

A LINGUISTIC ANALYSIS OF DISCURSIVE STRATEGIES EMPLOYED IN THE  
HARAMBEE PROSPERITY PLAN (HPP) POLICY DOCUMENT

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## **ABSTRACT**

This study analysed the linguistic devices employed in The Harambee Prosperity Plan (HPP) document which was launched in 2016. The study aimed to explore the discursive ways in which the devices were employed to persuade readers. It employed the Critical Discourse Analysis (CDA) approach and the Systemic Functional Linguistic theory to analyse the linguistic devices. Various linguistic devices are employed in the policy document, however, the researcher selected five (emotive, imperative, metaphor, hyperbole and personification). Scholars have analysed this document rhetorically; however, no comprehensive analysis on linguistic devices has yet been carried out to study the document. This study was guided by two objectives, namely to analyse the discursively applied linguistic devices in the Harambee Prosperity Plan policy document and to examine the way in which the concept of “Harambee” was linguistically employed to sensitise the call to eradicate poverty. This study employed a qualitative research design and a purposive sampling procedure to select the HPP amongst other national policy documents. The study established that the policy document comprised intriguing linguistic devices employed discursively to entice its readers; the term “Harambee”, which means “pull together in the same direction”, was employed throughout the entire document in order to call for unity and encourage Namibians to work towards a common purpose which is eradicating poverty and prosperity for all. In addition, the researcher finds that the HPP document is meant for all Namibians and the entire world at large. Office bearers are signalled, enthused and commanded to do better during the Harambee era, to achieve its agenda of “Propensity for All”. The world is being acknowledged for its assistance in economic manumission during the colonial regime and after the country had gained its independence. These were accomplished through the employment of linguistic devices that are believed to persuade, entice, appeal and extort readers to take prompt response regarding

the call to eradicate poverty and bring prosperity for all Namibians. The study aims to benefit prospective students in the field of linguistic analysis.

A List of key words:

- Linguistic
- Devices (emotive, imperative, metaphor, hyperbole and personification)
- Harambee Prosperity Plan (HPP)
- Discursive
- Persuade
- Critical Discourse Analysis (CDA)
- Systemic Functional Linguistic (SFL)
- Sensitise
- Qualitative
- Purposive
- Manumission
- Entice
- Appeal
- Extort

## **LIST OF ABBREVIATIONS**

CDA	Critical Discourse Analysis
CSS	Citizen Satisfaction Survey
CMP	Conceptual Metaphor Theory
DRS	Discourse Representation Structure
ECN	Electoral Commission of Namibia
FTAs	Face-Threatening Acts
GDP	Gross Domestic Products
HPP	Harambee Prosperity Plan
ICT	Information Communication Technology
MIS	Moody's Investors Service
MPESW	Ministry of Poverty Eradication and Social Welfare
MTEFs	Medium Expenditure Framework
NDP3	Third National Development Plan
NDP4	Fourth National Development Plan
NDP5	Fifth National Development Plan
OP	Office of the President
OPM	Office of the Prime Minister
RTM	Regional Town hall Meetings

SFL	Systemic Functional Linguistics
SWAPO	South West Africa People's Organization
SOEs	State Owned Enterprise
UNAM	University of Namibia
YED	Youth Enterprise Development

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## **DEDICATION**

I dedicate this thesis to my son, Joe, all my six namesakes, my nieces and nephews for whom I believe the sky will be the limit in their academic endeavours. I dedicate this to my late friend and co-supervisor, Lumbu. How I wish you were here to see the success of what you and I have started!

## DECLARATION

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Mathew Kalimbo \_\_\_\_\_ Date \_\_\_\_\_

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# CHAPTER 1

## INTRODUCTION

### 1. 1 Introduction

This introductory chapter focuses on the background of the study, statement of the problem, objectives, significance of the study, as well as the limitations and delimitation of the study. It also explains the organisation of the study.

### 1.2 Orientation of the study

The main focus of this study was to conduct a linguistic analysis of the discursive strategies employed in the Harambee Prosperity Plan (HPP). This is a national policy document that was launched by His Excellency, Dr Hage G. Geingob, in 2015. The purpose of this linguistic analysis was to establish the extent to which discursive strategies were employed to persuade readers and the nation at large. The study utilised the Critical Discourse Analysis (CDA) and Systemic Functional Linguistic theory to analyse the linguistic devices applied. The CDA was employed to select the persuasive linguistic devices and to comment on their persuasive imports. This resonates with the fact that one can employ persuasive language to convince others to agree with one's facts, share one's values, accept one's argument and conclusions and adopt one's way of thinking (Wasik & Komendzinski, 2008). Thus, various linguistic devices, said to be appealing to readers, were found in the document.

President Hage Geingob, the third democratically elected president of the Republic of Namibia, has declared an all-out war on poverty and embarked upon the path towards prosperity, hereafter referred to as the Harambee Prosperity Plan (HPP). "Harambee" is a Kiswahili word which means, "pull together in the same direction" (Office of the President, 2016, p. 2); it has been selected to

call for unity and encourage Namibians to work towards a common purpose. According to the NHS (2017), governments employ policy documents as a forum of communication to convey their plans of action. This is a formal document that is regarded as legally binding; therefore, its purpose, definitions and the responsibilities outlined in its content must be upheld in order for it to be employed to support an individual or a Trust during legal action (NHS, 2017). Therefore, this policy document was chosen by the researcher because several policies were launched in Namibia but did not receive the same national attention and support as that accorded to the HPP.

The HPP is a circadian subject that is being discussed in Namibia; thus, this probed the researcher to investigate the discursive strategies employed in its composition. The HPP is a policy document that causes academic inquisitiveness because of the captivating devices employed in its composition. In addition, Geingob popularised the HPP document through what is referred to as “Regional Town Hall Meetings”, where he canvassed the urgency of a national policy that would assist in poverty eradication and economic emancipation. Namibia’s socio-economy is regarded as a “prejudice economy” because the cream of the crop becomes richer while the poor become poorer. Geingob saw the need to address this issue, hence the introduction of the HPP that addresses all the national issues which form the bottleneck to Vision 2030, hence, this study’s engagement with the linguistic analysis of the discursive devices employed in composing the HPP.

### **1.3 Statement of the problem**

This study investigated the discursive devices employed to make the policy document appealing to the Namibian audience. This will be a novel study in Namibia because many scholars, such as Mathe (2006), Nanyeni (2014 & 2016), Mbenzi (2014) Batholemeus (2016) and Nepolo (2017) worked on the rhetorical and stylistic analysis of speeches and dicta by notable politicians or scholars, without looking at the discursive linguistic features.

