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A Pragma-Rhetorical Analysis of Persuasion in Mandela's Selected Speech

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Abstract

This research is a pragma-rhetorical analysis of persuasion in one of Mandela's significant speeches, i.e "Nelson Mandela's speech in concert to the Live 8 on July 2nd, 2005". It aims to investigate the persuasive strategies employed by Mandela through Pragma-Rhetoric analysis. By blending Pragmatics and Rhetoric, this interdisciplinary framework offers a holistic lens to examine the intricate interplay of language use, strategic communication, and persuasive intent within the discourse. The primary objective of this study is to identify the rhetorical methods, linguistic subtleties, and pragmatic elements strategically utilized by Mandela to engage and influence the audience, achieving specific persuasive goals. The research seeks to reveal the multi-dimensional nature of persuasive mechanisms and assess their impact on shaping audience perceptions. Methodologically, the paper applies the foundational principles of Pragmatics to dissect how linguistic features contribute to the persuasive effectiveness of the speech. Concurrently, it draws on Rhetorical Analysis to decode the stylistic and rhetorical devices employed to enhance persuasive impact. Moreover, it focuses to provide a nuanced understanding of Mandela's persuasive communication, unveiling the deliberate choices made in constructing persuasive discourse. By scrutinizing the intricacies of persuasive language in Mandela's speech, the research contributes valuable insights into how language is strategically used to shape public opinion, influence political narratives, and achieve persuasive success in the complex arena of leadership communication. This research not only advances our comprehension of pragma-rhetorical dimensions within political discourse but also establishes a robust framework for analyzing persuasive strategies employed by leaders in shaping public perception and discourse.

KEYWORDS: RHETORICAL, PERSUASION, SPEECH ACTS, PRAGMATICS, POLITICAL DISCOURSE

Introduction

Language is an essential and significant aspect of any community. To maintain relationships with people and to exchange ideas, thoughts, and feelings, it provides a forum for interpersonal

contact. People frequently interpret communication between them in ways different than what is expressed verbally. The literal meaning of a statement and its speaker's intent often differ. So, Pragmatics, using several theories like implicature, presupposition, and speech act theory, aids in understanding the language used in communication (Leech (1983, p.1)).

Pragmatics (Mey (2009:744)), which has its roots in linguistics, is concerned with how language is used in context, whereas rhetoric explores persuasive techniques. Aristotle refers to rhetoric as "the counterpart of dialogue," which he further describes as "the faculty of observing in any given case the available means of persuasion" (Roberts, 2004:3–7). Understanding the many persuasive techniques used to persuade individuals on various themes is at the heart of the art of rhetoric.

Both these research directions are specifically quoted with a pragma-rhetoric approach that describes the core meanings of communication and language elements. In pragma-rhetoric, pragmatics and rhetoric are combined to provide a vivid examination of persuasive communication.

Persuasive communication is one of society's most potent and useful human resources. Demonstrating how this tactic helps one to alter their perspectives and sentiments about a certain topic is the main goal of persuasion. Given the abundance of manipulative rhetorical devices used to represent ideas and oneself, political discourse is a unique type of writing. Political speeches are perhaps the most obvious example of how a speaker's precise word and expression choices may persuade an audience to believe or even behave in a way that the speaker wishes. In political conflicts, using the right words can help politicians win.

A politician's use of language might be likened to a strategy he employs to win over and keep the support and sympathies of his followers. Such discourse seeks to persuade, that is, to build authority rather than execute it. Formalization and persuasion can thus be viewed as the extremes of a continuum (Borgstrom 313). Politician's language use persuade people (Ramzan et al., 2023). To evaluate political discourse, pragma-rhetoric analysis may be employed to understand the persuasive power of these situational and conditionally spoken languages of political leaders.

There are many political leaders passed over the globe who have been known for their special achievements as well as revolutions. One of them, Mandela is known for his revolution against the racism and inequality usually observed in South Africa. He stood against racism as well as “human rights for all”, which were not equally distributed by the Administration and the Government of South Africa. The designed system of the country was completely underbuilt and unequal. Mandela raised his voice against that system of racism and inequality even when he was imprisoned for nearly three decades. He inspired the people of South Africa against injustice with a specific group of people including himself. He supported his revolution with statements about equality in education, basic rights, justice for all, no colour racism, and democracy in practice.

He gathered the people to rebuild and reconstruct a new and better South Africa, which must be corruption-free, racism free, and an established democracy after his release from prison. This made him the most admired and the most loved leader in the history of South Africa. On the day of his freedom, he addressed the people of South Africa standing on the balcony of Cape Town’s City Hall focused on opposing the political, economic, and racial distribution of blacks and whites. His speech was based on many open affairs against the apartheid that had a great impact on the public and made him the most influential leader in the world. His words are still lively in people’s hearts not only throughout South Africa but also around the globe.

