



African Association for Rhetoric (AAR)

in collaboration with the

Department of English Studies, UNISA

BOOK OF ABSTRACTS

10th Anniversary Conference

Media, Rhetoric and Development in Africa

July 3-5, 2017

**The Manhattan Hotel, Scheiding Street,
Pretoria, South Africa**



NATIONAL INSTITUTE
FOR THE HUMANITIES
AND SOCIAL SCIENCES



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The organizing committee

Dr Segun Ige (President, AAR)

Dr Josephine Olufunmilayo Alexander
(convener)

Dr Raphael d'Abdon (convener)

Prof Mirriam Lephala

Prof Kgomo Mose Mose

Prof Chaka Chaka

Dr Ntombi Mhlabi-Tlaka

Dr Clifford Sibusiso Ndlamandla

Ms Mokgadi Joyce Seshibedi

Dr Earl Etienne



Dr Segun Ige

Welcome Address

Exactly ten years ago, in the subterranean auditorium of the Malherbe Library, University of KwaZulu-Natal, Durban, Professor Donal McCracken, accompanied by Professor Johan Jacobs, the then Dean and Deputy Dean Postgraduate Studies, Faculty of Human Sciences, inaugurated the conference series of what was conceived as the African Rhetoric Project. Since then, the project has migrated across provinces, across nations, and now, across continents. The current state of the Association is credited to the sacrifices made by fellow rhetoricians and families who have given their unflinching support and resources since inception.

Similar to any endeavour that is meant to last, solid foundations have to be laid. Hopefully, in the future, the project will be taken over by new generations of scholars whose vision aligns with the fundamental value of the project: the promotion of discourse that best serves the interest of African peoples. In

comparison to some academic and professional Associations, ten years is a short span. However, given conditions under which the Association was birthed and nurtured, it would seem that the project has been ongoing for much longer. In these ten years, The Association has organised conferences, colloquia in Durban, its birthplace, Cape Town, Lagos, Washington DC. Themes have ranged from protests, to HIV/AIDS, Political leadership and more recently, transformational leadership. The one unique characteristic of meetings of the African Association for Rhetoric (AAR) is the diversity and plurality of thought and perspectives that are offered from various disciplines. Without much enumeration, the only rhetoric that we await is that of Astro-physics. The present collaboration between AAR and the Department of English, UNISA is testament to the synergy and networking that the project encourages. This exemplifies the spirit of *ubuntu* that was ubiquitous in tradition and precolonial Africa. The recovery of African values and thoughts perhaps informed the idea of the promotion of African scholarship during the inauguration of the project. That we must continue to pursue.

This year's agenda is both intellectual and operational. First, is the quest to understand who controls media and powers behind the news items that feed into the public domain. As usual, the interests have been diverse. We hope that this tradition lasts. I hope that as we engage intellectually at this conference, we can also network and create new collaborations that would be productive and enduring. Secondly, through the special panels, we generate concrete and executable ideas for the next ten years. We need to consider how best to initiate and consolidate Rhetoric programs on the continent, establish research networks, consider ways to directly impact social and political discourse on the continent. The major problem that rhetoric projects face globally is that of funding. How can we liaise with funders to begin to consider rhetoric as a substantive discipline and a policy category on their funding agenda. All these problems require a multidisciplinary approach to solve.

I should like to particularly thank some organisations and individuals who have believed in the vision of this Association from inception and who have in one way or the other committed their resources to building the Association. First is Faculty of Human Sciences, University of KwaZulu-Natal that supported the founding of the Association. Within the Faculty are the Centre for Civil Society, Maurice Webb Race Relations Unit, and the Department of Politics. The two pillars upon who the founding of the Association rested were, Professor Dasarath Chetty and the unassuming Professor Ari Sitas. More substantial funding and support came from HEARD (Health Economics and AIDS Research Division). HEARD created a base not just for my personal research, but also the Association for 5 years. Here I should like to mention two key individuals who made that possible, Mr Obed Qulo and Professor Timothy Quinlan. HEARD funded a conference and 2 editions of the journal. Professor Keyan Tomaselli was critical to the conceptualisation of the journal and the general operations. There are many others whose names and contributions cannot be mentioned, but we are also appreciative of their kindness and effort in building this Association. The future is right upon us, let not kindness cease with the dawn of the day.

I am particularly grateful to NIHSS (National Institute for the Humanities and Social Sciences) for their commitment to funding this year's conference. Their funding have made this year's conference possible. I am also very grateful to the Department of English, UNISA for the most effective collaboration. I hope this year's experience remains indelible in your intellectual journeys.

Segun Ige,
President, AAR



Africa & the Single Names of Post-Globality: Rhetoric and Responsibility

African thought has been grappling with the contradictory effects of the post-global: an intense form of globalization which evacuates the nation-state of much of its meaning and intensifies transnational modes of being such as cosmopolitanism, Afropolitanism, Afropeanism on the one hand, and circumscribes the agency of such identities through the rise of populist, demagogic, and provincial nationalisms on the other hand. Africa is being summoned to these sites of post-global tension on the basis of single names: Nigeria is corruption, South Africa is xenophobia, Liberia is ebola, Sierra Leone is blood diamonds. Virtually every African country is reduced to a mononym in post-globality. This lecture proposes an extended refection on this phenomenon and the role of rhetoric and culture in mitigating it.

Pius Adesanmi is a Professor of English and the Director of Carleton University's Institute of African Studies. He obtained a First Class Honours degree in French Studies from the University of Ilorin, Nigeria, a master's degree in French Studies from the University of Ibadan, Nigeria, and a PhD in French Studies from the University of British Columbia, Vancouver, Canada. He is a specialist of Francophone and Anglophone African and Black Diasporic literatures, politics, and cultures, an area in which he has published and guest-edited special issues of refereed journals extensively. He is a member of the editorial board of eight peer-reviewed journals in African Studies and serves on the management committees of a number of thinktanks in Africa.

One of Nigeria's contemporary leading public intellectuals and celebrated columnists, Adesanmi is widely cited on African and African diaspora issues and has featured in media outlets such as CNN, BBC, CBC, Radio Canada, and Radio France International. Adesanmi's portfolio of more than forty keynote lectures in the last five years includes keynote appearances on such prestigious platforms as the African Literature Association, the Stanford Forum for African Studies, the Africa Talks Series of the London School of Economics, the Vanderbilt History Seminar, the International Leadership Platform of the University of Johannesburg, the African Unity for Renaissance Series of the Africa Institute of South Africa, and the annual conference of the Academy of Science of South Africa. Professor Adesanmi was a member of the Diaspora Consultation series of the African Union's Agenda 2063 in New York.

In 2013-2014, he was a Carnegie Diaspora Visiting Professor of African Studies, University of Ghana, Legon, where he designed the African Thinkers' Program of UG-Ghana's Institute of African Studies. He has since remained an annual facilitator of seminars at the University of Ghana's Pan-African Doctoral Academy. He is a foundation faculty member of the Abiola Irele School of Theory and Criticism at Kwara State University, Nigeria. Adesanmi is the internationally-acclaimed winner of the inaugural Penguin Prize for African Writing (2010) in the non-fiction category with his book, *You're not a Country, Africa*. His last book, *Naija No Dey Carry Last: Thoughts on a Nation in Progress*, a collection of provocative and satirical essays on contemporary Nigerian politics and culture, made the Channels Book Club's list of the best Nigerian Books of 2015. His new book, *#WhoOwnsTheProblem: Africa and the Struggle for Agency*, is in press.



Rainbow on a Paper Sky: Media Fault Lines on Post-racial Rhetoric in South Africa

Like most sustainable entities on earth – be they countries or organisations – South Africa is underpinned by a number of foundational myths. This is a commendable. Myths are the fuel that keep organisations, countries and entities covering the whole gamut of human experience going. Myths are at the percussively-throbbing heart of an organisation's dreams and aspirations. In the case of our country, one of these enduring myths is the notion of the Rainbow Nation. It is a catch-phrase meant to create an environment conducive for nation-building and social cohesion. Sadly this milestone in the march of our history has been mistaken by some for the final destination. The liberal establishment, with the dominant media in tow, is steeped in the rhetoric of a post-racial society.

This, I want to argue, is not just myth-making gone wrong, it is mass hysteria and self-delusion that might backfire. The Rainbow Nation myth should be a springboard from which we launch deep penetrating questions about race, class, identity and social inequality informed by these cultural cleavages. This is no time for resting on false laurels, but a point at which we should pick up the cudgels and fight for what we really want for ourselves.

Fred Khumalo is a journalist, political commentator and author of numerous books including *Seven Steps to Heaven*, now a set-work in the English Department at the University of South Africa and *Bitches' Brew* (which won the European Union Literary Prize 2006 and has been taught at the University of Cape Town and the University of Johannesburg). His autobiography *Touch My Blood* was shortlisted for the Alan Paton Prize for Non-fiction 2007. A stage adaptation of the book opened to full houses at the annual Grahamstown National Arts Festival in 2007, and was also performed at the Market Theatre in Johannesburg. His short stories have been published in various anthologies and won numerous awards, including the Nadine Gordimer Short Story Award 1991. His new book *Dancing the Death Drill*, inspired by and based upon the sinking of the SS Mendi, was simultaneously released in South Africa and the UK in February 2017, to coincide with the centenary commemoration of the historic sinking. It is now being taught in the English Department at the University of KwaZulu Natal. His other books are: *Zulu Boy Gone Crazy*, *The Lighter Side of Life on Robben Island* (co-authored with Gugu Kunene and Paddy Harper), and the critically-acclaimed *#ZuptasMustFall and Other Rants*. As a journalist and a newspaper editor, he has worked for numerous publications here and abroad, including the Sunday Times, Sunday World, The Toronto Star, UmAfrika, New African, Isolezwe and City Press, among others. He is an erstwhile TV show host, having launched and hosted *Encounters: The Show That Gets the Nation Talking* on SABC 2, from 2005 to 2006. His journalistic work has won him numerous awards. He has held residencies at the Maison des Ecrivains Etrangers et des Traducteurs (The House of Foreign Writers and Translators) in St. Nazaire, France; the Academy of the Arts of the World in Cologne, Germany; and the Johannesburg Institute for Advanced Study. He is currently writer-in-residence at the Stellenbosch Institute for Advanced Study. As a public speaker, he has addressed numerous academic conferences, and, in the private sector, he has addressed numerous boards of directors, including those of Mercedes Benz South Africa and Sanlam Investments. He has also given public lectures at various institutions including Bates College in Lewiston, Maine, in the United States of America; the University of South Africa (English Department), Durban University of Technology, Tswane University of Technology and Stellenbosch University, (English Department). He holds an MA Creative Writing from the University of the Witwatersrand, a National Diploma in Journalism from the Durban University of Technology and was a Fellow at the Nieman Foundation for Journalism at Harvard University (2011 – 2012).