Moreover, it appears that no the linguistic analysis of a policy document in Namibia has as yet been conducted. Therefore, this study aimed to explore how the discussed discursive linguistic devices are applied in HPP to persuade, entice, appeal and extort readers. In addition, it also aimed to examine linguistically the significance of constant utilisation of “Harambee” concept. Thus, this was the thrust of the study. It was, consequently, the purpose of this study to examine the linguistic devices, most frequently employed to analyse literature works.

#### **1.4 Research objectives**

This study was directed by the following objectives:

- to analyse the linguistic devices which were applied discursively to compose the Harambee Prosperity Plan policy document,
- to examine linguistically the way in which the concept of “Harambee” was employed to sensitise the call to eradicate poverty.

#### **1.5 Significance of the study**

This study will assist other prospective scholars who wish to pursue studies in the linguistic analyses of policies. It serves to help those who wish to compose national documents in the future, as they may learn how to employ linguistic devices which may capture the readers’ attention.

This study will enable its readers to gain a good understanding of the National Development Plan (NDP 4) enshrined in the HPP. The study may, furthermore, contribute to the existing, but limited, body of literature of linguistic analyses in Namibia, and findings presented may be employed as reference for future research.

## **1.6 Limitations of the study**

In completing this study, the researcher encountered hindrances in selecting the research sample because of the broadness of the studied policy document. However, purposive sampling was eventually utilised to select the HPP from other possibly studied national policy documents. Additionally, there were barriers and pitfalls encountered in data collection and analysis process because of the similarities and constant utilization of some studied linguistic devices. However, the researcher had to critically scrutinize the mostly applied discursive linguistic devices. Therefore, those which are applied and have no persuasive, enticing or appealing effects were not analysed. In the same line, the researcher had to strive reviewing related literature because of the limited available related literatures. Such limitations had an impact on this work as they prolonged the completion of this study.

## **1.7 Delimitation of the study**

The delimitations of a study are those characteristics that arise from limitations in the scope of the study and by the conscious exclusionary and inclusionary decisions made during the development of the study plan (Wiersma, 2000). Essentially, the delimitation of the study implies drawing the boundaries of the study. Therefore, in accomplishment of this study, there were other national documents in Namibia, but this study was limited to the HPP policy. The analysis was confined to only certain linguistic devices (emotive language, metaphor, hyperbole, imperatives and personification) employed in the HPP policy document. Other linguistic devices employed in the policy document were not considered in this analysis. Therefore, the findings cannot be generalised to other, previously launched, national documents, for instance, the NDP4 and Vision 2030, which are some of the Office of the President's national policies (Malangu, 2016).

## **1.8 Organisation of the study**

This study is structured in the subsequent way and encompasses the following parts: Chapter 1 presents the study and it encompasses the orientation, statement of the problem, study objectives, significance of the study, as well as the limitations and delimitations of the study. The second chapter deals with the review of related literature, as well as the theoretical framework engaged to support and direct the study.

Chapter 3 presents and elucidates the methodological issues and the research design utilised in the study. This chapter includes the population, sample, procedure and data analysis, as well as the research ethics. The fourth chapter deals with data presentation and discussion, whereas chapter 5 entails the recommendations and conclusion of the study.

## **1.9 Conclusion**

Chapter 1 looked at the introduction and orientation of the study. It encompasses the background and the thrust of the study. The objectives to be accomplished by the study were also presented in this chapter. Moreover, this chapter presented the significance, limitations and delimitations of this study. Chapter 2 deals with the literature review which aims to review sources relevant to the study, as well as the theoretical framework employed to guide this study.

## CHAPTER 2

### LITERATURE REVIEW AND THEORETICAL FRAMEWORK

#### 2.1. Introduction

This section presents a review of literature related to the topic. It looks at the way in which other sources have articulated this topic. It, furthermore, looks at the theoretical framework that the researcher has applied. According to Ridley (2013, p. 3), “literature review is the part of thesis where there is extensive reference to related research and theory in your field”. This is where the connections are made between the source texts that the researcher draws on and where one is positioned among those sources.

Moreover, Fink (2005) as cited in Booth, Papaioannou and Sutton (2014, p. 8) succinctly defines a literature review as a “systematic, explicit, and reproducible method for identifying, evaluating, and synthesizing the existing body of completed and recorded work produced by researchers, scholars, and practitioners.”

The researcher has to use the opportunity to engage in a written dialogue with researchers in their area of studies while at the same time showing that he or she has engaged with, understood and responded to the relevant body of knowledge underpinning the research. Therefore, this section will debate with researchers in this area of study by means of a written dialogue.

#### 2.2 Review of related literature

Scholars like Mathe (2006), Nanyeni (2014 & 2017), Mbenzi (2014) Batholmeus (2016) and Nepolo (2017) have worked on the rhetorical and stylistics analysis of discourses by notable politicians without looking at discursive, linguistic features. Therefore, it appears that no study has been conducted on a linguistic analysis of a policy document in Namibia. Consequently, this was

the thrust of this study. Thus, complementing Nanyeni's (2017) rhetorical analysis of the HPP, this study investigated the discursive linguistic devices applied.

The following segment encapsulates what different authors say about linguistics, and under this section, the linguistic devices will be discussed. Additionally, this section discusses discursive strategies applied and their meaning.

## **2.2.1 Linguistics in a policy document**

### **2.2.1.1 The meaning of linguistics**

In order to conduct a comprehensive, linguistic analysis of discourse, it is imperative to present a review of how other scholars delineate linguistics. According to Guenther (1987, p. 586), linguistics is regarded as “a construct that is primarily associated with sentences and bits of discourse.” As alluded to in the previous section, discourse is to be linguistically analysed when capturing potential sentences employed in its composition. In order to comprehend the meaning of a discourse, the meaning of sentences and their functions should be examined. Therefore, this is the capacity to encode the information expressed by the Discourse Representation Structure (DRS) (Guenther, 1987, p. 586).

Additionally to the linguistic definition, Akmajian, Demers, Farmer and Harnish (2002, p. 5) define linguistics as “a field that is concerned with the nature of language and (linguistic) communication.” This definition is pertinent to this study since the study aims to scrutinise how the nature of language is communicated to the targeted audience and applied in the composition of the HPP. The field of linguistics as a whole represents an attempt to break down the broad questions about the nature of language and communication into smaller, more manageable questions that are hoped to be answered and, in so doing, establish reasonable results that one can build on in moving closer to the answers of the larger questions (Akmajian et al., 2002, p. 7).