Even after his retirement, he did not choose to rest rather he continued his struggle to develop an established democracy and free his country from all evils. He continued encouraging people to action and kept urging them by addressing them. Mandela delivered another speech at the Live 8 on July 2, 2005. During his speech at the Live 8 event in Johannesburg, he called on international leaders to take action against poverty. This speech is examined in this article along with its qualities.

Statement of Problem

Classically, rhetorical studies evaluate the persuasion of words used in various speaking styles but, still, pragmatic style is another significant approach that plays its powerful role in investigating the persuasion. These two approaches have already been used in scholarly investigations of persuasion. In this study, the combination of these two approaches making a blend of rhetoric and pragmatic can be stated as the pragma-rhetoric approach has implied to describe the dynamics of persuasion, which have progressed with much more modernization in this current age. It allows readers to translate, transcribe, and describe the persuasion and different language devices with more elaboration. This approach helps to unveil the contextual meanings, actions, and gestures used in the selected speech of Mandela.

Unlike previous research, this study tends to concentrate on the complex interaction between speech actions, rhetoric, and pragmatics in Mandela's persuasive discourse. By doing a comprehensive analysis, this study aims to offer a sophisticated understanding of the persuasive elements found in Mandela's oratory.

Significance of study

The research aims to investigate the junction of pragmatics and rhetoric in contemporary persuasion and aims to advance the understanding of persuasive communication. In addition, this research helps to contribute to a more nuanced knowledge for creating effective messages by providing pertinent insights on the dynamics of persuasion in digital and culturally diverse environments, which is important given the dynamic nature of communication.

The study is also beneficial for policymakers and communicators. Additionally, this research enriches academic discourse by introducing a pragma-rhetorical lens, serving as a foundation for future interdisciplinary approaches to understanding contemporary communication and persuasion. Overall, this study advances both theoretical insight and practical applications in persuasive communication. It achieves a significant milestone in accomplishing the communications goals concerning the modern approach.

Research Questions

1. What rhetorical devices does Mandela use in his speech to persuade his audience?
2. How does Mandela's speech meet the conditions spelled out by J. L. Austin in his Speech Acts Theory?
3. How do persuasive rhetorical devices used by Mandela influence people in shaping their opinions?

Research Objectives

- To identify and categorize common rhetorical devices employed in persuasive talk by Mandela
- To explore what types of locutionary, illocutionary, and perlocutionary acts are used in Mandela's speech particularly regarding political persuasion.
- To investigate the mechanism through which persuasive rhetorical devices operate to shape public opinion

Literature Review

Political speech, specifically, is rhetoric delivered by a politician through various mediums such as radio, television, newspapers, or magazines. According to Charteris-Black (2014), political speech is a well-prepared and organized verbal communication delivered to an audience on a political occasion, intended to influence people. Linguistic perspectives have been used to analyze different aspects of political speeches by some scholars in the field.

Agbedo (2008) studies and analyzes the language used by two of the journalists of Nigerian print media under Grice's cooperative principles. He explores that Nigerian Print media have used the language focusing speech acts but are not enough to meet the criteria of Grice's Principles. Ayeomoni and Akinkulere study the selected speeches of President Umaru in 2012 on the occasions of his victory and inauguration based on Searle's pragmatic and Austin's speech acts theory and revealed that assertive speech acts played a more significant role than expressive speech acts. President Goodluck Jonathan's speech during the independence celebration of Nigeria in 2012-2014 has been analyzed by a pragmatic analysis approach by Obitube. It has been identified that the president's speech was collectively targeting the responsibility of the public towards the ultimate affairs that help build the nation. Moyi et al. analyze President

Goodluck Jonathan's democracy day speech in 2018. The study was based on pragmatic analysis and investigated the use of influencing language for the politicians of Nigeria. The study also explores that the speech consists of illocutionary acts, a preponderance of representative acts, representative commissive acts, and commissive and directive acts in the beginning, middle, and end respectively under the umbrella of speech acts theory.

Theoretical Framework

The theories on which this research is grounded include Speech Act Theory by J.L. Austin (1962) and Rhetoric which has roots in Aristotle's work.

Speech Act Theory

The use-theory of meaning defines the meaning of language as based on how it is used in the communicative situation. Using the foundation of use-theory of meaning, Austin presented the Speech Act Theory (SAT). The main idea of SAT is that during communication, people do not just utter propositions to be answered with acceptance or rejection. Instead, every exchanged sentence in a communication situation includes the intention of the speaker to accomplish something such as requesting, advising, and so on.

Austin described three characteristics of statements, or acts, which begin with the building blocks of words and end with the effects those words, have on an audience.

