FEEDBACK TUTORIAL LETTER

1st SEMESTER 2019

ASSIGNMENT 1

RHETORICAL THEORY AND CRITICISM
RTC611S
Date: 24 March 2019

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Course: Rhetorical Theory and Criticism (RTC 611S)
Semester 1: Assignments 1
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Introduction
A number of students obtained a mark of between 60 and 80%. For the first assignment, this is satisfactory to outstanding performance which is quite pleasing as it is evident that students worked closely with the study guide and recommended source materials. However, in some cases, there was an apparent lack of detail and practical examples. Few students got very low marks. However, during the Vacation School challenges that students faced will be resolved. With the assistance of the lecturer, the Vacation School will present students with an opportunity to realise the importance of depth and accuracy in terms of their interpretation of the question’s demands. Students shall emerge from the contact session with confidence which shall enable them to tackle assignment two with the needed precision and robustness.

Assignment 1
Following is the inaugural address by His Excellency Dr Hage G. Geingob, President of the Republic of Namibia, at the 25th independence day celebration and swearing in of the 3rd President of the Republic of Namibia, March 21, 2015 at the Independence Stadium in Windhoek.
Analyse it exposing and justifying the use of ethos, pathos, logos and the theory of identification as given by Kenneth Burke.

Director of Ceremonies;
Your Excellency, and my predecessor, Comrade Hifikepunye Lucas Pohamba;
Your Excellency, Founding Father, Comrade Sam Nujoma;
Your Excellency, President Robert Gabriel Mugabe, President of Zimbabwe and Chairman of both the AU and SADC;
Madam Nkosozana Dlamini-Zuma, Chairperson of the AU Commission
Your Majesty King of Swaziland, Mswati the Third and Her Royal Highness;
Your Excellencies, Heads of State and Government;
Former Heads of State and Government;
Honourable Speaker of the National Assembly;
Honourable Chairperson of the National Council;
Honourable Chief Justice of the Republic of Namibia;
Honourable Members of Parliament;
Leaders of Political Parties;
Members of the Diplomatic Corps;
Traditional and Spiritual leaders,
Distinguished Invited Guest;
Members of the local and international press corps
Fellow Namibians.
It gives me great pleasure to see so many of you from so many different nations as well as our citizens from all corners of the Land of the Brave. I bid you all a hearty welcome.

“This is the day the Lord has made. We will rejoice and be glad in it.”

This day would not have come about without the committed leadership legacy left by those before me. Permit me to start with my mentor, Founding Father of the Nation, Comrade Sam Shafilehuuna Nujoma. He is an icon of Namibia’s struggle for Independence and a man who brought peace to a nation that was tired of war.

This foundation was solidified by former President Hifikepunye Pohamba who from our first meeting in 1962 until today when his term ends, has walked path destined for leadership. It came as no surprise to Namibians that he is this year’s winner of the Mo Ibrahim Prize for African Leadership, as the prize was confirmation of what we in Namibia already knew that our President was deserving of local and international accolade.

I cannot leave out the two former First Ladies, Madam Penehupifo Pohamba and Madam Kovambo Nujoma. Thank you for mothering Namibia. You hold a special place in our hearts and stir our emotions when your names are mentioned.

I would like to thank the rank and file of the SWAPO Party for working tirelessly and selflessly to ensure electoral victory for the SWAPO Party and its Presidential candidate in last year’s elections. I thank the people of Namibia for having given me a clear mandate so that today, I can stand in front of the world to take this oath. I take this oath on behalf of all Namibians and promise to serve all Namibians without exception. No Namibian must feel left out. You exhibited your patience and patriotism by enduring extreme conditions in order to cast your first electronic ballot. It is that same commitment that brings you to this stadium and for that, I thank you.

I have of often said that Namibia is a Child of International Solidarity, friend to all and enemy to none. Twenty-five years ago, our struggle for the independence of our country was concluded. The illustrious sons and daughters of Namibia fought the battle for Namibia’s emancipation on many fronts. I would also like to thank all of our visiting Heads of State and international visitors, who have come out in large numbers, for your solidarity. It would take me all day to describe the role either you or the country you represent has played in the past and present.

Due to the constraints of time, I am not permitted the luxury of detailing what each of your country’s has done for Namibia. This is a fine balance to draw as I would be remit in my neighbourly responsibilities not to mention the frontline States and Nigeria. Those bordering us took the brunt of attacks from the Apartheid Regime and provided us with shelter and logistical support to wage our struggle. In this instance, I crave your Excellencies indulgence when I single out Angola and Cuba for co-ercing South Africa to the negotiation table. The battle of Cuito Cunavale triggered the implementation of Resolution 435. I would like to recognise former President Marti Athisaari, for supervising the implementation 435.