Hence, this study sought to break down and analyse the linguistic elements (emotive language, imperatives, metaphor, personification and hyperbole) that are employed in the policy document.

Linguistics is defined by Lyons (2012) as a scientific study of language. Lyons continues that this is the study of how language is being employed metaphorically or figuratively. Figurative language is the language that employs words or expressions with a meaning that is different from the literal interpretation (Henz, 2016). Consequently, the metaphorical and figurative features utilised in the policy document will be explored. It is a scientific study of language as a purely human and a non-instinctive method of communicating ideas, emotions and desires by means of voluntarily produced symbols (Lyons, 2012). Also contributing to this issue is Harris (1993, p. 10) as cited in Smit (2014) who argues that linguistics is “concisely but not controversially, the science of language” (p. 14). Hence, this study seeks to discover succinctly how the science of language is applied in the HPP in order to reach its objectives.

In addition to linguistics, Radford et al., (2009) describe it as “to know the language with having a mentally represented grammar, this grammar constitutes the native speaker’s competence in that language” (p. 10). Additionally, Radford et al (2009, p. 14) proffer that this involves the study of the relationship between the language employed and the structure of the society. As alluded to earlier, this study envisages to account for the way in which the language employed in the HPP narrates the political and social backgrounds of both the writer and the addressee. Conversely, Trask (2000) argues that when analysing political discourse, versions of linguistic elements should be advanced, “discourse strategies become emotive, imperative, metaphorical, hyperbolic and personification devices” (p. 197). The researcher sees this as significant to the study because the aforementioned linguistic structures will be explored.

Moreover, Newmeyer (2008) argues that “linguistics incorporates communication primarily by means of language” (p. 3), people think and reason in it, and in creative expression people tailor it to their imagination. One may conclude that language is employed as a medium in which people, more specifically politicians, convey their dreams. Thus, this study aims to analyse how linguistic features are utilised by the author to convey the intent of the studied policy document.

Conversely, Geeraerts and Cuyckens (2007) argue that cognitive linguistics is an approach to the analysis of natural language that originated in the late seventies and early eighties in the work of George Lakoff, Ron Langacker and Len Talmy. Geeraerts and Cuyckens (2007) stress that cognitive linguistics incorporate:

The structural characteristics of natural language categorization (such as prototypicality, systematic polysemy, cognitive models, mental imagery, and metaphor); the functional principles of linguistic organization (such as iconicity and naturalness); the conceptual interface between syntax and semantics (as explored by Cognitive Grammar and Construction Grammar); the experiential and pragmatics background of language-in-employ; and the relationship between language and thought, including questions about relativism and conceptual universals (p. 90-91).

Despite deviating from the meaning of linguistics, this sentiment is relevant to the study since its focus is on the way in which the language devices, for instance, emotive language, metaphor and the like, applied in the HPP policy is an instrument for organising, processing and conveying information.

### **2.2.1.2 Linguistic analysis**

Linguistic analysis postulates a set of techniques or procedures for discovering the rules of language in a spoken or written discourse. According to Langacker (2013), there are three basic kinds of data available to the linguist when analysing language, “spoken utterances, written texts, and the intuitive or introspective judgments” of native speakers. Moreover, Reifler (2017) illustrates that linguistic analysis evaluates language form, the knowledge that a linguistic form means something, as well as that it does or does not mean the same in different syntactical positions. In linguistic analysis, discourse can be analysed from various approaches by applying various linguistic devices.

Rickman (2017) asserts that linguistic analysis does not exhaust the task of philosophy, but its approach can be fruitful if pursued systematically and without any confusion. This study employed the Systemic Functional Linguistics (SFL) theory to analyse this argument; this will be elucidated in the theoretical framework. Rickman (2017) advances that linguistic analysis is “distinct from sociology and psychology of communication.” It focuses on a different subject matter which is the meaning of language and its distinct method, namely analysis, and not social survey. Thus, this study aims to abstract how the linguistic devices (personification, metaphor, emotive language, hyperbole and imperatives) convey meaning in the document being studied.

### **2.2.2 Linguistic devices**

As alluded earlier, this study aims to ascertain the linguistic devices employed in the HPP document. Linguistic analysis is a process where one takes linguistic (and extra-linguistic) devices as performance features (or as “contextualisation cues”) that index the way in which narrators want to be understood (Bamberg, 1997, p. 341). The study identified emotive language, imperatives,

metaphors, hyperbole and personification from HPP to index the way in which the President wants them to be understood.

### **2.2.2.1 Emotive language**

It was indicated in the previous segment that this study sought to analyse the HPP policy document linguistically by exploring linguistic devices. Emotive language is one of the devices extracted in analysing this policy document. Therefore, in this section, the scholar looks at how other researchers explore emotive language as a tool to examine discourse. “Writers match the language they employ to their audience and purpose” (Aronoff & Fudeman, 2011, p. 226). They, furthermore, state that emotive language is intended to arouse strong feelings. Therefore, this study aims to examine the way in which emotive language is employed to appeal to readers.

Adding his voice to this issue, Napoli (2016) asserts that speakers and writers employ words that carry emotional weight in order to persuade readers to agree with them. The persuasive techniques of “emotive language” involve employing words that sound like accurate, descriptive words, but which actually carry emotional content as well – that is, bias – towards approval or disapproval (Napoli, 2016, p. 18). The persuasive techniques applied in the HPP policy document will be critically explored by employing the Systemic Functional Linguistics (SFL) theory. This theory will be further elaborated in the theoretical framework.

According to Wei (2011), “emotive language is one of the most powerful strategies used to elicit a value judgement on a situation or discourse” (p. 20). However, this study investigates how emotions can lead the interlocutor to assess a situation or state of affairs, what argumentative strategies are based on emotive language and what is the source of possible fallacies. In addition, emotive language is characterised by the employment of emotive words, such as *atrocious*,

*dreadful, sensational and highly effective*, where the writer tries to engage with the readers' emotions (Wei, 2011, p. 23).