1. Locutionary acts: the process of producing the sentence.
2. Illocutionary acts: these are the acts that tell us about the motives of the speaker like requesting, motivating to act, forbidding, and undertaking.
3. Perlocutionary acts: Perlocutionary act is a term used in the study of language and communication to refer to the intended or unintended effects of an utterance or statement on the listener or audience. These effects can include things such as persuading someone to change their opinion, convincing someone to take a certain action, or requesting someone to do something. It is the outcome or impact that the speaker intended or achieved through their speech act. Perlocutionary effects can be distinguished from the locutionary act, which refers to the utterance

or statement itself, and the illocutionary act, which refers to the speaker's intended meaning or purpose in making the utterance

Different methodologies exist for categorizing the literal and pragmatic significance of statements, such as Verbal Response Modes (VRM) and Searle's classification system. The latter is more prevalent as it encompasses a broader range of speaker intentions.

The illocutionary speech acts have been divided into the following classes for convenience;

- **Commissive**— Commissives are those speech acts in which acting out a task or an action is performed in the future reference for example assurances or pledges.
- **Declarations**— these are the speech acts that coin or fetch something into existence e.g., saying something
- **Directives**— The speech acts that motivate or persuade the hearers or listeners to initiate an action e.g., orders, advice, suggestions, etc.
- **Expressive**— The speech acts that are carried that demonstrate the speaker's mental condition or his/her attitude towards the situation and it also has an effect on the listener e.g., greeting, complementing, or making an excuse to someone.
- **Representatives**— When the speech acts that declare the condition of the speaker e.g., telling, describing, etc.

Speech act theory posits that successful communication depends on correctly identifying the speech acts being exchanged between individuals. To be effective, these speech acts must meet certain requirements known as felicity conditions. These conditions ensure that a speech act can achieve its intended purpose. The term "felicity" comes from the Latin word "felix," meaning happy, and it was first introduced by Austin. Searle states that for any speech act to be successful, the listener must be able to hear and comprehend the language being used. When these conditions are met, the speech act is considered felicitous and meets Austin's criteria for a successful speech act. Speech Act Theory provides insights into pragmatic features and linguistic persuasion and therefore is used as a framework in this study.

Rhetorical Persuasion

The investigation of persuasion is grounded in the traditional rhetorical principles within the theoretical framework of this subject, which are mostly drawn from Aristotle's influential book, "Rhetoric." Aristotle's three persuasive appeals—ethos, pathos, and logos—offer a fundamental framework for analyzing the strategies used by authors and speakers to sway readers. (Herrick, James A. 2013). These arguments, which speak to various aspects of human persuasion, provide analytical starting points for the study of communication techniques.

Moreover, this theoretical foundation recognizes rhetorical devices as the fundamental components of persuasive communication, which is consistent with the modern understanding of them. This study looks at the subtle ways that literary techniques like metaphor, alliteration, parallelism, etc. are used to attempt to understand the complex web of language formation. This method is consistent with the larger body of academic literature that holds that rhetorical devices are intentional instruments that are used to increase the persuasive power of discourse rather than just decorative components.

Central to the framework of this study is the acknowledgment that rhetorical analysis transcends the examination of surface-level linguistic features; it is a profound exploration into the strategic orchestration of persuasive elements. The objective of this research is to provide a valuable contribution to the current academic discourse on rhetorical devices by illuminating their application and highlighting the nuances that make persuasive communication a potent and convincing tool.

Research Methodology

A political speech by Mandela at the occasion of live8 at Mary Fitzgerald Square on 2 July 2005 is selected for this analysis. The text is labelled as L1, L2, L3.....L40 by each corresponding sentence. The language of the speech is analysed from pragma rhetorical perspective. The study is qualitative in nature as Qualitative methods are most suitable to explain the political and social aspects of events. So, a pertinent and in-depth analysis is done in this study.

Austin's (1962) and Searle's (1969) Speech Acts Theory are employed in this paper. It also takes into account Aristotle's categorization of persuasive techniques, such as pathos, ethos, logos, and

rhetorical devices which provide a basic foundation for comprehending how speakers use logic, credibility, and emotional appeals using certain figures of speech.

Analysis

The core of this investigation centers on using both rhetorical analysis and speech acts analysis to thoroughly explore the persuasive techniques used within the discourse being examined. Inspired by Aristotle's classical framework, rhetorical analysis makes it possible to analyse the three persuasive arguments that are the foundation of effective communication: ethos, pathos, and logos. Speech acts analysis, on the other hand, provides a thorough examination of how language is employed to carry out actions, highlighting the innate influence and potency of linguistic utterances. By integrating these methods, this research seeks to identify implicit communicative goals that are embedded in speech acts in addition to analysing apparent rhetorical strategies. As the study proceeds through this analytical process, it places special emphasis on analysing the interactions between form and function to uncover deeper levels of meaning in the discourse.

