

# Persuasion

## Holiday fun in Sunny Valley

Sunny Valley is located on the Cornish coast and offers fun for people of all ages. Sunny Valley Holiday Camp has chalets, caravans and room for tents so it is suitable however you like to holiday. We welcome families and couples and even offer special rates for single parents to bring their children. Our chalets are spacious and comprise an attractive living area, two bedrooms and even a kitchen, with a microwave and fridge-freezer so you can stock up with all the Cornish specialities. For larger parties we recommend our six and eight berth caravans – the ultimate in luxury holiday accommodation. Both chalets and caravans have hot and cold water, power showers and the latest in satellite television entertainments. Everyone who holidays at Sunny Valley is assigned a Holiday Guide who will ensure they have the best time possible.

Parents need not worry about their children being bored. Here at Sunny Valley we have won numerous awards for our children's facilities. For the little ones (up to four years of age) there is a crèche and Junior Kids' Club. These offer mum and dad the chance to relax and spend some well-earned uninterrupted time together. Our well-trained staff have tons of activities prepared to ensure your children are never bored. For five to ten-year-olds there is the Big Kids' Club that offers activities such as mini-golf, bowling, go-karting and a party each Friday afternoon. The children can also participate in art and craft classes and make their own fab souvenirs to remind them of their holiday at Sunny Valley. Teenagers are often hard to please, but here at Sunny Valley we offer the Teen Club, offering go-karting, abseiling, rock climbing and other challenges that would tempt even the most difficult teen. Each Friday night there is a disco for all Teen Club members to attend.

There are plenty of entertainments for adults too. If granny and granddad need a break, we have daily Bingo sessions, sing-along around our grand piano and tea dances three times a week. After all, at Sunny Valley we believe a holiday should please everyone, not just the children. For more adventurous adults, there are boat trips, steam engine journeys and even a chance to race go-karts like the kids!



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**How to approach the question:**

- You will need to find at least 6-8 points that show how the writer tries to persuade the reader, with evidence.
- Use the key word repeatedly throughout your answer. It helps you remain focused.
- Explain each point in detail. This is where you gain marks.
- Avoid just spotting techniques or telling the examiner that a technique persuades – you need to explain HOW it persuades – consider what is within the technique

## Synthesise

***Text A – ‘Relative Values,’ by Enzo Calzaghe.***

People say don't push your kid. But I'm completely the opposite. If you've got a kid with class – whether it's in tennis, studying or whatever – they've got to be pushed, because the day they don't make it, they will say, "It's because of my old man. He didn't give me any encouragement." But then, if it all goes wrong and you did push them, it'll be "Dad ruined my life". I've never been scared of pushing Joe, because my son is not a run-of-the-mill talent. He's a genius. I noticed that, and I was not going to let him live a normal life and destroy what I'd spotted. There was something unique there. Obviously, he wanted to play with other kids, but I was trying to make him understand his ability. Encouragement became an order.

I'm a dad only to the door of the gym. Then we're purely fighter and trainer. We switch off. Moody in the gym? Joe's a psycho. That works for us. That chemistry is exactly what we need in order for me to push him, and him to want to be pushed. That's the beauty of it. In the lead up to a fight, I call him a chameleon, a snake of different colours. He changes all the time. His eyes go from passionate and warm to cold and ice. I don't get any communication out of him. He's what you'd call arrogant and psyched up. That's what I want to see.

I never think of the danger. At the end of the day, boxing is a sport, no worse than driving a car. I've got no reason to be anxious or stressed. It's his job and he does it well. Because I've trained him, I know he's better than the other guy so I've never had the eyes of a father in the ring. It sounds as if I'm a sadist but we love each other to bits. I would never be training Joe if I didn't have the ability for it. A few years ago, there were some selfish remarks in a newspaper. They were saying he wasn't performing, even though he won. They were saying: "Change your father as a trainer." That hurt me because they wanted Joe to leave me. I'd got a win out of him so what was the problem? I said to Joe: "If you want to go, go. But I don't deserve this." But we rode that storm.

I don't know why Joe has never got the recognition he deserves. The problem in Britain is they love losers and Joe has never had the respect. He's too good for his own good – that's the bottom line.