#### **2.2.2.2 Imperatives**

Imperatives are words (verbs) that give people instructions or orders, and they usually appear at the start of a sentence (Potsdam, 2017). This technique is essential to this study, for the reason that the academic probes imperative utilisation and its effects on the targeted readers. Besides, Sadock and Zwicky (1995) elucidate that in linguistics, a sentence is not only formed by a declarative and interrogative clause with their acknowledged function of asserting and questioning, but also by imperatives which are often employed for ordering or requesting. The source, furthermore, posits that imperatives are employed for giving advice, expressing wishes or curses and even for giving permission.

Moreover, Portner (2004, p. 240) asserts that imperatives denote propositions and that they contain a “force marker” indicating that this proposition is employed to place a requirement on the addressee. This involves the sociolinguistic basis for the discourse speaker or writer to add a property to the addressee's to-do list. Imperatives involve the utilisation of declaratives, interrogatives and propositions addressed by the interlocutor to the addressees (Portner, 2004, p. 236). In addition to imperatives, Leonard (1959) proffers that sentential utterances “signify” different purposes by “expressing” different ultimate concerns and “indicating” different ultimate topics of concern (p. 172). The source adds that variations in expressed concern are correlated with variations in sentential form, such as the declarative, interrogative, interrogative and predicate form of the uttered sentence. Wilson and Sperber (n. d., p. 3) state that declarative sentences are seen as performing assertive speech acts (committing the speaker to the truth of the proposition expressed), while imperatives and interrogative sentences perform directive speech acts

(requesting action and information respectively). The researchers claim that imperative utterances are employed standardly with directive force, where a directive act is defined as an attempt to entice the hearer to perform the action described by the proposition expressed.

### **2.2.2.3 Metaphor**

“Metaphor is an essential part of the way we deal with novel and current events” (Steen, Dorst, Herrmann, Kaal, Krennmayr & Pasma, 2010). News discourse is naturally a particularly rich source of figurative language. Additionally, metaphor has become a central object of study in psychology, philosophy, linguistics, poetics, history, anthropology, discourse studies and other disciplines (Lakoff & Johnson, 1980, p. 187).

According to Lackoff and Johnson (2003), for most people metaphor is “a device of poetic imagination and the rhetorical flourish, a matter of extraordinary rather than ordinary language” (p. 8). The scholar employs this linguistic device to delineate the extraordinary language utilised in composing the document being studied. In addition, metaphor is typically viewed as characteristic of language alone, a matter of words rather than thought or action. For that reason, the researcher explores the way in which metaphors are applied linguistically to capture readers’ attention. In the same line, Steen et al., (2010, p. 9) proffer that, in order to identify the linguistic word or set of words as metaphorically employed, “it is often sufficient to be able to say that there are two senses and they may be related by comparison or nonliteral similarity”. This is so because the procedure needs to find a more basic sense than the one that is the metaphorical discourse meaning.

Moreover, Gibbs and Steen (1997) claim that “the theory of metaphor result in the philological-linguistic observation of everyday language”. The scholars argue that a metaphor is never a simple word, but always a piece of text, however small, which does not orthographically aim to deceive.

In addition, Robinson (2016) posits that “a metaphor is a rhetorical trope, an artistic figure of speech, or a decorative device to flourish the discourse” (p. 18).

Kovecses (2016) states that the Conceptual Metaphor Theory (CMT) involves the methodology in which metaphor is studied (emphasising concepts instead of words), the direction of analysis (emphasising a top-down instead of a bottom-up approach), the category level of metaphor (claiming its superordinate status instead of basic level), the embodiment of metaphor (emphasising the universal, mechanical, and non-monolithic aspects of embodiment), and its relationship to culture (emphasising the role of universal bodily experiences instead of interaction of body and context). Thus, the CMT is employed to emphasise the way in which concepts and the embodiment of metaphor are employed in the HPP document, and how their employment contributes to the impression the HPP has on its audiences. Additionally, it is understood that comparative roles of metaphor is to be used consciously or subliminally, to structure the development of a text, as the organizing principle which gives the text a lexical cohesion.

#### **2.2.2.4 Hyperbole**

Hyperbole is one of the more fascinating linguistic devices employed by writers in order to entice their readers' responsiveness. Burgers et al., (2016) define linguistic hyperbole as “an expression that is more extreme than justified given its ontological referent” (p. 163). At the same time, Averbeck (2015) and Gibbs (2000) propose that hyperbole can best be understood as “a sub-type of verbal irony, together with other tropes like rhetorical questions and understatements”. Thus, in this perspective, hyperbole in statements in discourse are studied to justify their effect on the document and its readers.

Additionally, Burgers et al., (2016) indicate that hyperbole can best be identified by emphasising elements like exaggeration, overstatement, extremity and excess. In doing so, such definitions

implicitly or explicitly assume that hyperbole involves a specific shift between the propositional and the intended meaning, and includes a specific referent.

Conversely, studies have been clear about the identification of hyperbole in a certain discourse. Thus, of the list of characteristics, a specific number needs to be presented for an expression to qualify as a hyperbolic device. According to Burgers et al. (2016), one employs cues to identify hyperbole in discourse. This includes:

the presence of extreme case formulations (i.e. expressions at the edge of a semantic scale), intensification, the creation of impossible worlds and counter factuality not presented as a lie. The presence of language intensity as a potential cue to hyperbole, for instance, code for intensified adjectives (e.g., fantastic instead of good) and the presence of specific typography (e.g., the employment of exclamation marks as hyperbole). A striking element is to identify the trope at various levels in the discourse. These levels include single-word hyperbole, phrasal hyperbole, and clausal hyperbole (p. 166).

#### **2.2.2.5 Personification**

The study of personification has a long and rich tradition in rhetoric and the arts, going all the way back to Erasmus and Quintilian (Dorst, 2011, p. 114). Personification is another linguistic device that the researcher explored in the analysis of the HPP policy document.

Edgecombe (2017) defines personification as “the effects of extraordinary sublimity produced when the theme is exalted by bold and almost hazardous metaphor and inanimate objects are given life and action.” In addition, Lakoff and Johnson (as cited in Dorst, 2011, p. 115) define personification as an ontological metaphor involving a cross-domain mapping where an object or entity “is further specified as a being, a person”. Moreover, Hamilton (2002) posits that

personification occurs when animals, objects, social organisations and abstract notions are given qualities of people. These definitions are imperative to this study because most of the personification in the document will be outlined; concurrently, their effect on the readers will be explored. In order to achieve the identification of personification employed in discourse, one should utilise linguistic realisation (Dorst, 2011).