Rhetorical Analysis

Appeal to Emotion (Pathos):

Here are instances of Emotional appeals used by Mandela in his speech to arouse emotions in people.

LI: "I am pleased to be here today to support Africa Standing Tall Against Poverty, in Concert with Live 8."

Mandela expressing pleasure in being present immediately establishes a positive and emotional tone. He begins by expressing pleasure in being present, which establishes an emotional connection with the audience. The use of words like "pleased" conveys a positive and personal investment in the cause. He expresses gladness in being present at a concert to address people, which evokes a feeling of delightedness and passion in listeners as he is the beloved leader of Africa who is working for the rights of people. So, his showing of gratification excites people present there.

L23-L25: *“So much of our common future will depend on the actions and plans of these leaders. They have a historical opportunity to open the door to hope and the possibility of a better future for all. History and the generations to come will judge our leaders by the decisions they make in the coming weeks.”*

Mandela is addressing the African leaders of the time. He motivates them by making them realize that they are the ones who have the power to shape the future. They are the persons who hold the opportunity to shine like stars for generations later just by making good decisions and favorable strategic plans. The Leaders can unlock the window of optimism and increase the chance of attainability for the desirable time ahead by playing their best role to shape the future of the nation.

The use of terms like "historical opportunity," "hope," and "better future for all" is an emotive language that appeals to the audience's emotions. It creates a positive and optimistic tone, encouraging a favorable response. The appeal to history and future generations creates a sense of responsibility and accountability. It implies that the decisions made by the leaders will have lasting consequences that will be judged by those who come after.

L31: *"We stand tall as we await your direction."*

Mandela has beautifully conveyed the message to the present-time leaders that the burden of responsibility is on their shoulders. He says that the future of the nation is in their hands, they need to start working for us as it is a matter of big liability. We are here standing with you, waiting for your command to lead us toward a successful path.

The use of "stand tall" is emotionally evocative, symbolizing resilience and determination. It appeals to the leaders' sense of responsibility by conveying the impact of their decisions on those standing firm in challenging circumstances. It helps to raise the spirit of enthusiasm and motivation, to work hard, of the leaders.

L32-L33: *“We thank you for coming here today and we thank the millions of people around the world supporting these efforts. Today should not be the only time we rally in support of eradication of poverty.”*

Mandela here thanks the audience warmly. He expresses his gratitude to the people of South Africa for being there to listen to him and extends his immense gratitude to the supporters worldwide who are standing with him in his mission of freedom; freedom of state, freedom from being ruled, freedom from poverty, and freedom from all economical, societal and worldly evils; that are not letting the nation to prosper. He asks the people to fight to erase poverty from the state and not to sit back after today as Today is the beginning of change and this struggle should be continued until the mission is fulfilled.

The use of "today" and the call for continuous support evoke an emotional response in listeners, appealing to a sense of urgency and empathy.

L4-L5: "We shall never forget how millions of people around the world joined us in solidarity to fight the injustice of our oppression while we were incarcerated. Those efforts paid off and we are able to stand here and join the millions around the world in support of freedom against poverty."

Mandela tries to remind people of the great sacrifices that were made for them. He reminds them of the time when Africa was the victim of exploitation and they were the ones who suffered from discrimination. At that time, many people laid their lives for them and did every possible thing to help them free from oppression. He says to the Africans to not forget those remarkable contributions that were made for them and to take motivation from the past, as it is because of those struggles in the past that they are now able to stand with others in the mission of eradicating indigence and deprivation.

By referencing the global solidarity that contributed to the speaker's freedom, the passage creates a sense of shared history. This appeal fosters a feeling of unity and common purpose among the audience, connecting them to a broader narrative of collective action.

Contrast:

L2: "As you know, I formally announced my retirement from public life and should really not be here."

The speaker highlights the contrast between his formal retirement from public life and his presence at the event. He has retired formally from his post but despite this, he is still there to support Africa. This contrast creates rhetorical tension, capturing the audience's attention and emphasizing the significance of the cause to warrant the speaker's presence. Highlighting the contrast between retirement and being present creates intrigue and emphasizes the importance of the cause.

L27: "It is easy to make promises but never go to action."

Mandela here addresses the leaders of the state to start working. He realizes them that being a leader demands way more than just mere talks. It is their duty to take action and work wholeheartedly for the betterment of their people and nation. He says that sitting and making vows is not a task rather to fulfill those oaths is the real job.

By using the contrast between making promises and taking action, Mandela creates rhetorical tension. It challenges the leaders to move beyond mere assurances and emphasizes the need for concrete steps.