“Quis custodiet ipsos custodes?”.

Reporting corruption in African media environments

Corruption is a widespread phenomenon in Africa and the media continue to play a pivotal role in exposing it. Every now and then there is jubilation as media investigations bring intricate exposés to the vast and widely dispersed media audiences, ensuring that perpetrators of corruption are named, shamed and brought to book. The advent of technology has also taken this to another level as it enables whistle-blowers to report corruption effectively and allows journalists and other crime-busting institutions to monitor and report corrupt activities efficiently through surveillance and other intrusion techniques. Importantly, these significant investigations and exposés by journalists continue to lend credibility to the grand narrative of the media as the forth-estate and the watchdog of society. But largely lost in that narrative is the fact that journalists are themselves not immune to corruption and often resort to unprofessional and unscrupulous media practices to perpetuate corruption for their own self-enrichment. As a result, many of the investigations on corruption go unreported because some journalists continue to take bribes from perpetrators and develop mutually-beneficial relationships with these perpetrators. This paper problematizes the efficacy of corruption reporting by the media in Africa and points to some of the grey areas that have the potential to undermine war on corruption in Africa.

Having carved a unique research niche that draws lines of continuity between a repertoire of articles on gender-stereotyping in the media and society, **Dr Gilbert Motsaathebe** graduated with a PhD in Film and Media Studies from the University of the Witwatersrand. At that culmination point, he had already published a number of focused and niche-specific accredited publications. Besides the slew of supervised students and published papers, Motsaathebe is an accredited Mentor and Assessor in the field of Journalism and Media Studies with 21 years' experience in academia and communication and media practice. He currently teaches at the United Arab Emirates University and is affiliated with the University of South Africa as a Research Fellow and the North-West University as Extraordinary Senior Lecturer. Prior to that, he held a substantive position as Senior Lecturer of Media Studies at Cape Peninsula University of Technology for ten years. In the intervening years, Motsaathebe also rendered his services at the Office of the Premier, North West Provincial Government, as Deputy Director within the Chief Directorate Communication. In the years preceding this, he plied his trade as News Producer and Out-put Editor for television stations such as Bop TV/SABC and e-TV, and taught at educational institutions in India and Japan, where his research curiosity was sparked. As the corpus of his work illustrates, his research interests include topics on media and gender, journalism education and practice, post-apartheid cinema, indigenous language media, indigenous knowledge system, comparative constitutionalism and contemporary South African literature. He has published numerous academic articles and chapters in these topics in accredited peer-reviewed journals and books, and has reviewed papers for several top-ranking academic journals such as the Journal of Black Studies, the Journal of African Media Studies, African Journal of Rhetoric, Educational Research, Educational Review, the African Journal of Indigenous Knowledge Systems, and the Global Journal of Political Science and International Relations, among others. Motsaathebe was the recipient of the prestigious SEPHIS Award in 2011. In 2016, he was invited as a guest of the US government, to participate in a month-long International Visitor Leadership Program. Previous participants of this program include well-known statesmen as FW De Klerk, Festus Mogae, Ketumile Masire, Mwai Kibaki, Joyce Banda, Nicolas Sarkozy and Gordon Brown, among others. He remains an active member of various academic societies relevant to his field such as the South African Communication Association (SACOMM), the International Association for Media and Communication Research (IAMCR), the World Journalism Education Council (WJEC), as well as the Higher Education, Learning and Teaching Association of Southern Africa (HELTASA) and is a regular speaker at conferences organised by these societies.

Presidential rhetoric, exploration, analysis and trends



Observers of presidential politics have, for a long time now, lamented on the declining standards of presidential discourse, which has been variously described as a linguistic struggle. Significantly, most scholars emphasizing rhetorical disjuncture are political scientists coming from the theory-centered rhetorical presidency school of scholarship, and most of those emphasizing continuity are scholars of rhetoric and communication coming from the presidential rhetoric school of scholarship. The former group are more interested in the “underlying doctrines of government” than in the words, which are regarded as mere “reflections” of these doctrines (Tulis, 1987: 13), while the latter are more interested in the “study of political language” (Windt, 1986: 112) and “the principles and practices of rhetoric” (Medhurst, 1996: xiv). One’s initial instinct is to go with the judgment of the scholars of rhetoric within the South African context, since they are the ones that have been in fullest contact with, and possess expert knowledge of, the millions of words that have been recorded in the public papers or speeches of the presidents. Indeed, political scientists who have been concerned with explicating the theory of the rhetorical presidency have been consciously more interested in the act of rhetoric the quantity, timing, and location of speeches rather than its substance and South Africa as a case is no exception.

Dr Mpho Chaka is the Director of School of Human Sciences at the North West University Mafikeng Campus. He specializes in the field of Communication science, communication management and he obtained his doctorate in this field. He has worked for various institutions and headed up the Department of Journalism at the Tshwane University of Technology and the Communication programme at North West University. His current responsibilities include managing the different programmes and acting as key change navigator through the renewal, re-design and monitoring of six programmes, its students and staff. He has published various academic articles and several book chapters/ academic textbooks. He has taught across a broad range of communication disciplines at both local and overseas universities. He consults on a part time basis in several private sector companies, mainly within the field of communication management. In addition, he is a member of the Public Relations Institute of South Africa. Dr Chaka's research interests include, His research interest include among others, Nation-building, social cohesion, Government Communication, corporate reputation and Public Relations theories.

SPECIALPANELS

Special panels and roundtable discussion

DAY 1
14.15 – 15.15

Special panel:
Writing composition and pedagogical practices
Chair:
Adebayo Fayoyin

Speakers:
Mirriam Lephalala, Clifford Ndlangamandla, Tyechia L. Thompson, Christopher John

DAY 2
14.15 – 15.15

Special panel:
Rhetoric and the decolonization of Africa
Chair:
Fredrick Mbogo

Speakers:
Puleng Segalo, Morgan Ndlovu, William Mpofu

DAY 3
14.15 – 15.15

Special panel:
Promoting postgraduate studies in rhetoric and composition studies in Africa
Chair:
Rachael Diang'a

Speakers:
Earl B. Ettienne, Chaka Chaka, Jairos Kangira

16.30 – 17.30

Round table discussion:
Media, Rhetoric and Development in Africa
Chair:
Kgomotso Masemola

Speakers:
Pius Adesanmi, Isidore Kafui Dorpenyo, Musawenkosi Ndlovu, Obed Qulo

Program of Events

DAY 1
03 July 2017

Time	Venue: Chicago suite
07.30 – 08.30	Tea, Registration & Late Payment of Conference Fee Joyce Seshibedi, Ntombi Mohlabi-Tlaka
08.30 – 9.30	Opening Remarks Chair: Josephine Olufunmilayo Alexander and Raphael d’Abdon Mirriam Lephala (Chair, Department of English Studies, UNISA) Andrew Paul Phillips (Executive Dean, College of Human Sciences, UNISA) Kgomotso Ramushu (Program Coordinator, NIHSS) Segun Ige (President, AAR)
9.30 – 10.00	Keynote Address Chair: Kgomotso Masemola Pius Adesanmi: <i>Africa and the Single Names of Post-Globality: Rhetoric & Responsibility</i>
SESSION 1 Chair: Eugene Baron	
10.00 – 10.15	Isidore Kafui Dorpenyo <i>Re-situating Africa through the Transformative Power of Rhetoric and Technical Communication</i>
10.15 – 10.30	Rufus Olufemi Adebayo <i>The development and the adoption of rhetorical devices in preaching and marketing: towards a professional communication</i>
10.30 – 10.45	Segun Ige <i>Transformative African Rhetoric: Beyond the Third-Generation Factor</i>
10.45 – 11.00	Fredrick Mbogo <i>Spinning a speech for wananchi: Francis Imbuga’s drama in the context of narratives from the Kenyan state</i>
11.00 – 11.15	Q&A
11.15 – 11.30	TEA
SESSION 2 Chair: Wincharles Coker	
11.45 – 12.00	Rachael Diang’a <i>Perceptions of the Female through Kenyan Films of the 1990s</i>
12.00 – 12.15	Olufemi Joseph Abodunrin & Ogungbemi Christopher Akinola <i>Applied theatre as rhetorical tool in social discourse</i>
12.15 – 12.30	Mzukisi Lento <i>Atlanta Exposition Address: A rhetoric script of Black Atlantic struggles through which Booker T Washington conspired against his own race.</i>
12.30 – 12.45	Mavis Angeline Madongonda and Enna Sukutai Gudhlanga <i>“Knock, knock, knock”: The paradox of the music genre and serious discourse in HIV Communication</i>
12.45 – 13.00	Q&A
13.00 – 14.00	LUNCH (Rockefeller restaurant)
SESSION 3 Chair: Adebayo Fayoyin	
14.15 – 15.15	Special panel <i>Writing composition and pedagogical practices</i> Mirriam Lephala, Clifford Ndlangamandla, Tyechia L. Thompson, Christopher John
15.15 – 15.30	Ruth Aoko Owino <i>Rhetorical Analysis of Political Messages in the Media about the Mau Forest in Kenya</i>
15.30 – 15.45	Clifford Ndlangamandla <i>Connecting form, function and ideology in essays and research proposals: Prescriptivism, Normativity and Transformation</i>

15.45 – 16.00	TEA
16.15 – 16.30	Murej Mak'Ochieng <i>Political rhetoric and the deepening of anti-democratic ethnic polarization in Kenya</i>
16.30 – 16.45	Lungile Augustine Tshuma and Mbongeni Jonny Msimanga <i>State-media and political communication in Zimbabwe</i>
16.45 – 17.00	Kehinde Ernest Fakanbi <i>A Review of Media Ownership and Political Reportage in Nigeria</i>
17.00	Q&A