### **2.2.3 Discursive strategies**

Sharndama (2015) asserts that discursive strategies incorporate all the macro-structures which contain persuasive messages put across to an audience to influence their political thoughts, beliefs and attitudes. Despite what has been discussed, Van Dijk (2008) describes a discursive strategy as the content of the speeches consisting of recurring and motivating topics/themes that have been carefully selected to persuade the audience to accept the new government and build hope for the better in it. Ademilokun (2015) reveals that discursive language deploys discourse strategies, such as allusion, propagandistic language, code-switching and code-mixing, requesting, flattery, praise and provocative language. This study perceives discursive strategies as encompassing linguistic resources employed in the HPP to influence readers to accept the plan.

### **2.2.4 Theoretical framework**

In order to conduct a succinct analysis and interpretation of the HPP, the study employed Critical Discourse Analysis (CDA). Fairclough (2003) elucidates that the roots of CDA lie in critical linguistics, an approach developed mainly by Roger Fowler, Robert Hodge and Gunther Kress; fundamentally, critical linguists point out interrelations between language, thought and culture. Van Dijk (2008) proffers that CDA is primarily interested and motivated by pressing social issues, which it hopes to understand better by means of discourse analysis. Additionally, Vaara et al. (2006) opine that CDA is concentrated on studying discursive strategies with the help of certain

linguistic practices utilised by particular actors to influence and convince others. Fairclough (2003) proffers that “methodologically, CDA entails working in a ‘transdisciplinary’ way through dialogue with other disciplines and theories which are addressing contemporary processes of social change” (p. 4). The scholar adds that CDA involves the analysis of texts which includes an “interdiscursive” analysis of how genres, discourse and styles are articulated together (p. 6). The source, furthermore, postulates that Halliday’s key notion that critical discourse analysts draw upon is a distinction of three areas of meaning-potential, the so-called functions of language, which constitute the inherit part of all uses of language. These are the ideational, interpersonal and textual functions. The three areas of meaning in language are explained by Fairclough (2003) as follows:

1. Ideational function is a content function through which language represents phenomena of both the outer and inner world of our own consciousness.
2. Interpersonal function is a participatory function through which the speaker expresses his or her attitudes and evaluations, and also the role relationships between the participants.
3. Textual function is a text-forming function through which language relates to the verbal and situational context. It constitutes a pre-requisite for the realisation of the ideational and interpersonal meanings (p. 46-47).

Complementing the three aforementioned key aspects of language analysis in SFL, the researcher applied “the textual function” that is realised in cohesive devices, deixis and patterns of theme employed in the HPP. CDA is an approach or version that is distinguished by its emphasis on close textual analysis, whilst SFL is one of the most extensively linguistic theories used to conduct such analysis (Fairclough, 2003).

The study embraced the Systemic Functional Linguistics (SFL) theory, a theory to language analysis developed mainly by Halliday during the 1960s (Fairclough, 2003). It is a theory that is employed to complement CDA, which the study utilised to analyse linguistic and discursive strategies in the HPP.

According to Fairclough (2003, p. 7), the “SFL is concerned with the relationship between language and other elements and aspects of social life, and its approach to the linguistic analysis of texts is always oriented to the social character of texts”. Unlike other discourse analysts, critical discourse analysts take an explicit socio-political stance; thus, it is seen as an effective tool for the analysis of this policy document.

### **2.2.5 Conclusion**

This chapter shows that numerous scholars have exhausted linguistic devices academically, though less was done on policy documents. However, in the Namibian context, very few scholars conducted studies on government discourses, in spite of the fact that rhetorical studies were done on some political discourses. As indicated in the statement of the problem, no linguistic study has been carried out to analyse the discourse of the HPP. Therefore, this study sought to analyse the linguistic devices employed in the HPP.

As alluded to earlier, the textual function analysis approach and the systemic functional linguistics theory were applied to complement the CDA. The subsequent chapter describes the methodology adopted to carry out this study.

## CHAPTER 3

### METHODOLOGY

#### 3.1 Introduction

The previous chapter reviewed the related literature and explained the theoretical framework that informed this study. This chapter deals with the methodology employed for data gathering and analysis. According to Clough and Nutbrown (2012), methodology is defined as a process that shows the way in which research questions are articulated, and its effect is a claim about significance (p. 25). Kothari (2004, p. 8) defines methodology as “a way of solving a research problem systematically or a science of studying how research is done systematically.”

The methodology entails the research design, population, sample, research instruments and procedure utilised to collect data, as well as the description of how the data were analysed. Finally, this chapter presents a discussion of the way in which the researcher adhered to research ethics.

#### 3.2 Research design

Mukherjee (2017, p. 59) defines “a research design as a preparation, arrangement and strategy of examination to consider as acquiring answers to investigate problems/questions. The scholar posit that a research design assists to choose the problem appearing in the research like when, what, how much where, etc. which are important inquiries for a research study”.

The study was conducted as qualitative research, which is defined as a “situated activity that locates the observer in the world” (Denzin & Lincoln, 2000). A qualitative research design is concerned with gathering and analysing information that is mostly available in print form (Bless & Higson, 2000). Thus, this was a desktop study which examined primary data in the form of the HPP policy document. The study aimed to exploit linguistically those language devices employed

in the policy document to retain the nation's interest in the government. Hence, an in-depth study of the document was conducted to explore the persuasive techniques employed.

### **3.3 Population**

The population of this study comprised all the national policy documents launched by the government since Independence. These documents include NDP3, NDP4, NDP5 and Vision 2030. The Third National Development Plan was launched to achieve the nation's vision to be a prosperous, industrialised country by 2030, while the Fourth National Development Plan focused on high and sustained economic growth, increased income quality and employment creation (Office of the President, 2017). The source, furthermore, states that the Fifth National Development Plan aims to achieve inclusive, sustainable and equitable economic growth, build capable and healthy human resources and promote good governance through effective institutions. Vision 2030 was launched to guide and make deliberate efforts to improve the quality of people's lives to the level of their counterparts in the developed world by the year 2030. Hence, the HPP policy document seeks to bring about prosperity to all Namibian citizens. Of all these national policy documents, the scholar purposively selected the HPP document to analyse the way in which linguistic devices were applied to persuade its readers that prosperity for all Namibian citizens would be accomplished.