Negation (Litotes):

In *L2*, The phrase "should really not be here" is an example of litotes, a form of understatement. Mandela is officially retired from his post and he should not be there as per the rules, but despite legally leaving his position, he continues to be there to support Africa is the thing to be considered of importance. Here, downplaying the speaker's presence, adds rhetorical weight, suggesting that despite retirement, he feels compelled to be part of the event. It is a strategy used to persuade his audience of the value of being present to solve all the nation's problems.

Parallelism:

L10-L11: "It is a world of great promise and hope. It is also a world of despair, disease, and hunger."

Mandela is talking about the pros and cons of the world. He is saying that where we see the ray of hope there is also darkness present over there as with every good there is bad, with every dawn there is dusk, and with every rise there is fall. He is implying the meaning that we need to

be focused on success and work for it as we ignore the important issues and sit worrying about the useless problems. So, the repetition of the structure emphasizes the duality of the world, reinforcing the contrasting aspects. The repetition of "It is" creates a parallel structure, highlighting the dual nature of the world.

L15-L20: *“While poverty persists, there is no true freedom. The steps that are needed from the developed nations are clear.”*

“The first is ensuring trade justice. I have said before that trade justice is a truly meaningful way for developed countries to show commitment to bringing about an end to global poverty. The second is an end to the debt crisis for the poor countries. The third is to deliver much more aid and make sure it is of the highest quality.”

Here, the parallel structure of "While poverty persists" and "The steps that are needed" creates a clear and organized presentation of ideas, making the argument more compelling. Mandela highlights the problem and sidewise gives the solution to it. He points out that sovereignty cannot be achieved until we fight to eradicate all the societal evils. He also offers a strategic plan to prosper. He put his emphasis on trade justice as a big solution to the problem of poverty as Trade justice aims to provide underprivileged individuals and nations with the opportunity to independently overcome poverty. Parallel to this, he offers the other solutions i.e. the impoverished countries' debt issue must stop; they should be ceased so that the economic crisis could be controlled and to offer help to others as much as possible to raise good standards.

By doing so, he conveys to the audience the actual problem and the key to solving it through the use of parallel structure. The parallel structure of the sentences ("The first is," "The second is," "The third is") creates a balanced and orderly progression of ideas, making the steps easy to follow and remember. It guides the audience through a clear sequence of actions.

In L24, parallelism is observed. The parallel structure of "to open the door to hope and the possibility of a better future for all" emphasizes interconnected ideas and creates a balanced and rhythmic expression. It makes the message more memorable that the power of change is in the hands of the leaders. They have the charge of the key to the bright door of the future. So they must utilize this golden chance to convert their hopes into success through their efforts.

Rhetorical Question:

L3: *“However, as long as poverty, injustice and gross inequality persist in our world, none of us can truly rest.”*

This statement contains an implicit rhetorical question that prompts reflection on the consequences of persistent poverty, injustice, and inequality. Mandela is highlighting the problems that have been faced by the nation for a long time and he is conveying to the listeners that they need to take steps for it. Mandela purposefully used the rhetorical question to catch listeners' attention toward the message. The audience is prompted to reflect on the consequences of persistent global issues, engaging in the speaker's perspective.

L9: *“Yet we spend more money on weapons than on ensuring treatment and support for the millions infected by HIV.”*

A rhetorical question is purposefully used by Mandela to prompt thought in the audience without expecting a direct answer. He is communicating with the people of South Africa about their adverse use of resources. He points out the areas that need to be focused, which need more attention than those which are being focused i.e. Africa trying to be strong by making weapons to be an atomic power and represent itself as a stable state while neglecting its citizens, their needs and rights which should be seen as a matter of priority. This question draws attention to the allocation of resources, urging reflection on priorities.

L21-L22: *“In a few days time the leaders of the G8 nations will meet in Scotland. They will face perhaps the most critical question that our world has had to face - how do we remove the face of poverty from our world?”*

The use of a rhetorical question engages the audience by prompting them to consider the significance of the upcoming G8 meeting. Annually, the G8 convened to foster worldwide consensus on issues such as terrorism, economic growth, and crisis management. Mandela made people realize that poverty would come forward as a question to the leaders. So there is a need to take steps for it. It creates a sense of urgency and emphasizes the critical nature of the issue.

L39: "But not to do this would be a crime against humanity against which I ask all humanity now to rise up."

The question, even though not explicitly phrased, prompts the audience to reflect on the consequences of inaction. Mandela is provoking the audience to initiate the work that is needed for the development of the country by making them think about the unfavorable outcomes. He urges them by saying that this is the time to rise otherwise it will be too late to overcome the loss that will have been made. By the use of rhetorical questions, he evokes the thoughts to ponder and take initiative in the people.