Time	Venue: Chicago Suite
08.00 – 08.30	Tea, Registration & Late Payment of Conference Fee Joyce Seshibedi, Ntombi Mohlabi-Tlaka
09.00 – 9.30	Keynote address – Chair: Raphael d'Abdon Fred Khumalo <i>Rainbow on a Paper Sky: Media Fault Lines on Post-racial Rhetoric in South Africa</i>
SESSION 4 Chair: Busayo Ige	
9:45 – 10.00	Alexander M. Rusero <i>Identity crisis in the post millennium era – Unearthing the missing link between Zimbabwe's foreign policy and the public media</i>
10.00 – 10.15	Morgan Ndlovu <i>The South African Media and its pedagogic discourse: A decolonial analysis</i>
10.15 – 10.30	Kgomotso Masemola <i>Enter the Jargon: The rhetoric of Radical Economic Transformation following the logic of Demothenes's thesis</i>
10.30 – 10.45	Adaora Osondu-Oti <i>China-Africa relations in the era of President Trump: more than media's rhetoric</i>
10.45 – 11.00	Q&A
11.00 – 11.15	TEA
SESSION 5 Chair: Rufus Olufemi Adebayo	
11.30 – 11.45	Jairos Kangira & Lazaro Pedro Chissano <i>The rhetoric of inaugural speeches and statecraft: cases of Samora Machel (1975), Robert Mugabe (1980), Sam Nuyoma (1990), and Nelson Mandela (1994)</i>
11.45 – 12.00	Olugbenga Elegbe & Omolayo Olubukola Babadele <i>The Change Agenda: Persuasive Rhetoric in General Muhammadu Buhari (Rtd) 2015 Presidential Campaign Speeches</i>
12.00 – 12.15	Rewai Makamani: <i>Harambe prosperity plan: A rhetorical and postcolonial reading</i>
12.15 – 12.30	Marcia Chaudry <i>Hair Styling: the Rhetoric of Formalization and Westernization of Beauty</i>
12.30 – 12.45	Q&A
13.00 – 14.00	LUNCH (Rockefeller restaurant)
SESSION 6 Chair: Fredrick Mbogo	
14:15 – 15.15	Special panel <i>Rhetoric and the decolonization of Africa</i> Puleng Segalo, Morgan Ndlovu, William Mpofu
15.15 – 15.30	Patrick Goodin <i>Alain Locke and the Politics and Rhetoric of Cultural Relativism</i>

15.30 – 15.45	Miriam Lephala & Josephine Olufunmilayo Alexander: <i>Rethinking Academic Writing Curriculum through the rhetorical techniques of Imitatio and Progymnas-mata</i>
15.45 – 16.00	TEA
16.00 – 16.15	Eugene Baron: <i>Moral formation: a rhetorical analysis of the reporting of four newspapers on allegations of corruption in Nkandla</i>
16.15 – 16.30	Lytton Ncube: <i>Sports journalists and corruption in Zimbabwean football: Reflections on the Asia-gate scandal</i>
16.30 – 16.45	Chilombo Mbenga and Tshepang Molale: <i>News framing in the post-Fake News Era: A comparative study of City Press, Eye Witness News and The New Age Newspapers</i>
16.45 – 17.00	Q&A
19.00	Gala dinner (Venue: Colorado suite) – Chair: Segun Ige Kgomotso Ramushu (NIHSS) Britta Zawada (Deputy Executive Dean, College of Human Sciences, UNISA) Keynote address – Gilbert Motsaathebe: “ <i>Quis custodiet ipsos custodies</i> ”? Reporting corruption in African media environ-ments AAR Awards Entertainment: Traditional Tswana dance by Izinduku

Time	Venue Chicago suite
08.00 – 08.30	Tea, Registration & Late Payment of Conference Fee Joyce Seshibedi, Ntombi Mohlabi-Tlaka
09.00 – 9.30	Keynote address – Chair: Josephine Alexander Mpho Chaka: <i>Presidential rhetoric, explorations, analysis and trends</i>
SESSION 7 Chair: Mzukisi Lento	
9:45 – 10.00	Wincharles Coker <i>The Governmentality of Practice in Communication Education in Ghana</i>
10.00 – 10.15	William Mpofo <i>Decoloniality as travelling theory: from the rhetorics to the logics of decolonization</i>
10.15 – 10.30	Seshego John Makoro & Naomi Nkealah <i>Rhetoric, media and politics: a stylistic analysis of Mmusi Maimane’s response to SONA 2015</i>
10.30 – 10.45	Mashilo Boloka <i>Media Transformation and the rhetoric of media ownership and control: Realities vs rhetoric the current debates in the Post-apartheid South Africa</i>
10.45 – 11.00	Q&A
11.00 – 11.15	TEA
SESSION 8 Chair: Patrick Goodin	
11.30 – 11.45	Tyechia L. Thompson <i>Composing an Intellectual Mixtape: from Word Processing to Audacity</i>
11.45 – 12.00	Sope Maithufi <i>Interfaces of ecologies in Zakes Mda’s story</i>
12.00 – 12.15	Earl B. Etienne King Gyasi <i>Economic Community of West African States’ (ECOWAS) Inclusion in the International Council of Har-monization (ICH) Initiative: Overcoming Barriers to Pharmaceutical Global Regulatory Harmonization</i>
12.15– 12.30	Adebayo Fayoyin <i>No woman should die giving Life”: (De) Constructing the rhetorical imperative, approaches and con-straints in promoting maternal health in Africa</i>
12.30 – 12.45	Q&A

13.00 – 14.00	LUNCH (Rockefeller restaurant)
SESSION 9 Chair: Rachael Diang’a	
14.15 – 15.15	Special panel: <i>Promoting postgraduate studies in rhetoric and composition studies in Africa</i> Earl B. Ettienne, Chaka Chaka, Jairos Kangira
15.15 – 15.30	Gilbert Motsaathebe: <i>Public relations entrepreneurship in emerging international markets with reference to BRICS: Cogitation, prognosis and opportunities</i>
15.30 – 15.45	Haly McEwen: <i>Weaponising rhetorics of love and the mobilization of ‘pro-family’ politics in Africa</i>
15.45. – 16.00	Musawenkosi Ndlovu: <i>Global news Media’s ‘New Scramble’ for African media/cultural space</i>
16.00 – 16.15	Q&A
16.15 – 16.30	TEA
16.30 – 17.30	Roundtable Discussion: Chair: Kgomotso Masemola Panelists Pius Adesanmi, Isidore Kafui Dorpenyo, Musawenkosi Ndlovu, Obed Qulo, Ambrose Adebayo
17.30	Closing of conference Vote of Thanks Segun Ige

List of abstracts

Applied theatre as rhetorical tool in social discourse

Olufemi Joseph Abodunrin and Ogungbemi Christopher Akinola
(University of Limpopo)

Olufemi.abodunrin@ul.ac.za
Ogungbemi.akinola@ul.ac.za
olakriso@yahoo.com

Arguably, the origins of theatre relate closely to the origins of human language and behavior, resulting in the relationship between rhetoric and theatre attracting close scrutiny. In relation to vulnerable communities especially, the empowering qualities of theatre have been acknowledged by many scholars such as Augusto Boal. Historically, since the ancient Greeks valued political participation, rhetoric emerged as a crucial tool of/for influence. However, while classical rhetoric equipped speakers to be persuaders in public forums such as assemblies and courtrooms, rhetoricians have meddled well into a variety of domains such as natural sciences, fine art, religion, digital media, journalism, fiction and history. Like Boal, Soyinka believes that art should expose, reflect, indeed magnify, the decadent, rotten underbelly of a society that has lost its direction. Therefore, beside logic and grammar, rhetoric, theatre, has been described as one of the ancient arts of discourse. This paper aims to explore applied theatre technique as rhetorical tool in raising and proffering solutions to social discourse and cohesion amongst University of Limpopo first year acting students.

The development and the adoption of rhetorical devices in preaching and marketing: towards a professional communication

Rufus Olufemi Adebayo
(Durban University of Technology)
rufusa@dut.ac.za
femolapes@yahoo.com

The adoption of rhetorical devices is evident in the veracity of preaching and selling concept in this contemporary time. This paper reasons that both preacher and marketer borrowed heavily from rhetorical concepts for effective communication, hence, category of rhetoric suitable for preaching (sermon) and marketing communication is uncertain. Rhetorical devices, crafty unconventionalities that put a twist on the accustomed, are frequently found in contemporary sermons and marketing activities. Arguably, preaching or sermon could be seen as campaign or religious-motivated discourse, while marketing could loosely mean communication effort towards target consumers. Thus, this paper questions the adoption and the pragmatic function of rhetorical categories that influence preaching and marketing. As a result, the paper reports issues around perceived manipulation and the part rhetoric plays in enhancing preacher's sermon in dissemination of information to the congregants. This paper further reports on how religious organizations have taken on names, logos or personalities, and rhetorical slogans that allow them to be heard in a cluttered, increasingly competitive marketplace. Qualitative methodology was adopted to identify categories of rhetoric devices suitable for biblical preaching and marketing communication. The findings indicate that although, rhetoric devices are helpful in sermon and marketing communication, but it is a movement towards a professional communication. It is expected that this paper will help readers understand the nature of sacred rhetoric and importance of applications of various rhetorical devices in preaching and marketing communication.

Moral formation
A rhetorical analysis of the reporting of four newspapers on allegations of corruption in Nkandla

Eugene Baron
(University of South Africa)
barone@unisa.ac.za

The media does not only play a role in opinion formation but also moral formation. The role that newspapers play in the formation of moral attitudes, awareness and behavior is not a new discussion. The media, including newspapers is placed alongside other moral agents, for instance the school, parents, peers and other formal institutions. This article contributes to moral discourse by particularly analyzing four newspaper's reporting on corruption during the calendar year of 2016. The article reports on the rhetorical strategies that the four weekly newspapers employ on a particular case of corruption. It assesses the appropriateness of the rhetorical strategies of the newspapers given their role in moral formation.