### ***Text B – The Boxer's Tale, Celia Dodd***

Since Joe Calzaghe won the world super middleweight boxing title ten years ago, the Welshman has remained the champ. In fact, he hasn't lost a single fight since he was eighteen. That makes him a great fighter; some say the greatest British boxer of our time. What makes him unique is the fact he has been coached since the age of nine by his dad, Enzo, a former rock musician who has never thrown a professional punch in his life. Father and son, who live near each other in the Welsh valleys, have had huge bust-ups within days or even hours of big fights. Calzaghe, who has a strong Welsh accent, says: "At times I hated him. When I was a teenager he kept pushing me into training when I wanted to go out with girls and have a drink like everybody else my age. He's a hard taskmaster and I wanted to rebel but he knew how far to push me. One day I'd say I was quitting, but the next I'd be back asking him for a lift to the gym. Now I can see when he's in a mood and, if I'm in a mood too, it kicks off pretty quickly. But ten minutes later it's forgotten. It's like any close relationship. When you see each other every day you start arguing about tiny things. But we don't hold grudges."

Calzaghe believes the pair remain close, despite all this, because they are careful to keep their personal and professional lives separate. Eight years ago, 'Calzaghe Sacks His Dad' was splashed across the sports pages. People were always on at Calzaghe to get a 'proper' trainer to replace Enzo. Calzaghe, then at a low point in his career, was tempted. He recalls: "When dad saw the headlines he was absolutely gutted. I could see it was ripping him up inside, but all he said was, 'You're my son. Do what's best for you.' After a few days I decided it was because of the injuries that I wasn't fighting well. I thought, who can train me as well as my dad? Who am I going to respect as much as my dad?" It was a wise move.



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# Compare and Contrast

## **Text A – *The Lion King* by Georgie Thompson**

“Welcome to Shamwari Reserve,” I was told by my hosts when I arrived. “The lions are looking forward to meeting you.” Many people will never get the chance to experience what I and my flatmate – Sky News presenter Sarah Mee – did that day. The big cats on the reserve are rare and endangered so when Sarah and I were offered the chance to see them in as natural a habitat as you could hope to find them, we didn’t think twice. There is absolutely nothing like a safari holiday to remind you of your place in the world. It tends to put life, particularly your own, into perspective. Mine was certainly brought into sharp focus during our stop at the Shamwari Reserve near Port Elizabeth. On our first game drive, we encountered a pride of lions feasting on their kill – a couple of warthogs – and we thought our days were numbered when Jules, our guide, left us on a ledge while he went on a search for the best possible angles for us to see the hunted and the hunters. We saw lions stalk, sleep and eat and we were reminded of how small we are in the grand scheme of things – all the more so here because there was no fence to keep us from them, or them from us.

These are ferocious wild beasts – and we were grateful for the space that kept them from making us breakfast. My mortality was made abundantly clear to me by these huge, beautiful kings among animals. This knowledge only made the experience of being on their patch all the more special. The sense of danger is one of the reasons a safari is such an adventure; the unpredictability is one of the key attractions.

## **Text B – *South Africa’s Animal Rescue* by Britt Collins**

At the Shamwari Reserve in South Africa, rescued animals recover from ill-treatment in zoos and circuses, and humans are quite well treated too. ‘Get here before sunset.’ The warning loomed in my mind as we raced the fading light across the rugged landscape towards Shamwari Reserve. As we reached the dirt road at the entrance, the sky darkened and a sleek, tawny-and-white animal I’d never seen before skittered across our path. We stopped to let her pass undisturbed, but she stopped and stared at us, her liquid eyes glowing in the dark. This animal, an oryx, makes a life for itself in the harshest conditions – a reminder of why we’d gone there.

Stretching across 61,000 acres of bush, Shamwari is a rare mixture of luxury game park and animal sanctuary. Here you can spot wildlife or do volunteer work at the Born Free Foundation, where lions and leopards that have been mistreated in captivity are resettled. On the edge of the reserve, Born Free offers volunteers a chance to help tend the big cats and other rescue animals such as orphaned antelopes and giraffes. We ate dinner by a crackling fire and were escorted to our lodge by an armed guard, there to protect us from any predators. Monkeys darted across the paths, and at our door, the guard reminded us to lock the windows and doors at night as ‘the monkeys will swoop in and steal everything’.

**Compare what we learn about the Shamwari Wildlife Reserve and how the writer presents their ideas. [10]**

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