### **3.4 Sample**

Purposive sampling was utilised to select the HPP from among other national policy documents. Purposive sampling is described by Emmel (2013, p. 45) as a strategy which attempts to explain real phenomena that require more than a faithful abstracted rendering of events and experiences. This sampling is understood to require a direct engagement between theory and empirical accounts in an interpretive and inductive strategy.

Richie et al. (2003) advise that a specific sample should ensure “that all key constituencies are relevant to the subject, and that within each of the key criteria, some diversity is included so that the impact of the characteristic concerned can be explored” (p. 79). This sampling strategy in qualitative research helped the researcher to achieve an analytic examination of this policy document.

### **3.5 Research instruments**

The discourse enshrined in the HPP policy document was critically analysed by employing a desktop design. A desktop study describes research that comprises a review of existing published data pertaining to the general area around the site of the proposed development area (Van Wyk, n. d.). In this area (the HPP policy document), a desktop study was conducted to compile well-informed and conspicuous results.

### **3.6 Procedure**

As alluded to earlier, the idea behind qualitative research is to select purposefully those participants (documents) that will best help the researcher understand the problem and the research question. Therefore, the collection procedure in qualitative research involves gathering documents which may be public or private (Creswell, 2003, p. 188). Hence, the researcher downloaded and printed the HPP policy document. The scholar opted for the hard copy document, as it was essential for the analysis.

According to Creswell (2003, p. 190), the recording procedure of documents and visual materials can be based on the researcher’s structure for taking notes, and it is helpful to note whether the information represents primary material or secondary material. The HPP was the primary material under investigation. The SFL was employed to explore the discursive features employed in the

policy document. The substantial linguistic devices utilised in the document were critically selected for analysis by utilising CDA.

### **3.7 Data analysis**

According to Nepolo (2017, p. 51), the main purpose of data analysis is to “transform information (data) into an answer to the original research question”. Therefore, the scholar studied the policy document critically to ascertain those linguistic strategies which were discursively employed to entice the readers. The study employed the CDA approach to identify the discursive strategies employed. CDA links textual and social processes: “properties of sociocultural practice shape texts, but by way of shaping the nature of the discourse practice, i.e. the ways in which texts are produced and consumed, which is realized in features of texts” (Fairclough, 2003).

The identified linguistic devices are emotive language, imperative, personification, metaphor and hyperbole employed in composing the document under study. As Creswell (2003, p. 190) indicates, data analysis involves making sense of a text. It involves preparing data for analysis, conducting different analyses, moving deeper and deeper into understanding the data, representing the data and making an interpretation of the larger meaning of the data.

Therefore, segments comprising emotional language employed in the document were scrutinised to arrive at an informed analysis. Imperative words, mostly modal verbs employed as imperatives, requesting, ordering, as well as commanding words employed in the document, were examined for their impact on the studied document. The figures of speech, personification, metaphor and hyperbole employed to appeal to the audience were explored. The Systemic Functional Linguistics (SFL) theory was employed to analyse the aforementioned linguistic segments systematically.

### **3.8 Research ethics**

According to Creswell (2014, p. 92), researchers need to protect their research participants, develop a trust with them, promote the integrity of research, guard against misconduct and impropriety that could reflect on their organisation or institution, and cope with new, challenging problems. A general research rule is that “it is a good practice to include a section on research ethics whatever the sources of data that are employed” (Denscombe, 2012, p. 124). Denscombe (2012) asserts that the following are substantial reasons to include a section on research ethics:

Ethical considerations arise not only in relation to the methods of data collection. Even if data collection itself gives rise to no ethical issues there still be a range of issues stemming from, the subject matter involved, and the purpose of doing the research and how the findings will be employed. Evaluators will feel more assured if they can arrive at that judgment for themselves. And they will also have greater confidence in the research if they see that the researcher is conversant with the nature of ethical issues in research and is operating from a position of knowledge rather than ignorance if they claim that there are no ethical issues involved in the research (p. 125).

As alluded to by the scholars above, the researcher had to apply for ethical clearance from the University of Namibia. The researcher acknowledged all the sources which were considered for the completion of this work in order to avoid plagiarism. The HPP document was employed only for the purpose of this study; therefore, the researcher presents the original format of extracts from the document without any alteration. Thus, the scholar provided HPP document speech marks as the addendum within the work analysis and discussion for reference purposes.

### **3.9 Conclusion**

This chapter discussed the methodology employed to carry out this research. The study is grounded in the qualitative research paradigm. The population of this study comprised all the national policy documents launched by the government, since Independence; these include the NDP3, NDP4, NDP5 and Vision 2030.

The study adopted a desktop design to scrutinise the HPP and analyse the linguistic devices employed in the said document. Ethical issues were also discussed in this chapter. The subsequent chapter presents the interpretation and discussion of those linguistic devices employed in the HPP policy document.

## CHAPTER 4

### PRESENTATION AND DATA ANALYSIS

#### 4.1 Introduction

This is the backbone chapter of any research study; therefore, the researcher presents a critical analysis of the policy document (HPP). This study was directed by two objectives, and for that reason the presentation and analysis were carried out to deliver answers to these two objectives.

As was alluded to in Chapter 1, the research objectives were:

- to analyse the linguistic devices that are employed discursively to compose the HPP policy document;
- to examine linguistically the way in which the concept of “Harambee” is employed to sensitise the call to eradicate poverty.

The document (HPP) is composed of eight chapters, namely Chapter 1: Rationale of the Harambee Prosperity Plan; Chapter 2: Building on the legacy; Chapter 3: Effective governance and service delivery; Chapter 4: Economic advancement; Chapter 5: Social progression; Chapter 6: Infrastructure development; Chapter 7: International relations and cooperation; Chapter 8: Execution, monitoring and reporting. As alluded to previously, the linguistic devices (emotive, imperatives, metaphor, hyperbole and personification) utilised discursively in composing the aforementioned chapters were identified and analysed. Therefore, the said document was analysed and critiqued by means of Critical Discourse Analysis (CDA) in combination with the Systemic Functional Linguistic theory. Textual function analysis, one of Halliday’s key notions, namely the three areas of meaning or the so-called functions of language, was applied to analyse the text-forming function by means of which the language related to its targeted audiences. The devices applied in the HPP document were identified in a sequential order; thus, they will be identified and

presented as they appear in the hierarchy of the document. This was done as a riposte to the study objectives which are the backbone of this research.