**Media Transformation and the rhetoric of media ownership and control:
Realities vs rhetoric the current debates in the Post-apartheid South Africa**

Mashilo Boloka
Department of Telecommunications and Postal Services,
Durban University of Technology
mashilob@yahoo.co.uk

This paper attempts to recontextualise the current media transformation debates with the purpose to understand why is media transformation a difficult enterprise in South Africa 20 years into the democratic dispensation. Admittedly, debates about media transformation are not new to the post-apartheid South Africa. However, in contrast to the earlier academic led debates of the 90s, the current debate is politically driven. Central to the current debate, argues the paper, is the complex issue of ownership and control where the dominant argument seems to be that mere changes in media ownership and control will directly lead to media transformation. While politically led approach to media transformation is not necessarily a bad thing given politics' influence in policy-making processes, it may have implications for a long-term sustainability and meaningful achievement of media transformation in South Africa because it is:

at times a knee-jerk reaction to events in the country, hence it turns to subside at one point and heighten at another;

not based on scientific and methodological way of tackling it similar to other jurisdictions.

While media transformation is a necessary enterprise and a constitutional imperative to foster integration, social cohesion and nation building given the country's morally unjustified exclusions, including the preclusion of black people from media ownership, a dominant political view gives it rhetorical posture, distinct and inimical to reality or applied economic theory of the media. Media transformation, Boloka and Krabill (2000:76), wrote "is not only about replacement of colours in mass media (although these matter)...we define successful transformation of South African media as being achieved when it reflects, in its ownership, staffing, and product, the society within which it operates, not only in terms of race, but also socio-economic status, gender, religion, sexual orientation, region, language, etc". Applying the theories of media economics on ownership and control and further drawing from Krabill and Boloka (2002)'s article, the paper analyses the current media transformation debates and their somewhat rhetorical undercurrents with the purpose to recommend solutions for a well-managed and sustainable media transformation in the post-apartheid South Africa.

**Hair Styling:
the Rhetoric of Formalization and Westernization of Beauty**

Marcha I. Chaudry
(Howard University)
marchachaudry@gmail.com

The West, through a series of colonial and hegemonic processes have succeeded in establishing standard aesthetics globally. These constructions of beauty and formal and informal appearances affect both the male and the female alike. The codes in question relate to the kind of attire that one wears, or a person's hairstyle. In some cases, these styles are considered offensive to the Eurocentric critics and onlookers. In South African and in the United States, where cultural aesthetics help in the projection and visualization of 'self' and cultural identity, there is growing evidence of tension between the western codes of beauty and indigenous and sub-cultural aesthetics. Beauty becomes a locus of conflict between what is acceptable by colonial standard and what gives definition to individual cultural identity. This tension engenders civil and human rights violation within institutional contexts where Black women's identity particularly are sanctioned and negated by western codes. I shall adopt Social constructionism in framing the discourse of beauty in my paper. Social constructionism suggests that social cultural processes affect humans' basic understanding of the world. In recent times, there are social voices, through the media and other available fora that have encouraged women to take complete ownership of their beauty and individual narratives, which to some extent, they now do, however, there are still media reports and litigations relating to the styling of hair in formal spaces like school and offices. This suggests that the law is grossly deficient in racialized contexts. This article will examine the denial of Black women's right to wear their natural hair and assert that civil rights laws do not fully protect them from race-based discrimination. Examining historical practices, part I will address how Black women have been denied employment because of natural hair policies. Part II will examine the denial of Black girls from wearing their natural hair at school. Part III will assert that wearing one's natural hair is a human right and furthermore address the implicit and explicit bias that are perpetuated through media to dehumanize black women.

The Governmentality of Practice in Communication Education in Ghana

Wincharles Coker
(University of Cape Coast)
wcoker@ucc.edu.gh

This study troubles functions the state as the chief sponsor of communication education in Ghana plays in promoting sustainable development. It explores how the government, through its regimes of control, exercises its authority over the means of production in the academy. I do so by analyzing the political economy within which higher education in the country operates, focusing on the mandates of two of its bodies: the National Council for Tertiary Education (NCTE) and the National Accreditation Board (NAB). My overarching goal is to demonstrate how these systems of control shape the knowledge economy in tertiary education in general, and communication training, in particular. This governmentality, or the calculated strategies of control put in place by government, I will show, constrains the textual and contextual discourses of professional practices in the academy. The study is organized into five parts. The first revisits the problem of governmentality in the context of higher education, and makes a case for examining its dynamics in the Global South. I do so by sketching, in the next section, the history of higher education in sub-Saharan Africa, paying special attention to the Ghanaian context. The third strand takes a critical look at the political superstructure, composition, and functions of Ghana's NCTE and NAB, and more importantly, how contemporary bureaucratization and corporatization constrain the space of learning and the exercise of intellectual freedom. Some have argued that the grand master discourses of economics have led to the crisis of the university, and have compromised its self-critical nature. The fourth section explores how the systems of control and accountability supervised mainly by NAB shape the curriculum design of a recently accredited four-year Bachelor of Arts degree in Communication Studies of a large public university in Ghana. I will demonstrate that the program is based on instrumentalist and developmentalist philosophies with little attention to critical theory and transculturalism. The final part of the study brings attention to two main criticisms of the control systems: discipline-specific quality assurance and transcultural partnership needed for engendering regional development.

Perceptions of the Female through Kenyan Films of the 1990s

Rachael Diang'a
(Kenyatta University)
diang'a.rachael@ku.ac.ke
rdianga@gmail.com

This paper has two levels: It is first, a survey of the local films produced in Kenya between 1990 and 1999, and secondly, a critical analysis of the characterization of the female protagonist in the films of this period. The paper's main objective thus is to examine the authenticity of the portrayed image of the female protagonist against the socio-historical realities of the woman and the girl child in the Kenya at that time on the one hand, and the politics of filmmaking and Kenya's film industry in the 1990s on the other. The selection of the 1990s films for this study is utterly intentional. Most of the films of the 1990s in Kenya have a unique place in the industry as they marked the offset of what is known today as the Kenyan Cinema, thus playing a revolutionary role in the industry. Kenyan filmmakers of the 1990s also developed a tendency to address social issues of importance in the country, making their films arguably more didactic than the contemporary crop of Kenyan films. One of the outstandingly addressed issues in these films was the plight of the female, especially, the girl child. It is worth stating that the study focuses only on the feature drama films, given their significance in forming a film industry's identity. Through in-depth interviews with various film stakeholders in Kenya and a profound scrutiny of secondary data on the study topic, this study will be able to generate and validate data on the proposed area. The study will occasionally draw from other African countries' film experiences around the same period to identify similarities or differences for a better interpretation and contextualization of the Kenyan scenario.

Re-situating Africa through the Transformative Power of Rhetoric and Technical Communication

Isidore Kafui Dorpenyo
George Mason University
idorpeny@gmu.edu

In our globalized era, students in Africa are competing with students from other parts of the world for jobs, visibility and opportunities. The burden, thus, lies on universities to educate students: 1) to participate in the multifarious processes of globalization (Agboka, 2013; Ding, 2014; Savage, 2010; Walton, 2013); 2) to engage in civic activities (Bowdon, 2004; Dubinsky, 2004; Jones, 2016; Rude, 2004; Scott, 2004); and 3) to participate in the technological forces which drive the global economy. There is the need to introduce disciplines which will provide students the needed skill.

To this end, it is imperative to sow a seed for the development of rhetoric and technical communication in Africa. Defined broadly as communication about technology, technical communication will offer students the opportunity to develop skills that will enable them to: critically question technology, contribute to conversations about electoral processes; adapt their communications to the needs of particular situations; critique institutional cultures that disempower; work with variety of technologies; and use technology to build understanding.

To demonstrate the transformative power of rhetorical knowledge and technical communication, I perform a rhetorical analysis of an online video used by the Electoral Commission of Ghana to communicate the biometric technology adopted to clean the country's electoral system. This analysis indicates how a simple document can reveal the consequences of uncritically adopting and communicating technology on democratic practices; or, how local knowledge making about technology in decolonial contexts are masked in colonial rhetorics. Rhetoric and technical communication will create critical awareness among students.

**The Change Agenda:
Persuasive Rhetoric in General Muhammadu Buhari (Rtd) 2015 Presidential Campaign Speeches**

Olugbenga Elegbe
(University of Ibadan)
and
Omolayo Olubukola Babadele
(Legal AID Council, Bodija Ibadan)
elegbeolugbenga@gmail.com

Several studies of critical rhetoric and discourse analysis have revealed the significant role the theory and phenomenon that persuasion plays in effective communication. Hence, effective delivery of electoral campaign speeches, whether through the media or face-to-face, requires a sustainable degree of communication skills and persuasion. However, despite the fact that public speeches are inherently meant to possess persuasive elements, there are still speech deliveries that either totally lack these elements or are insufficient of them. However, the March 28, 2015 presidential elections in Nigeria witnessed an accelerated participation of voters up to 43.65% to 28.66% in 2011 election. Against this backdrop the study examine persuasive influence of the 2015 campaign speeches of General Muhammadu Buhari on electorates' voting decision. Employing the textual analysis and in-depth interview method, evidence show that General Muhammadu Buhari used various rhetorical techniques repetition, simile, anecdote, symbolism and metaphor to persuade the voters for a change and fight corruption which is ravaging the economy. Political stakeholders agreed that his campaign speeches illustrated realistic anti-corruption measures and policies that correlate with the rule of law. The credibility of his character, tone of humility, his passion to sanitise Nigeria, his sensitivity to the needs of the masses, the desire to bring about political change, the sincerity to serve the nation, the determination toward fighting terrorism and insecurity expressed in his speeches contributed to voters decision to vote for him. Thus rhetoric can help to lay a foundation change if candidates can explore it techniques appropriately for various political campaigns.

Economic Community of West African States' (ECOWAS) Inclusion in the International Council of Harmonization (ICH) Initiative: Overcoming Barriers to Pharmaceutical Global Regulatory Harmonization

**Earl Ettienne King Gyasi, Tanjinatus Oishi, Adaku Ofoegbu, Kwame Sarpong,
Mary Maneno, La'Marcus Wingate**
(Howard University)
earl.ettienne@Howard.edu

Introduction: Pharmaceutical industry global regulatory harmonization (IRH) establishes a common set of regulations regarding technical requirements for the safety, efficacy, and quality of medications between different countries. IRH allows for a reduction in the research and development costs, shorter time to market for novel products, and elimination of duplication in clinical trials. In addition, it improves access to medications and promotes better use of limited resources worldwide. The International Council of Harmonization of Technical Requirements for Human Use (ICH) was initiated by World Health Organization (WHO) and includes the U.S., European Union, and Japan. The East African Community (EAC) and the South African Development Community (SADC) are also included in the ICH; however, the Economic Community of West African States (ECOWAS) is not included. Our aim is to determine the barriers to implementing ICH in ECOWAS countries and propose strategies to overcome those barriers.