After Namibia’s independence was secured, we needed to develop a new narrative for an independent country that had been fractured by apartheid. We had to overcome the hatred of the past – hatred between blacks and whites, and between different linguistic and ethnic groups. We focused on reconciling Namibia to ensure peace. We succeeded in building a reconciled society. Namibia’s new narrative, of course, goes beyond reconciliation. This narrative developed over fifteen years ago which is now well known as Vision 2030. The first decade after Namibia gained her independence were incipient days in which we developed institutional frameworks to serve the citizens of this young nation. For the last ten years, President Pohamba has sustained those institutions.

With independence came expectations, expectations about education, about health services, about land, about safety, about justice, about freedom of movement, and about life and liberty. Many of these expectations were met right away, while others must, by their nature, remain work in progress. The nature of expectations is that the more they are met, the higher the level that is demanded. And rightly so. The overwhelming mandate given to the SWAPO Party and its Presidential Candidate is a clear indication of the
confidence my fellow citizens have in SWAPO and in me. But it is also an indication of their high expectations. After 25 years they want food, clothing and shelter. They want jobs, better housing and good nutrition. They want a leader who will bring prosperity to the nation and they want that leader to act quickly. It will be a daunting task to meet these expectations and our challenges will therefore be great, but I have full confidence that working together as one people, we will rise up to those expectations.

Fellow Namibians,
The main priority for the next administration will be addressing the socio economic gaps that exist in our society. We have been successful in establishing a robust Governance framework and implementing sound Macroeconomic policies. The prerequisites for a prosperous nation include good constitutions, peace and democracy. We are however aware that people don’t eat constitutions, peace or democracy. People eat decent food, live under decent shelter and enjoy decent employment. Therefore, our first priority will be to declare all-out war on poverty and concomitant inequality. Our focal point will be to address inequality, poverty and hunger and that will involve looking at a range of policies and interventionist strategies to tackle this issue. There won’t be just one approach. We need a myriad of options and not a one size fits all strategy.

It is for these reasons that we have put in place a revised Government structure that will exist for the next five years. The goal is to improve alignment of existing Ministries to Government goals and objectives such as: poverty eradication and reduction of inequalities and disparities; sustainable economic growth and economic diversification; job creation; and improved service delivery.

We will work towards improving the rate of implementation and in turn catapult the economy into a new period of faster growth, improved job creation and improved service delivery. Our aim is to have a Government structure that is responsive to national goals and objectives and that will promote effectiveness and efficiency across all Government structures.

Our vision is clear. We plan to expand and spread the opportunities for growth and prosperity to be enjoyed by all Namibians in all parts of the country, with a specific focus on the disadvantaged sections of our population. We will do so by pursuing policies and strategies to safeguard macroeconomic stability, promote economic diversification and transformation of the Namibian economy to be more inclusive and resilient to internal and external shocks. It is due to these goals that we have created two new ministries, namely the Ministry of Poverty Alleviation and the Ministry of State-owned Enterprises. We have also restructured other ministries in order to improve their suitability and effectiveness at introducing programs that will enable us to grow the economy and create wealth and job opportunities for all Namibians.

Fellow Namibians,
We in independent Namibia have been very fortunate to have had steady hands at the helm for 25 years. With your support, I hope to continue this tradition. As we go forward, we will seek to be transactional in maintaining and strengthening the governance architecture, but we will also be transformational as we prepare the citizens for the new economy that requires the development of new parameters in education, innovation, and enterprise. All of us must play our part in the success of this beautiful house we call Namibia. We need to renew it from time to time by undergoing renovations and extensions. I therefore invite the youth of this country to bring their ingenuity, innovation and idealism to contribute to building a solid Namibian house. The journey ahead will be full of excitement. I am confident that Namibia will continue to pursue its developmental agenda and remain a haven of peace, stability and prosperity in a world full of turmoil.

Vision 2030 gives us fifteen years to become an enterprising country, a developed country, and a country of equal opportunity regardless of race, ethnicity, gender or religion. Allow me to quote from the AU anthem which states: “Let us all unite and celebrate together, the victories won for our liberation, let us dedicate ourselves to rise together, to defend our liberty and unity.” Let us
A good answer should demonstrate that President Geingob seeks to persuade through:

- **Ethos** – persuasion through personality and stance. For example, he showed his good character when:
  1. He greeted former Presidents, the leadership, people from other countries and Namibians.
  2. He praised his predecessor, President Pohamba: “This foundation was solidified by former President Hifikepunye Pohamba who from our first meeting in 1962 until today when his term ends, has walked path destined for leadership. It came as no surprise to Namibians that he is this year’s winner of the Mo Ibrahim Prize for African Leadership, as the prize was confirmation of what we in Namibia already knew that our President was deserving of local and international accolade.” The President also speaks highly about the achievements by Namibians, the Government and the ruling party, SWAPO. The reduction of unemployment levels, job creation and various forms of development achieved since independence are some of the points that speaks to character issues involving the President, the ruling party and Government. His reference to the Lord shows that he is a Christian, a good President and reliable leader.