## **4.2 Emotive language**

Emotive language appeals to emotions rather than to intellect (Lutrin & Pincus, 2009, p. 45). The source states that emotive language devices include the utilisation of subjectivity and objectivity, fact and opinion, bias, propaganda and sensationalism in a written or spoken discourse. Emotive language is employed in any discourse; this includes the words, phrases, clauses and sentences applied as dialectical instruments of manipulation (Macagno & Walton, 2014, p. 65). By choosing expressions carefully, emotive language aims to stir up emotions in the readers, make them feel guilt, sympathy, anger and/or excitement.

In Chapter 1 of the HPP document, President Geingob claims, subjectively, that “Namibia has made significant progress on all fronts since gaining political Independence in 1990”. One would contend that this statement, specifically the term “significant” is based on the subjective views of the writer. Therefore, one can argue that the expression is employed to persuade and attract the readers’ attention and that they would want to read more about the significant progress made. In addition, a conspicuously advanced writer employs such devices, aiming to give his or her discourse more weight, which eventually entices the readers. This can additionally serve as a persuasive, defensive mechanism to the media. For instance, *New Era* (2018) states that “Geingob’s governance is questionable, for the past 4 years of his ruling, the economy has drastically deteriorated.” Thus, Geingob’s embellishment and writing expertise in the analysed document are believed to brainwash such delivered contentions. Thus, it is crucially imperative for any essayist to compose discursively an inscription that can conquer convincingly all kinds of contentions.

On the other hand, in Chapter 1, President Geingob's policy document specifies statistically that "Poverty in some regions was as high as 90 percent when poverty statistics were captured for the first time in 1993/94". It is, therefore, learnt that in linguistics, discourse should be composed by using facts to substantiate unquestionable truths. Facts and statistics add weight to the argument and make people believe in it because the pertaining issue is investigated, convincing people that the writer knows what he or she is talking about. Therefore, the researcher finds these statistics compelling to the policy readers, enticing them to continue reading the entire document as they would want to acquaint themselves with the development made with regards to poverty eradication.

Moreover, President Geingob states that:

In this regard, HPP pursues capital projects that have been identified in NDP4 and previous Medium Expenditure Framework (MTEFs) and for which feasibility studies are available. These include projects in the areas of energy, water and transport. In fact, some of these projects, such as the upgrade of Windhoek-Okahandja road to a dual carriage way have already commenced because it was deemed feasible, while work on the expansion of the Port of Walvis Bay is nearing the completion (p. 10).

The above identified fact is justifiable because the mentioned developments are being fulfilled as outlined or promised in the National Development Plan 4 (NDP4). These expressions can be testified by the readers since the mentioned projects are being executed. This is a persuasive technique which can convince the audience to read the HPP because it is reliably based on developments that are being implemented. In addition, the National Development Plan followers would be enthusiastic and convinced to read the HPP to comprehend that the government is implementing what the earlier launched NDPs promised. The NDP4 policy document promises to:

Ensure the timely expansion of the Port of Walvis Bay so that it remains the most efficient port along the west coast of Africa. Ensure appropriate balance between new roads and the maintenance of existing ones, and ensure that such roads are in alignment with national development objectives.

These are some of the emotive linguistic devices (*most, efficient, port*) employed in composing the HPP that appeal to its readers, convincing them that the ruling government is fulfilling its promises. These are believed to be persuasive, linguistic techniques which are discursively employed by ruling governments in order to entice their followers that they should again vote them into power.

As alluded to earlier, propaganda is one of the emotive language devices that writers or orators employ to appease their audience. Therefore, Chapter 1, titled “Rationale of the Harambee Prosperity Plan” comprises propaganda which is distorted to further the HPP motives. President Geingob emphasises that, “If we are moving in the right direction, why then the need for a new Plan and does this new Plan announce a change in direction?” These questions are utilised emotionally to justify and glorify the cause, and are employed to lure the targeted document readers.

President Geingob proffers that

Reducing the number of days it takes to register a business does not require huge capital

investment, except to improve on business turnaround times, and deregulation of energy

market through moving away from a single buyers model and promoting independent

Power Producers will have the additional benefit of creating a more conducive environment

for business and the attraction of capital and reducing the burden on Government (p. 10). The researcher finds this statement convincing, especially “more conducive environment” is so emotively powerful that it can modify the investors’ judgment, arouse their emotions and influence their decisions to invest in a country where the number of days to register a business are reduced. Moreover, the President posits that “we can continue with the construct of an inclusive Namibian House that is built on a solid foundation of peace, reconciliation, security and stability”. Arguing by utilising ethical words (peace, reconciliation, security and stability) is sometimes shown to involve value-based, practical reasoning grounded in evaluative classification stemming from hierarchies of values and maxims of experience (Macagno, 2014). The source furthers that “ethical words provide representations bound to the interlocutor’s experiences and judgments, which trigger specific emotions yielding for a particular reaction” (p. 103). Therefore, President Geingob applies peace, reconciliation, security and stability as persuasive strategies for the manipulation of Namibian House citizens and visitors’ emotions. Additionally, President Geingob declares “a Namibia where all have decent shelter and access to basic amenities”. These expressions, more specifically “decent” and “access”, serve to redirect and intensify the HPP readers’ attitude, and they tend to encourage readers’ eagerness to find out more about future actions.

In addition, in Chapter 2, President Geingob asserts that the “HPP aims to build on the Legacy”. This is a sensational phrase that is one of the emotive devices. It gives the impression that the Geingob governance aims to continue the legacy of his predecessors. Thus, this would convince targeted readers, who supported President Geingob’s predecessor, to continue following and supporting his agenda during his tenure. However, the President seems to rally behind his predecessors; thus, he chooses such statements as an assurance that his government will merely build on the legacy left behind by former presidents.

President Geingob asserts that “Our achievements to date are reflected in solid institutions anchored on a world-class Constitution, a well-managed economy and good progress made with regard to social development.” One may conclude that this statement is personal and biased and meant to capture people’s attention because it was reported that Namibia’s economy had been downgraded. Moody's Investors Service (MIS) claims that:

downgraded Namibia's long-term senior unsecured bond and issuer ratings to Ba1 from Baa3 and maintained the negative outlook. The key factors for downgrading the rating are: Erosion of Namibia's fiscal strength due to sizeable fiscal imbalances and an increasing debt burden. Limited institutional capacity to manage shocks and address long-term structural fiscal rigidities 3. Risk of renewed government liquidity pressures in the coming years (p. 2-3).