Methods: We conducted a literature review to analyze barriers to regulatory harmonization. Additionally, experts from the U.S. Food and Drug Administration (FDA) and equivalent regulatory bodies in ECOWAS nations will be interviewed to validate findings from the literature and further assess common inter- and intra- country barriers.

Preliminary Results: Barriers to the inclusion of the ECOWAS countries in ICH include underdeveloped regulatory systems, lack of resources, political issues, cultural beliefs, management and implementation failures, poor rhetoric and a lack of transparency.

Conclusion: Although several organizations and regulatory bodies have advanced IRH efforts, barriers to harmonization present challenges to progress within the ECOWAS.

A Review of Media Ownership and Political Reportage in Nigeria

Kehinde Ernest Fakanbi
(Esep Le Berger Universite)
fakanbikehinde@yahoo.com

The role being played by the fourth estate of the realm cannot be over-emphasized. These role becomes pronounced and profound when such a society is democratic just like Nigeria. It plays a “bridging” role between the government and the people. Without the media, there is going to be a disconnection between the led and the government. The ownership of a media House is yet another huge determinant of their efficacy and transparency. It is common knowledge that most state owned media platforms are often at the beck and call of the state, in such a situation, truth and transparency will be compromised. The private media houses too are not immune from this tendency of willful manipulations. A good number of cases of corruption in government circles are being blown open by the private media houses. In some other cases, private media houses are being used by their respective owners to propagate their and further their interests. The central thesis of this paper therefore is to investigate media ownership and transparency and honesty in their news delivery and reportage in Nigeria.

“No woman should die giving Life”:

(De)Constructing the rhetorical imperative, approaches and constraints in promoting maternal health in Africa

Adebayo Fayoyin
United Nations Population Fund, UNFPA, Johannesburg
afayoyin@gmail.com

Africa has alarming maternal mortality rates, estimated at 495 deaths per 100,000 live births (2015, Trends in Maternal Mortality, 1990-2015). However, most of the determinants can be addressed by policy, programmatic, social and attitudinal change, which underscores the imperative for rhetoric and advocacy. Using insights from deliberative rhetoric and health communication as the theoretical underpinning, this paper deconstructs the current rhetorical approaches undertaken by development agencies in influencing policy, media and public discourse for improved maternal health outcomes in Africa. It establishes the ‘how’ and ‘why’ of such approaches, as well as major limitations. The analysis demonstrates the utilisation of a variety of rhetorical strategies and genres of discourse by advocates in leveraging the import of logos, ethos and pathos for individual and institutional change. It also describes the fundamental realities related to power dynamics, inequities and hegemony in women’s health discourse. From the lessons and constraints identified, the paper constructs a rhetorical framework for a coherent framing of the continental Campaign on Accelerated Reduction of Maternal Mortality in Africa (CARMMA). This framework calls for intensifying the single storyline of “No woman should die giving life” through multiple narratives on multiple platforms for multi-level influence. It also recommends stronger advocacy for engaging and persuading critical stakeholders and sensitivity to counter narratives. Finally, the paper calls for a multidisciplinary and interdisciplinary approach to health discourse with a robust infusion of relevant constructs and analytical paradigms from the theory and practice of rhetoric.

Alain Locke and the Politics and Rhetoric of Cultural Relativism

Patrick Goodin
(Howard University)
pgoodin@howard.edu

Alain Locke (1885-1954) played a pivotal role in what came to be called the Harlem Renaissance, a key moment in the development of African self-consciousness. He was also an important theorist of culture and an enthusiastic advocate of cultural relativism in particular. In this paper, I develop and defend an understanding of Locke's theory of cultural relativism and show how he employed rhetoric to negotiate the politics of black oppression. And in our globalized and multicultural world, Locke's cultural rhetoric can still be of enormous help as we try to reconcile our different value systems and achieve more positive and productive relations.

The rhetoric of inaugural speeches and statecraft: Cases of Samora Machel (1975), Robert Mugabe (1980), Sam Nujoma (1990), and Nelson Mandela (1994)

Jairos Kangira
(University of Namibia)
and
Lazaro Pedro Chissano
(SADC Parliamentary Forum)
jkangira@unam.na

Inaugural speeches are epideictic speeches that mark a shift from the old administration to the new one while at the same time they signal the beginning of a new administration, and the particular rhetor is the President (Bennoit, 2009). The rhetors or new presidents for this paper were: Samora Machel, who delivered his Message of Proclamation of Independence in Mozambique on 25 June 1975; Robert Mugabe, who delivered his Message of Independence in Zimbabwe on 18 March 1980; Sam Nujoma, who delivered his first inaugural speech on 21 March 1990; and Nelson Mandela, who delivered his Inaugural Statement in South Africa on 10 May 1994. The common denominator of Samora Machel, Robert Mugabe, Sam Nujoma and Nelson Mandela is that they delivered their inaugural speeches marking the independence of their countries after bitter armed struggles against colonialism in Mozambique (Machel), Zimbabwe (Mugabe), Namibia (Nujoma) and South Africa (Mandela). This paper analyses how the four leaders' inaugural speeches ushered in new administrations in their countries. The analysis argues that taking advantage of the rhetorical situations and *kairos* they found themselves in, the leaders used their inaugural speeches to convince their audiences (both immediate and international) that they were embarking on a nation building process that was anchored on democratic values which the erstwhile colonial governments had failed to do in their countries. The paper further illustrates the critical role that inauguration plays as "a rite of passage, a ritual of transition in which the newly-elected President is invested in the office of the Presidency" (Campbell & Jamieson (1989, p. 395), in each case.

**Transformative African Rhetoric:
Beyond the Third-Generation Factor
Segun Ige**

Howard University
ige.segun@gmail.com

Aeschylus, the classical tragedian, establishes in his Oresteian Trilogy, the character of the Third Generation gods. These are the younger gods that reversed the violent trends by Greek autochthonous gods whose preoccupation was violence in the name of justice. But the transformation discourse borrows from the attitudes and behaviour of the old order: symbolic violence. In other words, the enactment of transformation lacks the sophistication and advance that attend the envisioned and fully developed democratic system. The founding fathers of Africa, from Kwame Nkrumah to Nelson Mandela represent this generation in Africa's political history. However, the discussion is still locked in polemics that seek to further extricate Africa from the new forms of discourses that somehow re-inscribes Africa into a cycle of colonial imaginings. The decolonisation discourse, like most discourses on Africa, seems to have the same sets of constraints. As the African Association for Rhetoric (AAR) enters its second decade, the paper will charge the body of scholars on making the effort to re-examine discourses on Africa, not as constitutive but transformative.

**Rethinking Academic Writing Curriculum through the rhetorical techniques of
Imitatio and Progymnasmata**

Miriam Lephala
and
Josephine Olufunmilayo Alexander
(University of South Africa)
lephammk@unisa.ac.za
busarjo@unisa.ac.za

Poor critical reading and writing skills are two major challenges that plague higher education in spite of the introduction of academic literacy courses in the first year of university. In this paper we examine current practices in the academic writing curriculum and argue that there is an urgent need to integrate reading as a core and integral part of the writing process. We propose how the rhetorical techniques of Imitatio and Progymnasmata might be used to rethink the academic writing curriculum through the exploration of the synergistic relationship between reading and writing. The aim is to bridge the gap that currently exists between the language skills of reading and writing and to enhance the writing skills of undergraduates to meet the demands of academic literacies in the 21st century.

**“Knock, knock, knock”:
The paradox of the music genre and serious discourse in HIV Communication**

Mavis Angeline Madongonda
(Zimbabwe Open University)
mavismadongonda@gmail.com
and

Enna Sukutai Gudhlanga
(Zimbabwe Open University)
gudhlangaes@gmail.com
gudhlangaes@yahoo.com

Zimbabwe has been one of the worst affected countries in the world by the HIV and AIDS epidemic. Yet today communication to the effect of reinforcing current knowledge of the epidemic has been scanty and seems to have lost steam. It is almost as if HIV and AIDS have been eliminated from the country. This is a glaring contradiction considering the reported upsurge of HIV infections in the 15-24 and 45-49 age-groups (Government of Zimbabwe, 2015). The current economic climate has not helped matters either with little funding being channelled towards the continuous awareness campaigns of HIV and AIDS. This research focuses on one of the common communicative strategies regarding the HIV and AIDS epidemic through music. It questions the relevance and effectiveness of the HIV rhetoric with regards to the song “Knock, knock, knock.” In a society where HIV and AIDS are becoming naturalised and accepted as part of life, the song was meant to assist in the HIV and AIDS campaign programme for voluntary testing instigated by Zimbabwe Population-Based HIV Impact Assessment (ZIMPHIA). A rhetorical analysis is done to demonstrate the extent to which the aural as well as the visual aspects of the song were effective in persuading people to get tested. Unstructured interviews will be conducted in the Harare Central Business District (CBD) to triangulate the study as well as ascertain the effectiveness of this audio-visual genre in persuading people to get tested. The analysis also evaluates the outcome of the ZIMPHIA awareness programme as reflected in the published statistics in a bid to combat/ mitigate the prevalence of HIV and AIDS in Harare.

**Harambe prosperity plan:
A rhetorical and postcolonial reading**

Rewai Makamani
Namibia University of Science and Technology,
University of South Africa
rmakamani@nust.na

This study presents a corpus - aided rhetorical and postcolonial reading of the renditions of the Namibian Harambe Prosperity Plan (HPP) as revealed in twin texts, namely, President Hage Geingob’s 2017 Independence speech delivered in Rundu and the Harambe Prosperity Plan document. From the perspective of their conceptualisation as statecraft software, the speech and the Harambe Prosperity Plan constitute complementary discourses that showcase a tour de force that has necessitated their selection as a befitting purposive sample for the study. The study conceives the speech and HPP as constituting a spirited effort by the Namibian government to turn around the Namibian economy in favour of Namibian citizens hence warding off the stereotypical neo-colonial stigmatisation and the attendant rampant exploitation of the masses stigma often posited as the depiction, characteristic and mantra of the tour of duty of many ruling elites and their allies in Africa following the colonial debauchery.