Call to Action:

In L3, Mandela speaks to his nation for a cause i.e. to address the existing problems mainly poverty and injustice. He goes with the determination to uplift and encourage the nation to action. Mandela implicitly urges the people of Africa that there is a need to take action to overcome the major crisis they are facing including poverty. The above-cited statement "None of us can truly rest" serves as a call to action, emphasizing the collective responsibility to address ongoing challenges. It suggests that until these issues are resolved, there is a shared obligation to remain engaged and active in the pursuit of justice and equality.

L37: "Let your greatness blossom."

Mandela empowers the nation as it is a promising factor to amplify peoples' thoughts about their esteem in any community. He conveys rightly and positively that there will expectedly be a revolution. Mandela enfranchises the people of Africa by asking them to be a great nation. In the above sentence, the call to action encourages the audience to embrace their potential and contribute to the cause.

Anaphora:

In *L4-L5*, The repetition of "We" emphasizes the lasting impact of global solidarity. The use of anaphora emphasizes the enduring impact of the collective efforts of millions around the world. The repetition reinforces the idea of a shared history and a united struggle against oppression.

L8-L9: *“We live in a world where the Aids pandemic threatens the very fabric of our lives. Yet we spend more money on weapons than on ensuring treatment and support for the millions infected by HIV.”*

The repetition of " We..., yet we" highlights the advancement of the world and the importance of the initiatives that need to be taken to come into race.

L12-L14: *“Overcoming poverty is not a gesture of charity. It is an act of justice. It is the protection of a fundamental human right, the right to dignity and a decent life.”*

In this passage, the repetition of "It is, right" emphasizes different aspects of overcoming poverty, reinforcing the multifaceted nature of the argument.

L32, L40: *“We thank you for coming here today and we thank the millions..... efforts. I thank you.”*

The repetition of "we thank" emphasizes gratitude and creates a rhythmic flow. Mandela gives prominence to thanking people to make them feel important and a part of the contribution needed.

Repetition:

In **L17-18**, The repetition of "trade justice" reinforces the speaker's consistent emphasis on this particular solution. It serves to highlight and underscore key point, making it a more prior table.

L28-L29: *“We ask our leaders to demonstrate their commitment and not engage with hollow promises. We want action.”*

The repetition of the phrase "We ask, We want" reinforces the key message that now the nation demands from the leaders to take better actions. The repetition here emphasizes the urgency and insistence on tangible results.

Antithesis:

L6: “Massive poverty and obscene inequality are such terrible scourges of our times - times in which the world boasts breathtaking advances in science, technology, industry and wealth accumulation.”

Mandela wants that Africa, which is under the severe shocks of poverty, needs not to be overlooked and must compete with other countries in terms of success and advancements. The juxtaposition of "terrible scourges" with "breathtaking advances" creates a strong antithesis, emphasizing the stark contrast between societal issues in Africa and technological progress in the world. This structure intensifies the impact of the contrast between poverty and advances in technology.

For *L12-L14*, Antithesis is observed. Mandela, being a leader, is fighting for his country to make it a developed nation free from societal evils especially poverty with which a state can't prosper. He urges people to stand to remove impoverishment from the world and adds that it is their moral and ethical duty to control poverty. This is an obligatory thing to do because to breathe freely and live with nobility is the right of every citizen. In these lines, Antithesis is used to present a sharp contrast between control of poverty as a charitable act and as an act of justice. This contrast emphasizes the speaker's viewpoint that addressing poverty is a matter of fairness and human rights.

L30: "It is within your power to prevent a genocide against humanity."

Construction of the concept of gaining the power to face societal challenges is a key requirement of a developed nation which Mandela is trying to communicate to the audience. This concept is conveyed by quoting contrasting pieces of speech i.e. Antithesis in the above-cited sentence. Mandela presents an Antithesis to emphasize the contrast between having the power to prevent genocide and the potential consequences of inaction. It makes a strong appeal for intervention.

Hyperbole:

L7: “We live in a world where knowledge and information have made enormous strides, yet millions of children are not in school.”

Mandela embellishes his statements to intensify his vision for the people of Africa. Herein, describing the strides in knowledge and information as "enormous" is a hyperbolic statement that emphasizes the significant gap between advancements and the persistent issue of children not being in school.

In **L39**, Mandela describes not taking action as a "crime against humanity" is a hyperbolic statement used to emphasize the gravity of the situation.

Oxymoron:

In **L10-L11**, the rhetorical element of oxymoron is also present. Mandela expresses his thoughts about the future of Africa with the help of a comparison of conflicting situations. He explains his thoughts about the current situation in Africa that if there are problems in this world then there also lies the solution for them. Here, in this sentence, "promise and hope" are contrasted with "despair, disease, and hunger" emphasizing the coexistence of positive and negative elements.

