



The African Association for Rhetoric

The African Association for Rhetoric is a body of scholars, researchers, and academics dedicated to researching public discourse and speech communication as it affects the socio-political life of the African peoples. The African Association for Rhetoric organises biennial conferences and publishes a SAPSE accredited peer review journal: African Journal of Rhetoric.

08-10 AUGUST 2018

THE AFRICAN ASSOCIATION FOR RHETORIC (AAR)

8TH CONFERENCE, 8-10 AUGUST 2018

CALL FOR PAPERS

The African Association for Rhetoric (AAR) in collaboration with the **Faculty of Arts & Design (FoAD)**, **DUT** invites you to submit abstracts, and manuscripts for the 8th annual international conference that will be held in Durban, South Africa.

Date: 08-10 August 2018

Venue: TBD

THEME:

THE RHETORIC AND LANGUAGE OF DECOLONISATION IN AFRICA: CHALLENGES AND PROSPECTS

The 8th International Conference of the African Association for Rhetoric (AAR) seeks to explore how rhetoric and language mediate in decolonisation processes in Africa. Appropriation of non-indigenous languages poses a series of challenges to intellectuals who seek to decolonise a particular context using a perceived hegemonic language and attendant rhetorical techniques. The role that language plays in formal transactions is remarkable. This has led Ngugi wa Thiong'o to assert: "decolonising the language of education is the contemporary form of pan-Africanism and the future relies on Africans empowering themselves with African culture, language, and knowledge." In effect, there should be new ways of viewing and appropriating language in the public sphere, and by extension rhetoric. A handful of countries in Africa regard indigenous languages as official languages. This speaks to the convenience of using colonial languages to the detriment of African languages.

Our attempt is, therefore, to examine analogies and correspondences between colonial and local languages and African rhetoric within similar and different spacio-temporal transformations. In other words, the conference theme encourages the submission of scholarly papers that critically examine rhetoric *vis-à-vis* various languages, discourses, decolonising processes, and outcomes.

This Conference seeks to bring together rhetoricians, intellectuals, researchers, government operatives, diplomats and industry professionals to contribute to the conversation on the proposed conference theme. Submissions should address but not be limited to the sub-themes listed below. Each paper will be considered on its own merit. Refereed papers from the conference will be considered for publication in the Association's scholarly journal: *African Journal of Rhetoric (AJR)*.

The organising committee would like to emphasise that the Conference of the African Association for Rhetoric is a multidisciplinary and multisectoral event. We seek participation from individuals and scholars representing all disciplines and sectors, all who seek to contribute to engagements in and around rhetoric, language, communication, education, media and society, and decolonisation in African contexts.

Sub-themes:

- The Rhetoric, challenges, and prospects of decolonisation
- Language revitalization and language change: influence from colonialism
- Opposition rhetoric and good governance in Africa
- Decolonisation and the Rhetoric of Science and Technology
- Rhetoric in advertising, marketing, and sales management
- Rhetorical communication and public relations: African Perspectives
- Rhetoric and African forms of good governance
- Rhetoric, development and the decolonisation of media agenda in Africa
- Linguistics, communication, interpretation and translation studies
- Religion, rhetoric, and language in Africa
- Deconstruction of political discourse and symbols in Africa
- Performance in Action: Theatrical Speech, Politics, and Protests
- Rhetoric of decolonisation and language in higher education

Venue and accommodation: TBD

NB: Delegates should arrange their accommodation with the Hotel or any other BnB of their choice.

Date: 8-10 August 2018

Registration Fees

Faculty: R3000

Graduate Students: R2000

[Includes conference package, teas, and lunches]

Abstracts Length: 250 words

Paper: 6000 words

Deadline for Abstracts: 30 April 2018

Papers: June 25, 2018

Abstracts should be sent to the Organiser: aar.southafrica@gmail.com and "CC" rufusa@dut.ac.za

Director of Conference: Dr. Rufus Adebayo, Durban University of Technology, Durban, South Africa

AAR Website: www.afrhet.org