Rhetoric, media and politics: a stylistic analysis of Mmusi Maimane's response to SONA 2015

Seshego John Makoro
University of Limpopo

and
Naomi Nkealah
University of South Africa
seshego1@hotmail.com
naomi.nkealah@gmail.com

Language can be used to control, manipulate and dominate people, because it has the power to influence people's thinking. Brook and Warren (1970) and Lucas (2013) agree that the effectiveness of language as a form of persuasion is that it appeals to listeners' emotions and gets them to accept the speaker's views. Cohen (1998) also agrees with Horne and Heinemann (2006) that language influences social actions and that public speakers use rhetoric as a strategy to manipulate listeners' emotions. The political speeches of South African statesmen are a classic example of the link between language and power. In this paper, we analyse Mmusi Maimane's speech in response to SONA 2015 using theories of language and power to demonstrate the manifold rhetorical techniques Maimane employs to persuade and sway his audience to 'buy' his political ideologies. We argue in this paper that Maimane's speech combines political rhetoric and media sensationalism to enforce a message of pessimism in the present and optimism for the future.

Enter the Jargon: The rhetoric of Radical Economic Transformation following the logic of Demosthenes's thesis

Kgomotso Michael Masemola
(University of South Africa)
masemk@unisa.ac.za

This paper considers the timing and entry into public discourse of the concept 'Radical Economic Transformation' as a concept that is open to deliberate misinterpretation in the media. Whilst, as the title suggests, it is necessary to distil the content signified by its rhetorical signposts, the diverse uses to which 'radical economic transformation' is being put by the media, government and researchers requires that it be properly probed according to parameters of debate set by the Greek orator Demosthenes's thesis during times of political crisis in Athens. If the exordium is whether 'Radical Economic Transformation' should be embraced, the debate will take stock of the observation by Mark Swilling, the Convener of the STATE CAPACITY Research Project, that while there is a clear need for 'radical economic transformation', there are concerns that "this is being used as an ideological smokescreen to mask the rent-seeking practices of the Zuma-centred power elite" (*BETRAYAL OF THE PROMISE*: 2017). In the media, Gillian Schutte (*MEDIA FOR JUSTICE*: May, 2017) draws from George Monbiot and Manuela Cadelli, further to argue that Radical Economic Transformation is part of a "distorted discourse [which] is the weapon of choice [at a time when] empty rhetoric is served up on Orwellian platters". Following the logic of Demosthenes, the debate around the rhetoric of Radical Economic Transformation demands and deserves to be tested against legality, justice, expediency, practicability, decency and consequences.

Chilombo Mbenga and Tshepang Molale
(North West University)
Chilombo.Mbenga@nwu.ac.za

**News framing in the post-Fake News Era:
A comparative study of City Press, Eye Witness News and The New Age Newspapers**

In the wake of the so-called “fake news” trajectory, independent print and electronic media houses across the globe are experiencing difficulties due to the erosion of press freedom. The 2017 annual World Press Freedom Index by the Reporters without Borders (RWF) revealed that we have reached an age of the post-truth, suppression and propaganda; and that media freedom has never been so threatened. In the South African context, a so-called “witch-hunt” on journalists and their independent media houses has also reached a “tipping point” with the recent attacks on print and electronic outlets such as City Press and Eye Witness News (EWN). This view can be supported by the recent emergence of bogus websites and the circulation of pictures labeling City Press editor and columnist, Ferial Haffajee, for example, sitting on businessman Johann Rupert’s lap, and being branded as an “agent of white monopoly capital”. Against this background, this paper attempts to comparatively assess how City Press, Eye Witness News and The New Age Newspapers in South Africa are framing their news content and how they are being perceived by the broader public in relation to the current political climate on the narratives of radical transformation, white monopoly capital and fake news in South Africa. This assessment will be conducted through online content analysis of major government news stories covered during the period from November 2015 to March 2017. As a qualitative inquiry, the study also applies focus groups as well as semi-structured interviews. Framing theory is applied in the study when assessing how the abovementioned newspaper outlets present news to their audience and how they are able to influence choices people make in processing information. In line with this theoretical framework, rich data can emerge following an analysis of how the different newspaper outlets are perceived by the broader public, based on how they frame their news content. A stratified purposive sample of 15-20 Journalism and political science students from North West University and 10 middle-aged community members (either working in government or in the private sector) who have access to these online news platforms will be selected to participate in focus group interviews. Radical (economic) transformation, Fake news, white monopoly capital, objectivity and impartiality, as well as propaganda; are used as themes in the empirical part of the study to judge the perceptions that the public have on these online news platforms.

**Spinning a speech for *wananchi*:
Francis Imbuga’s drama in the context of narratives from the Kenyan state**

Fredrick Mbogo
(Technical University of Kenya)
mbogof@yahoo.com

This paper is interested in the strategies that power wielders in the Kenyan state employ in explaining away potential problem-raising situations. It explores particular moments in Kenya’s history where the state is engaged in proffering its defense against claims of mega-corruption, suppression of freedoms of speech or expression. These, for example in President Daniel Moi’s phrase “shifting of goalposts” in his condemnation of donors’ demands for political plurality, are compared with the dramatized versions of leaders in Francis Imbuga’s world- as given through his plays. In the play *The Successor*, for example, Imbuga manages to present characters resembling modern day leaders whose greed, corrupt ways and warped moral senses are explained away in turns of phrases that combine imagery drawn from oral traditions, or popular discourse, which in turn give it some sense of respectability. The tricks employed by politicians through language, in a bid to persuade, warn, attack, chastise, ridicule or even insult are considered in light of how they are deliberately shaped to speak to particular listeners. Manipulation becomes an important element in double-speak, where words can easily be “twisted” to suit any side in an argument. Imbuga’s *Betrayal in the City* becomes an important site for the discussion of how the difficulty involved in crafting suitable narratives to explain away unbecoming situations provides moments of delight or amusement. To some extent, then, the politician in attempts at creating a discourse that is meaningful often becomes a buffoon that at best reaches out to the “ordinary” mwananchi (citizen), and at worse is insulting.

Weaponising rhetorics of love and the mobilization of ‘pro-family’ politics in Africa

Haley McEwen

(University of the Witwatersrand)

Haley.McEwen@wits.ac.za

Over the past twenty years, a conservative U.S. movement that refers to itself as “pro-family” has been working to galvanize anti-feminist and homophobic agendas globally, and especially in African countries. Scholars who have studied the rise in hate crimes and violence perpetrated against sexual minorities in African countries have identified this movement in their discussions of factors that have catalyzed these developments. In this paper, I will discuss the ways in which “pro-family” rhetoric disguises its inherent violence through efforts to appear as common-sense and benign. Analysis will consider the ways in which the pro-family movement employs the rhetoric of ‘love’ in order to obfuscate the violence of their efforts to promote heterosexuality and the nuclear family as compulsory for all people. These rhetorical strategies are also considered in relation to the geo-political power relations associated with the legacy of colonialism. While the ‘pro-family’ movement presents itself as serving the interests of the developing world, their accusation that the gay rights and feminist movements are forms of cultural imperialism are particularly ironic given the colonial constructions and epistemologies that shape their agendas. Specifically, the pro-family construction of the nuclear family as universal reveals the colonizing interests of this movement. Therefore, this paper will also contribute to emerging discussions about the ways in which conservative U.S. political rhetoric is being mobilized internationally, and in the global south in particular, and the geo-political power relations and interests served by these developments.

Public Relations entrepreneurship in emerging international markets with reference to BRICS: Cogitation, prognosis and opportunities

Gilbert Motsaathebe

United Arab Emirates University,

University of South Africa, North-West University

gilmot2000@yahoo.co.uk

There is no doubt that the confederacy of BRICS (Brazil, Russia, India, China and South Africa) will provide opportunities for growth and expansion for business investment for organisations operating within this new context of the Global South. In order to succeed, these organisations will need to stay relevant and at the cutting edge of services while mitigating potential crises and consistently growing their companies. Because these countries are very distinct in terms of media landscapes, political, cultural and economic orientation, organisations operating in that context will need to find ways to successfully establish and nurture sound and interactive relationships with stakeholders and lay out plans for growth, taking into account the specific experiences of non-Western societies. Since the management function suited for this undertaking is Public Relations, this paper moves away from popular theoretical proclivity and attempts to imagine new skills required to grow Public Relations as entrepreneurial venture in emerging markets with focus on BRICS countries, bearing in mind that good public relations is crucial for the success of any organisation. Using insights derived from Entrepreneurship and Innovation theories and Alvin Toffler’s notion of “Future Shock” which calls for society to make plans for the future and the changes it brings to today’s world of rapid technological changes and globalisation, the paper will discuss the strategies on how PR can prosper in this rapidly changing world that is increasingly becoming global and commercialized.

**Decoloniality as Travelling Theory:
From the Rhetorics to the Logics of Decolonialisation**

William Mpofu
(University of the Witwatersrand)
Williammpofu@rocketmail.com

When theory moves across geographies and travels through human bodies and experiences it leaves parts of itself, gains parts of other theories and experiences, and it can end up exactly being what it is not. All philosophies of liberation and theories of re-humanisation run the danger of usurpation, appropriation, distortion and corruption by their exact opposites, dominations and oppressions. Just like the philosophies and theories can be enriched and expanded in their travel. This paper critically explores how some rhetorics and expressions of the decolonisation current have been, like Frantz Fanon's nationalism, taken over by pitfalls of racism, nativism, xenophobia, hate, sexism, ableism and other chauvinisms. For that reason, the paper seeks to extricate the logic of decoloniality as an extended family of philosophies of liberation from the rhetorics of coloniality to which it has prevalently become hostage. The gesture of the article is to flesh out decoloniality from entanglements with what it is not, from its hostage to the very coloniality it set out to dethrone. The paper does this by invoking some canonical decolonial philosophers and theorists that have clarified decoloniality as the antithesis of the dominations and oppressions in shape of the coloniality of power, coloniality of knowledge and the coloniality of being.