Metaphor:

The metaphorical element is also present in **L12-L14**. The use of the metaphor, "gesture of charity" contrasts with "act of justice", creates a vivid image of reality. This metaphorical language suggests that addressing poverty is not merely a superficial or optional act but a necessary and morally right action.

In **L21-L22**, Mandela's use of metaphor "remove the face of poverty" adds a vivid and visual dimension to the language. It implies a transformative action, creating a powerful image of eliminating poverty as if it were a visible mark on the world.

L35-L36: *"Sometimes it falls upon a generation to be great. You can be that great generation."*

The metaphorical use of "falls upon a generation" suggests a responsibility or opportunity that is on the shoulders of people of a particular period. Mandela motivates people that they can blossom by making some efforts as they might have been selected to work hard for change so that they can sparkle in the future.

Alliteration:

The *L12-L14* is rich in rhetorical devices. It also has the element of Alliteration in it. The repetition of consonant sounds, adds a rhythmic quality to the sentence. In this case, it emphasizes keywords ("gesture," "charity," "act," "justice") and contributes to the overall impact of the statement.

Ethical Appeal (Ethos):

In *L28*, the request for leaders to demonstrate commitment carries an ethical appeal, urging them to align their actions with their stated principles. It emphasizes the importance of integrity and credibility.

Direct Address:

L26-L27: "I say to all those leaders: do not look the other way; do not hesitate. It is easy to make promises but never go to action..."

By directly addressing the leaders, Mandela engages them personally and intensifies the impact of the message. It creates a sense of immediacy and responsibility for leaders for their actions.

Here in *L36* also, directly addressing the audience personalizes the message, making it more compelling and engaging.

Imperative Sentences:

In *L26*, The use of imperative sentences gives a sense of command and urgency. It implores the leaders to take specific actions, emphasizing the importance of their response.

Speech act analysis

Mandela delivered his speech which employed the following types of speech acts.

Illocutionary act

Representative

L2 and L3 follow representative acts. Mandela presents his reason for being there is solely to fight poverty. Though he has retired from politics yet he would continue his struggle against injustice and inequality. In this way, he not only uncovers his determination but also proposes that it should be the focus of everyone else.

The L4 to L6 also show the illocutionary utterance of the representative. Mandela reminded his audience that there were a large number of people who fought against injustice and cruelty and stood with us in our thin team. He also assumes the pronoun “we” in addressing the people which serves as including the people in his speech and thus also gives a certain emotive effect to the speech. All these efforts by people around the globe have results and due to them, we are also here to voice our, against poverty. He states to the people of South Africa to remind those remarkable sacrifices made in the past. In these lines, Mandela highlights the stark realities that poverty creates. It informs the hearers that in this advanced age; poverty is a much-hated crime. He tells them that they need to eradicate this evil of poverty to progress because the world is advancing more and more in all fields and they are dealing with this dearth of wealth.

L15 and L16 also follow a representative act as Mandela continues to propose the true nature of poverty saying that when there is poverty, there wouldn't be any freedom. In the following extract, he suggests a line of action for the developed nations to elevate poverty.

Directives

L17 to L20 is construed by illocutionary acts. It has illocutionary speech acts of directives and assertiveness present in it. To combat world poverty, Mandela made suggestions for what should be done. He proposes that poverty could be erased by creating trade justice, finishing the debt crisis for the poor countries, and lastly by providing aid to the poor countries. According to him, if people follow this line of action, they can overcome the problem of poverty. He also asserts his claim through his opinion that for developed nations to show their commitment to eradicating global poverty, trade justice is essential.

The speech act used in L26 to L29 is the Directive act. Mandela warns and forbids the leaders of the world about not going into action. Mandela also commanded world leaders to concentrate

their efforts against poverty so that the present situation could be improved with their actions. He asks them to stand and work for the country instead of sitting and waiting for something to happen, in fact, they must be the change bringers.

Expressive

The expressive act is used in L1. Mandela commences his speech with words that create a sense of collectiveness against a very common crime of poverty that is being faced by his nation. He expresses his delight in being there for Africa which catches the attention of the listeners that the cause of the gathering is for some good.

In L32 and L40 expressive illocutionary speech act is employed. Mandela concludes his speech by expressing his gratitude. He thanks all the people around the world for their support. He repeatedly expresses his gratitude to arouse emotions in people that their presence and efforts are regarded.

Declarative

In the extract L7, the speaker performs a declarative utterance of an illocutionary act and informs the listeners that though this is the age of knowledge and information, there are millions of children deprived of the basic right to education. In this way, he points towards another social crime. Mandela is asserting a reality about the world. He highlights the disparity that exists between the tragic fact that millions of youngsters are not attending school and the advancements in knowledge and information.