- **Pathos** – persuasion through emotions. The text is full of emotional appeals. You could have noticed that some of the above can also be used as examples of pathos by the President. Some of the common examples are his use of we to show inclusivity as an approach by Government. He also made reference to the “struggle” which creates both positive and negative emotions and a form nostalgia. The following evokes emotions. It shows that the President persuaded through pathos: “I would like to thank the rank and file of the SWAPO Party for working tirelessly and selflessly to ensure electoral victory for the SWAPO Party and its Presidential candidate in last year’s elections.”

- **Logos** – persuasion through reasoning. For example, his reference to achievements: “With independence came expectations, expectations about education, about health services, about land, about safety, about justice, about freedom of movement, and about life and liberty. Many of these expectations were met right away, while others must, by their nature, remain work in progress.” This shows that the Government has achieved a great deal to improve the living conditions of citizens. Another example is as follows: “Fellow Namibians,

   We in independent Namibia have been very fortunate to have had steady hands at the helm for 25 years. With your support, I hope to continue this tradition. As we go forward, we will seek to be transactional in maintaining and strengthening the governance architecture, but we will also be transformational as we prepare the citizens for the new economy that requires the development of new parameters in education, innovation, and enterprise.” In this example, the President is reasoning with Namibians whom he addresses as, “Fellow Namibians.” This cast him as one of them whose proposition is thus presented as believable. The President promises to lead a progressive Government that will transform Namibia for the future, the modern world. There are many examples that you could have explained in a similar way.

Part 2 of your answer involved explaining the tenets of rhetorical theory of Kenneth Burke and how such views were used by the President in His speech. The following tips could have helped:

Burke’s definition of rhetoric is “the use of language by human agents to form attitudes or induce actions in other human agents”.

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stand together in building this new Namibian house in which no Namibian will feel left out. Forward ever, backward never.

LONG LIVE NAMIBIA OUR COUNTRY, LONG LIVE NAMIBIA, OUR MOTHERLAND

Thank you, and God bless you all.
Going forward the answer could have been structured to include the following ideas:
To him identification involves three types of processes namely:
The process of naming something according to properties;
The process of associating with and dissociating from others – suggesting that people share or do not share, important ideas in common
The product or end-result of identifying – the state of being consubstantial with others
It is through the process of association that people persuade others, But how is it possible that a speaker persuades others? The speaker persuades through the use of stylistic identifications. Precisely one persuades by identifying with the listener’ interests. Thus a speaker whose target audience are students can say “I was a student myself.” Just for clarity: In organisations they persuade through notice boards, newsletters, reports and meetings. In real life there is what is called identification by antithesis whereby persuasion is achieved through reference made to a common enemy. People with a common enemy tend to unite against such a common enemy. This is usually achieved through the use of personal pronouns particularly the ‘assumed we.

The other type of identification is identification through form. This points to a situation where one is persuaded by things like figures and tropes. For example, people are so easily persuaded by stories and myths. Identification as semi-conscious
Burke argues that in some cases people tend to use their wealth and or position in society to lure other people to accept their views and or to identify with them. Such identification happens like a mystery. Usually people from very marginalised communities may identify with very prominent people like famous politicians, footballers of note, top business people and role model. When it occurs, such identification can best be understood as a mystery. This is so because it is usually very difficult to explain why such prominent people may be adored by very poor people. So, there is this undying mysterious relationship between royalty and commoners. It is this glamour which is associated with symbols of wealth and class that mysteriously attracts communion between ordinary people and the most prominent and influential people in society.
There is the phenomenon called identification through self-persuasion. This usually when an individual’s expectations in life are met in one or two ways by a particular event, action or lifestyle. It is argued that the process of persuasion becomes complete when individuals start to persuade themselves. You need to have intrinsic motivation in order to be persuaded by a particular speech or gestures. For example, people have faith in President Geingob’s leadership. So, they enjoyed his speech.
Identification through mundane and recurring
There is this thinking that people are so easily persuaded by something that is repeated over and over again. For example, the President repeated a number of key words and statements. You were expected to give examples of such.

Identification through representation
This points to a situation where one feels to be represented by the persuader. If a politician says ‘I was a peasant farmer myself’, he/she seeks to persuade by representation. The issue here is that many people see a politician who says the above as one of them. Through this contribution Burke helps us to identify persuasion as a rich field that can be applied in many fields in Namibia inclusive of the President’s speech.

The conclusion, you were expected to highlight the use of ethos, pathos, logos and Burke’s theory of identification in President Geingob’s speech as discussed in your answer.

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