**Sports journalists and corruption in Zimbabwean football:
Reflections on the Asia-gate scandal**

Lyton Ncube
(University of Johannesburg)
lytonncube@gmail.com

Zimbabwe experienced a high profile match fixing scam between 2007-2010, commonly known as the Asiagate scandal. The Warriors - men's senior national football team, reportedly fell victim to Asian betting syndicates. Four journalists from the state-controlled media, were sanctioned by the Zimbabwe Football Association (ZIFA), for allegedly actively participating in the scam. Burgeoning literature on 'brown envelopes' and freebies in journalistic practice in Africa at large and Zimbabwe in particular, have under-theorised this phenomenon in Zimbabwean sports journalism practice. Focusing on the Asia-gate scandal, the article utilises 'brown envelope journalism' theoretical lens to examine the subject and its repercussions on sports journalism practice, from the view point of sports journalists. In-depth interviews were held with selected sports journalists both from the publicly owned and privately owned media in Zimbabwe. The article avers that due to the deteriorating socio-economic environment, some journalists were 'seduced' by 'brown envelopes' and 'recruited' into a 'patronage' corrupt network by match-fixers. Consequently, 'patronised' journalists became pliant tools in hands of match-fixers and failed to bark at malpractices masterminded by their 'benefactors'.

**Connecting form, function and ideology in essays and research proposals:
Prescriptivism, Normativity and Transformation**

Clifford Sibusiso Ndlangamandla
(University of South Africa)
cndlanga@unisa.ac.za

The recent student protests seen in the *#feesmustfall* and calls for decolonizing the curriculum have added impetus on access to higher education, and transformation. Writing and composition continues to determine who is granted access and eventually success in Higher Education. Written essays are a gatekeeper that can hinder the objectives of access, redress and transformation. Students' identities intersect with form and function, among other things in writing and composition studies. Tensions characterize the relationship between form, function and ideology. These tensions reflect the conflicts in pedagogic practices that have evolved within prescriptive, normative and transformative approaches. When it comes to expectations and requirements from students, there are institutionalized mysterious practices, and hidden features. Although the research proposal appears to be formalistic and structural in most guide books, for many students it is a gate-keeping mechanism. Both assessment practices, and tuition are prescriptive and normative, yet students' identities and ideologies invoke a transformative practice, as seen in the recent student protests. Using case studies of my own teaching and recent PhD journey, I argue that there is a need to explore approaches that can connect form, and function with students' identities and ideology. Pedagogic practices should focus on negotiation, border crossing and shuttling between borders.

**The South African Media and its pedagogic discourse:
A decolonial analysis**

Morgan Ndlovu
University of South Africa
ndlovu@unisa.ac.za

The idea of decolonizing knowledge and ways of knowing is currently one of the most popular subjects in South Africa but in spite of its popularity, this idea has not yet been interrogated in such a way that questions the role of all sites of knowledge production and pedagogic discourse in sustaining the power structure of coloniality. Thus by failing to scrutinize the contribution of all sites and institutions of knowledge production and pedagogic discourse in perpetuating coloniality beyond the demise of apartheid colonialism, the South African discourse on decolonizing knowledge and pedagogy has not only given the impression that only formal institutions of learning are responsible for the reproduction of coloniality but has also enabled coloniality to thrive in less overt institutions of knowledge production and pedagogic discourse such as the South African media. In this paper, I argue that the reproduction of coloniality through knowledge production and pedagogy is not a sole prerogative of formal institutions of learning but also that of less overt institutions of knowledge production and pedagogic discourse such as the post-apartheid South African media, albeit with disastrous developmental consequences on the plight of the disadvantaged communities.

Global News Media's 'New Scramble' for the African Media/Cultural Space

Musawenkosi W Ndlovu
University of Cape Town
musawenkosi.ndlovu@uct.ac.za

New transnational 24-hour TV news channels/programmes continue to be launched into the African mediasphere by private and public media conglomerates of developed and developing countries. The examples are *Bloomberg TV Africa*, *CNBC Africa*, *CCTV Africa*, *CNN Voices of Africa*, *BBC Focus on Africa* and *e. News Channel Africa*. This article argues that these new developments are paradoxical. On the one hand, they can be associated with: Western channels' re-examination of their historical negative framing of Africa, increasing news voices in the African mediasphere, emerging realisation of the New World Information Order objectives; counter-cultural imperialism and de-colonisation. On the other hand, they can be associated with new and old forms of media imperialism. Whereas new news channels of the South counterbalance the Western ones, they are nevertheless products of Southern dominant economies trying to assert themselves in the global political and informational economy. Furthermore, this article argues that the growth of these channels is parallel to private and public global companies' Africa oriented new strategic ventures aimed at: acquiring vast tracks of agricultural land and mineral resources; investing in telecommunication infrastructure; and, securing new consumers for various products and services (Southall and Melber, 2009; Carmody, 2011). Through qualitative research methods, this paper examines the 'rhetoric' employed by all to justify their Africa-oriented expansion.

Atlanta Exposition Address: A rhetoric script of Black Atlantic struggles through which Booker T Washington conspired against his own race.

Mzukisi Lento
Lentomj@unisa.ac.za

This paper argues that Booker T Washington's Atlantic Exposition Address was nothing but a creation of his image as both a sell out and an economic transformer of black people. After the abolishing of slavery, the former black slaves were stricken by poverty. They needed freedom and jobs in order to make ends meet. In this address, Washington argues that "In all things that are purely social, we can be as separate as the fingers, yet one as the hand in all things essential to mutual progress" (Washington, 2006 : 107). While the latter quote seems to be a sign of desperation to get jobs, it is also Washington's way of downplaying the significance of political freedom to black people. The latter is what makes this paper perceives Washington as a sell out for Negroes needed freedom. In spite of Washington's disregard of political freedom, he (Washington) is encouraging black people to accept industrial education, as he asserts that "Cast it down in agriculture, mechanics, in commerce, in domestic service, and in the professions" (Washington, 2006: 105). For encouraging industrial education in the above quote, Washington could be perceived as an economic transformer given the situation of the Negroes after slavery. In light of the above background, Washington was both a sell out and economic transformer of black people in America.

Political rhetoric and the deepening of anti-democratic ethnic polarization in Kenya

Murej Mak'Ochieng
Multimedia University of Kenya
murejm@yahoo.com
mmakochieng@mmu.ac.ke

The problem of the ethnic polarization of the Kenyan polity has been a source of much public and academic discussion. The apex of this polarization was witnessed in the lead up to, and aftermath of, the 2007/8 post-election violence that saw more than 1500 people killed, 3000 women raped and 300, 000 people displaced internally. During the elections that followed in 2013, ethnic mobilization dominated political discourse with the election being won and lost on this basis. This was greatly influenced by the Hague's International Criminal Court (ICC) process. In an unprecedented historical happening, Uhuru Kenyatta and William Ruto who were on one presidential ticket were indicted at the Hague Court. They went on to win the general election based mainly on the electoral support by the two major ethnic groups in Kenya to which they belong. It is arguable that this support was mobilized by use of political rhetoric that exploited ethnic feelings and further divided the nation. This year (2017) another general election will be held in the month of August, and already political rhetoric is showing a heightened reference to ethnic identifying by political actors. This paper argues that the reliance by Kenyan political actors on ethnic underpinnings to win elective posts has contributed greatly to the deepening of ethnic polarization of the nation. This, the paper will argue, is anti-democratic and defeats any hope of achieving the nation-building project. The paper will rely on Aristotle's *Rhetoric*, Kenneth Burke's *A Rhetoric of Motives*, and Sonja Foss and Cindy Griffin's *Beyond Persuasion* to explain this. It will do this by mobilizing the rhetorical concepts and processes of *persuasion*, *consubstantiality* and *invitational rhetoric*.

China-Africa relations in the era of President Trump: more than media's rhetoric

Adaora Osondu-Oti
(Afe Babalola University)
osondua@yahoo.com

There is no gainsaying that China has become a force to reckon with in Africa. Since the turn of the 21st century, China has been making great inroads into Africa and it is obvious that it has become one of Africa's most important partners. China has created remarkable connections with Africa especially in the area of trade, construction, investments in energy, telecommunications sectors, among others. China-Africa relations has continued to blossom and it has been widely acknowledged not just by academic scholars but also in such media's report that China is challenging Africa's traditional partners (both Europe and America). Studies and reports abound that Africa is now focusing on the East where the sun rises, and turning their backs on the West where the sun sets. While Western influences in Africa have not been completely diminished, China's growing influence is sometimes presented as the end of America's dominance in Africa. Moreover, with Donald Trump's assumption into office and the call for nationalism against internationalism, there is now a greater focus on what Trumps' nationalistic tendencies or 'isolationism' mean for Africa and its external relations. As a result, media's (both print and electronics) reports are not without rhetoric on Trump's administration and policies (foreign inclusive). While it cannot be denied that Trump's presidency would have its challenges for Africa just like other parts of the world, this paper seeks to examine what it portends for Africa-China relations, beyond the media's rhetoric.

Rhetorical Analysis of Political Messages in the Media about the Mau Forest in Kenya

Ruth Aoko Owino
(Daystar University)
ruthie.owino@gmail.com

The Mau Forest political controversy emerged out of the need to conserve one of the largest canopy forests in Kenya. In the efforts to conserve the forest, the Government of Kenya, in partnership with the United Nations Environment Programme (UNEP), launched a multimillion-dollar appeal to mobilize resources for the rehabilitation of the Mau which is the largest forest ecosystem in Kenya covering over 400,000 hectares. The funds would partly be used to compensate and resettle people evicted from the forest. However, political rivalry between Raila Odinga and William Ruto stalled the eviction process. At the time of the controversy, the former was the Prime Minister while the latter was the Minister of Agriculture in the government of Kenya. Both were members of the Orange Democratic Movement (ODM) political party. While Raila Odinga wanted the illegal settlers in the forest to be evicted and those with legal documents to be compensated, William Ruto seemed to insist that it was wrong for the settlers to be evicted from the Mau Forest. The contention between these two party leaders brought about political differences within the ODM political party, and between the party and the Kalenjin community to which William Ruto belonged. All this was played out dramatically in the daily media especially between 2008 and 2010. This paper therefore intends to do a rhetorical analysis of the political messages regarding the Mau Forest by the two political actors as reported in the daily media. It will analyse the persuasive styles used by the two, their motivations and intentions, and the impacts they had on their supporters. It will also discuss how the daily media framed their messages. This will be done against the backdrop of personal, ethnic, regional, party and national political dynamics.