In L8 and L9, Mandela used the figure of speech of repetition in his speech to create an impact on his listeners. This also falls in the category of declaration. In this extract, the speaker informs that we are troubled by deadly diseases but we continue to spend on weapons rather than medical care. So, in this way, he also expresses his desire that we must concentrate our efforts more on illuminating poverty and disease instead of fighting fellow human beings.

In L21-L22, another piece of information is conveyed by Mandela. He informs about an upcoming event which is the meeting of G8 nations. He repeats that the biggest dilemma that

these nations will be facing is how to resolve poverty all over the world. In this way, he also performs an act of declaration.

Commissive

The Commissive speech act is used in L30-L31. Mandela shows his solidarity and association with the world leaders in the mentioned extract. He makes them realize their power and status. He says that they have the authority to prevent humanity from destruction. He sorts of vows that he and the nation is with them, to support them.

Perlocutionary act

The extract L10-L14 of speech follows a perlocutionary act as it states information in a way that persuades the listeners to take a step toward overcoming poverty and other problems. In these lines, Mandela describes the depth of the problem of poverty. He says that eliminating poverty will be an act of justice as living freely is a basic right of every human. He is also giving information as well as urging people to act in a specific manner.

Continuing his speech from L23-L25, Mandela further opines that the future will be dependent on the actions and plans that will be discussed in the G8 conference. He expresses his hopes for a better future. According to him, it is a possible next step. So, it falls within the category of perlocutionary act. It also explains the situation with its possible solutions.

From L33-L39, Mandela proposes that the process of struggle should go on. Then he persuades his listeners to become a great generation. He says that it is a difficult task but it should be accomplished as they have that spark to shine. In the end, he suggests that all mankind should act against the crime of poverty. So, this last phase of speech is heavily loaded with perlocutionary acts.

Findings

The research findings show that a speaker's intentions by using impactful words can remarkably impress his audience and an effective piece of communication helps to motivate and improve the thoughts of listeners belonging to a specific community or a society. It unravels that Mandela's

speech has a special message to his audience to stand against inequality, injustice and poverty. He presents the problem and its solemnity along with its solution in an applaudable way.

So far the first research question is concerned, it reveals that Mandela's speech employs a range of rhetorical devices, including pathos, ethos, contrast, anaphora, antithesis, parallelism, litotes, rhetorical questions, hyperbole, metaphor oxymoron, alliteration, and strategic call to action. These devices contribute to the speech's effectiveness in emotionally resonating with the audience, enhancing credibility, emphasizing urgency, and inspiring collective action.

For second research question, it is found that the elements of representation, expression, commitment, and direction are identified and described as illocutionary acts. The perlocutionary acts are also skillfully employed by Mandela to persuade the audience. In the Representative Acts Mandela explains, and informs about the situation at hand regarding poverty. Mandela's language use in terms of his communicative competence is part of the key to a poverty-free world. In this Commissive Acts, Mandela aims to perform certain tasks in the future and to become a great generation that fights poverty. Through the use of Directive acts, Mandela excellently influenced the listeners. He persuaded and convinced them to go towards betterment. He wonderfully laid down the guidelines to reach a just and equal destination for all. Hence, the findings of the study indicate that Mandela's speech met Austin's felicity conditions and they are, felicitous.

The findings of third research question brings forth that Mandela skillfully employs rhetorical devices to tackle world issues. Especially, the deft use of pathos is apparent, arousing feelings associated with issues of injustice and poverty and creating a strong bond with the audience. Mandela sets his life goals to oppose injustice, inequality, and poverty as well as to strengthen the credibility of people. His speech contains irony and contrasts to label the differences between the current public concerns and technological advancements. He endorsed the people to notify about the technological advancements instead of polishing other secondary fields. Another considerable concern of Mandela was to gather the people nationwide by using a global solidarity call. He proposes the idea to eliminate poverty under the framework of basic human rights and so; it is the recurring subject matter of Mandela's speech. Mandela's speech also

inspired other international leaders to bring about actual change to eliminate poverty and injustice which can help build upcoming generations.

Conclusion

The analysis illustrates that the pragmatic element of language helps in discussing social materiality and the purposeful application of persuasive devices increases the speech's effect by establishing the speaker's authority, encouraging empathy, and reinforcing logical arguments. Subtle layers of meaning are revealed by the analysis, which goes beyond the stated words to emphasize that effective communication is a dynamic interplay of language and strategy that impacts both overtly and covertly. The research was focused on analyzing the speech of Mandela and it is proved that Mandela's speech confirms Austin's felicity conditions, to explain the meaning of Mandela's political speech, and that Mandela effectively uses rhetorical devices to persuade people in his speech.

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