 am - 5 am.

“Club Tropicana” is a highly successful corporation running beachfront operations in 40 resorts throughout the world. This operation would provide employment for around 200 townspeople and add Costa Lotta to its attractive portfolio of resorts with a worldwide reputation for quality music and entertainment.

**Costa Lotta Town
Council
Project 2**

The Spanish Heritage Council would restore all buildings and areas of historical interest including the Manuel Cortez Museum, the cathedral, the town hall and the cobbled streets.

A walkway along the beachfront would use the famous 1920’s beach huts for cafes and craft shops.

The medieval town hall would be developed into a banqueting hall, to be run as a restaurant and conference venue.

**Costa Lotta Town
Council
Project 3**

The Local Business Federation propose that the money should be given out in small grants to local businesses for tourism projects run by local people, eg bed and breakfast shops and cafes watersports academies landscaping of parkland taxi firms etc



Costa Lotta Town Council

Project 4

The Arts Council of Spain propose an ambitious project to develop a brand new centre in honour of the town's most famous son, the world famous painter Manuel Cortez.

The existing museum is in need of renovation and is too small to display the many famous paintings which Cortez left to the town when he died. A brand new centre would aim to attract visitors from all over the globe. As well as world class display space for about 500 paintings, it would house an exhibition about Cortez's life, a shop and a restaurant.

complex on the beachfront.

"Surf USA" is a highly successful corporation running beachfront operations in 40 resorts throughout the world. This operation would provide employment for around 200 townspeople and add Costa Lotta to its attractive portfolio of resorts with a worldwide reputation for high quality instruction in a range of watersports.



**Costa Lotta Town Council
Project 5**

"Surf USA" is an internationally renowned chain of watersports academies who propose building a hotel and watersport

