

# The African Association for Rhetoric and Partners

Announce the 6th International Colloquium



## On the Theme

### RHETORIC FOR GOOD GOVERNANCE IN AFRICA

The influence rhetoric has on socio-political reality is unquestionable. The question of virtue and vice arises in Africa in a quest to explore the role rhetoric plays in the process of enhancing responsible leadership and good governance on a continent riddled with a plethora of governance related problems. On virtue and vice, Aristotle argues that the forms of virtue on which praise and blame find their basis are justice, courage, temperance, magnanimity, liberality, gentleness, prudence and wisdom. These values resonate with a number of principles of good governance and democracy that have been prescribed, for instance, by the United Nations Development Programme (UNDP), the European Commission, the Independent Commission on Good Governance and Lord Nolan's Seven Principles of Public Life. The underlining question for this Conference is: What role should rhetoric play in fostering good governance in Africa?

This Conference seeks to bring together rhetoricians, eminent 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, 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, public communication, Development, leadership and transformation in society.

#### Sub-themes:

- Rhetoric for governance in public and private spheres
- Rhetorical presidency and good governance
- Parliamentary discourses/debates as a factor of good governance
- Rhetoric and good governance for sustainable development in Africa
- Opposition rhetoric and good governance in Africa
- Rhetoric in advertising and marketing
- Rhetoric, Social Media and E-government
- Rhetoric in the healthcare systems in Africa
- Rhetoric and traditions forms of good governance in Africa
- Governing systems – democracy, communism, socialism, autocracy
- Rhetoric and the media and its role in fostering good governance
- Rhetoric, climate change, hospitality and tourism in Africa
- Diplomacy, African conflict resolution mechanisms and rhetoric
- Religion, rhetoric and good governance
- The rhetoric of spin doctors and good governance

**Date: 4-6 July, 2016**

#### Submission Deadlines

Abstracts: August 28, 2015

Papers: April 28, 2016

Venue: Kalahari Sands Hotel  
Independence Street, Windhoek

**Registration Fees:** **Faculty:** R3000 (including teas and lunches and Gala Dinner)

**Students:** R1500

#### Organisers

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#### Enquiries and abstracts should be sent to:

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