Identity crisis in the post millennium era – Unearthing the missing link between Zimbabwe's foreign policy and the public media

Alexander M. Rusero
(Harare Polytechnic Division of Mass Communication)
arusero@yahoo.com

Academic discourses of communication and political studies can attest that the media is a critical platform of locating a country's identity. National identity in the international realm of politics is largely expressed through each state's foreign policy. The rationale for this study lies in the continued existence of a knowledge gap in contemporary international relations literature pertaining to the link between foreign policy and the media particularly the link between Zimbabwe's foreign policy and public media. Zimbabwe's foreign policy occupies the attic on the menu of political, economic and social challenges bedevilling the country. Convinced that there has been a discontinuing link between Zimbabwe's foreign policy and the public media, the study seeks to critically assess the causes triggering such a dichotomy. Indulging in a clear cut study that yields a fully-fledged discourse pertaining national identity, foreign policy and the media calls for a holistic approach in as much as method of inquiry is concerned. Whilst the media is undoubtedly an indispensable tool in foreign policy matrix, Zimbabwean journalists are from the researcher's point of view not yet at a level of appreciating how media can be a critical platform of locating national identity and in the process articulate foreign policy. Furthermore, the discord and disengagement between the Ministry of Foreign Affairs and the public will also be under spotlight.

The National Institute for the Humanities and Social Sciences (NIHSS) invites South African academics based in South African public universities in the faculties of Humanities and Social Sciences as well as research institutes to submit research proposals. 2017/18 Calls for funding for the *Working Groups Programme* and the *Professional Associations Programme* are open-ended ending 30 November 2017.

WORKING GROUPS AND PROFESSIONAL ASSOCIATIONS PROGRAMMES

The Working Groups and Professional Association Programmes are intended to meet the Institute's *Strategic objective 2* "to promote the integrity, reputation and recognition of the humanities and social sciences within the higher education community, the science and technology community, and society."

The following disciplines have been identified as belonging to the broad category of the Humanities and Social Sciences, namely Anthropology; Archaeology; Archival Sciences; Communication; Criminology; Cultural Studies; Development Studies; Economics; Education; Ethics; Geography; History; Languages; Law; Linguistics; Literature; Music; Philosophy; Political Science; Psychology; Religion and Comparative Religion; Sociology; Women's Studies; Social Work, Health Studies. The NIHSS also welcomes Comparative BRICS related research in the areas of Sustainable Development and Quality of Life; Education; Health; Economic Growth and Development; Peace and Security; Social Justice; Political and Economic Governance; and Knowledge and Innovation.

The NIHSS will fund the following academic activities:

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ENQUIRIES

Ms. Kgomotso Ramushu;

E-mail: kgomotso@nihss.ac.za

Telephone: (011) 480 2300/15

Composing an Intellectual Mixtape: from Word Processing to Audacity

Tyechia L. Thompson
(Howard University)
tyechialynn@gmail.com

My paper engages two frameworks for creating a digital humanities pedagogy—adopting an innovative teaching methodology and negotiating twenty-first century teaching practices in a traditional institutional setting. The first framework is from Adam Banks’s lecture “Rememory, Remixed: Reimagining African-American Rhetoric for a Digital Age” at the University of Kansas, in which he discusses the mixtape as an emancipatory composition. He claims the mixtape “moves us past rhetorical exemplars and into vernacular communal practices and into greater agency for individual writers to engage with traditions and discourses on their own terms.” However, Banks does not address how to produce a mixtape composition within an academic institution that is not instinctively supportive of digital pedagogy. The second framework is from Amy E. Earhart and Toniesha L. Taylor’s “Pedagogy of Race: Digital Humanities in the Age of Ferguson” in which they address the process of creating and sustaining digital humanities projects at two institutions—a predominately white institution (Texas A & M University) and a historically black university (Prairie View A&M University), respectively. Earhart and Taylor show how digital humanities pedagogy must be negotiated based on the inequities, facilities and power dynamics of the academic institutions. I engage these frameworks to introduce my adoption of the intellectual mixtape composition assignment. An intellectual mixtape is a composition made up of “texts,” artifacts, events, quotes, and experiences that contribute to an intellectual journey. I will discuss three articulations of my use of the intellectual mixtape assignment from a freshman composition essay, to a Scalar article, and to audio tracks using Audacity. I will present the best practices from my use of the intellectual mixtape composition as a pedagogical approach in each of its articulations. I will also discuss how I taught the intellectual mixtape composition as a digital humanities project at an historically black university.

State-media and political communication in Zimbabwe

Lungile Augustine Tshuma and Mbongeni Jonny Msimanga
(National University of Science and Technology)
tshumalungile@gmail.com
mbongenimsimanga@gmail.com

Since independence in Zimbabwe, the role of state-controlled media in political communication has been to reinforce liberation credentials of the ruling party Zanu-PF members. During elections, this has been the norm leading to what Ranger (2004) calls patriotic history. However, little or no literature has been done to look at the reportage of former Zanu-PF members who fought in the liberation struggle but decided to leave the party to form their own political party to contest in national elections. Former first female Vice-President Dr Joice Mujuru who was once labeled “the mother of the revolution” (Tekere, 2007) was expelled from the ruling party in 2014 and subsequently formed her political party Zimbabwe People First (ZimPF) which has been renamed to National People’s Party (NPP). Hence, the study seeks to find out how Dr Mujuru is being portrayed in the state-controlled media which used to hail her leadership. More so, with the country gearing up for the forthcoming elections due next year, it is the role of media in political communication which is important in decision making. Using content analysis, the study will review *The Sunday News*, a state-controlled weekly paper based in Bulawayo, coverage of Dr Mujuru and her political party. The discussion is located in the broader context of media and political communication since the media has a role to transparently and ethically report political processes and actors so that people can make informed decisions in the electoral process

Relevant information

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Airport transfers and accommodation are for your own account and organisation. If you are coming from the Johannesburg O. R. Tambo International airport, you must catch the Gautrain and stop at Pretoria Central Station. The Manhattan Hotel is 5 minutes away from the Pretoria Central Station and offers a free shuttle service to/from it (if you are staying at the hotel). For inquiries, please contact Ms Nthabiseng Matsepane at:

nthabiseng@manhattanhotel.co.za

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Conference Registration

Please bring a copy of your passport or other identification to the registration desk, to expedite the process. Specified registration times include:

July 3: 7.30 – 8.30

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July 5: 8.00 – 8.30

NB: All payments on site must be made in cash

Please wear your name badge at all times as this is your entry to the venue and social functions.

Conference desk

Apart from these specified times, the conference desk will remain open daily and will close at the end of the afternoon teatime (please see programme for details). Ms Joyce Seshibedi and Dr Ntombi Mohlabi-Tlaka will be available at the conference desk for your convenience.

Paper Presentations

Please note that you have **15 minutes** for presentation of your paper. We are providing a laptop and a projector in the conference room. In order to avoid uncalled for delays between presentations, you are invited to save your powerpoint or word file on the laptop **before the beginning of your panel**.

Journals and books sales

The AAR journal will be on display and available for purchase at conference rate. There will be no conference book tables at the conference venue. However, if you have copies of your books to sell, you can leave them with our secretaries at the conference desk, and they will assist you with the sales. Please note that the conference desk is not equipped to receive electronic payments. All payments must be made in cash.

Weather

In July the weather is quite chilly and cold, i.e. winter weather. We suggest you bring layers of clothing you can put on or take off.

Wi-Fi

Complimentary WI-FI is available throughout conference venues for the duration of the conference. The applicable username and password for the duration of the conference only is available at the venue.

Electricity and plugs

The South African electricity supply is 220/230 volts AC 50 HZ.

Most plugs are 15 amp 3-prong or 5 amp 2-prong, with round pins. Please bring your own adaptor.

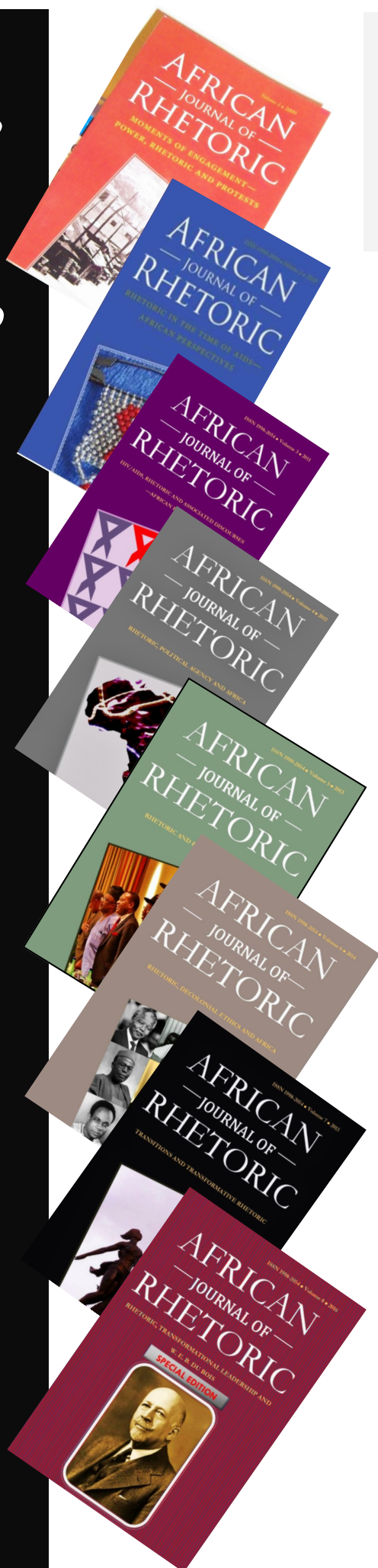
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African Journal of Rhetoric

ISSN: 1998-2054
Afr. J. rhetor

BALAGHA: African Rhetoric Review
[Supplementary Journal: Online]





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