Despite the above, Geingob applies various emotive devices discursively to deflect the targeted audiences’ attention away from all kinds of disputes dispensed by those opposing his agenda. Such emotive devices are believed to appease political situations when they become worse, like Moody’s claims, or they are employed as politically defensive strategies to counter opposition parties.

In addition, the President claims that “Today, we speak of the New Africa, an Africa where coups d’etats are a thing of the past.” It can, however, be argued that this is contra to what happened to the former Zimbabwean and South African presidents as these leaders were not revered and could not retire peacefully in their countries. According to *Zee News* (2018 p. 1), “Zimbabwe’s former president Robert Mugabe was ousted by a "military coup" that forced his resignation, former cabinet minister Jonathan Moyo said in an interview with the BBC broadcast on Thursday.” Despite the above, President Geingob appeals linguistically to the audiences’ emotion and,

consequently, persuades them to follow his agenda with the countenance that “Today, we speak of the New Africa, an Africa where coups d’etats are a thing of the past.” Emotive language is understood to play a colossal role in cognitive interpretation (Macagno & Walton, 2014); thus, such BBC’s allegations can be considered indictments after reading the HPP, augmented with persuading devices.

The “well-functioning” in the statement below appears to be prejudice as it is a pre-conceived belief and not based on evidence. Thus, this appears to promote the Electoral Commission of Namibia with the aim of attracting readers to believe in the HPP’s agenda. President Geingob, through the HPP, claims that “Namibia is a well-functioning electoral democracy where the people are the ultimate sovereigns”. Despite this, *The Villager* (2018) counters that “Some of the comrades who lost to president Hage Geingob’s slate in November last year have written to Swapo Party secretary-general seeking an independent audit to be done on congress results.” Therefore, the President applies this statement as a persuading approach which serves to convince its readers that the ruling government conducts free and fair elections. The statement above appears to reciprocate what the media have published following the release of the election results. Considering the phrase, “well-functioning”, the media’s dissemination would be considered subjectively distorted information.

As alluded to earlier, “facts are definite statements that are unquestionable” (Lutrin & Pincus, 2009). Therefore, the researcher finds that the document continues to apply some facts in order to clarify its motive. “Reflecting the progress made in entrenching this robust governance architecture, Namibia’s second President, Hifikepunye Pohamba, became the fourth African leader to receive the Mo Ibrahim prize for Governance in Africa.” This is an unquestionable fact (one of the emotive devices) that is utilised linguistically to convince the Namibian nation that the

Harambee government is insistent to continue building on the legacy laid by former presidents. In addition to the facts applied, “Namibia’s debt was well contained at 25% of GDP in 2014/15 fiscal year.” This is a statement regarding statistics (fact) utilised to substantiate the growth made under the SWAPO governance. In addition, discourse complemented with the mentioned facts gives an encouraging impression that it is a genuine and trustworthy document; thereafter it attracts more readers.

The President puts it to international investors that “The investment climate in Namibia is conducive not only for the mining sector, but also for all other economic sectors, and our laws protect the rights of foreign investors in Namibia”. These expressions aim to lure and deceive prospective international investors. It indicates to them how conducive and lawfully they will be protected in Namibia. Moreover, these emotional expressions in the HPP are meant for international investors; they are employed as instruments for shaping emotional descriptions and representations aimed at arousing emotive reactions. One would argue that emotive statements in this context tend to encourage investors to invest in Namibia because such statements are understood to affect the interlocutors’ (investors) system of interest in Namibia.

In addition to the emotive language applied in the HPP document, Chapter 4 continues to convey emotive language which evokes the readers’ attention and persuades them to continue reading. The document accentuates that “Local investors continue to demonstrate their commitment to Namibia, through significant investments in all industries, particularly the property, retail and hospitality sectors”. One may argue that such statements are employed as deceptive and even fallacious tools of persuasion and employed to conceal and distort information. The President seems to choose such linguistic devices, for instance the term “significant” which has emotive value, in order to advocate his point of view or gain supporters and conquer the opposition parties.

In addition to emotive language applied in Chapter 4, President Geingob states his economic transformation goals and outcomes, by saying that during the Harambee period:

At least 8 000 new jobs were created in the manufactured sector. The volume of locally produced goods supplied to public and retail sector significantly increased in line with the targets of the Retail Character. At least 10 new investment projects attracted through investment promotion creating a minimum of 1000 jobs. Economic empowerment leading to higher inclusion of disadvantaged groups into the formal economy.

Huddy and Gunnthorsdottir (2000) argue that the effects of emotive devices are essentially superficial in nature, consistent with the view that feelings aroused by an effective emotive statement are transferred somewhat mechanically to a political candidate or cause with which it is paired (p. 2). When one refers to the above-stated, emotive statements, it can be argued that they can have emotional appeal among the unemployed youth or those paying the least attention to a persuasive, political message. Such figures may capture their attention as they will believe that during the Harambee era, the unemployment dilemma will be addressed. Emotional appeals work via passionate reasons in which affective responses to an emotive statement are integrated and could potentially be biased, reasoned thought about an accompanying message (Huddy & Gunnthorsdottir, 2000, p. 2). Thus, such an integrated approach is understood to lead to the counter-intuitive prediction that the unemployed individuals who are most highly involved in an issue (unemployment) are influenced most by emotional statements. In addition, emotive language is seen to work somewhat below the consciousness via the transfer of affect from a device to an advocated policy or discourse in order to achieve its discursive apparition.

Through the analysed discourse, President Geingob arouses his target audiences' attention by making emotional statements. He posits that:

To entice those with more land, Government will amend the current land tax regime to be more progressive in nature. In other words, the more land one owns the higher land tax will become. In the spirit of Harambee, we call upon those with more land to sell land at reasonable prices.

One would argue that this is a psychological approach to persuasion because “the high land” appears to influence the intellectual processing of a message, prompting both the feelings and thoughts one has about an appeal (land tax regime) and its causes. This is a sensitive national issue, thus the President cunningly imbeds emotive devices by calling upon those with more land to act in response to the petition. Emotion, as presented in this research, is pervasive, politically important, and serves as a potentially useful tool for citizens as they negotiate the complexity of contemporary politics (Huddy & Gunthorsdottir, 2000, p. 4). These emotive devices appear to have an effective impact on one’s decision-making, either to abide by or repudiate the proposition. However, such views regarding the persuasive effects of emotive language may imply different views by the audience; some who are susceptible to emotionally based persuasion attempts may comply.

In Chapter 4, Geingob continues to employ emotive devices to embellish the complex theme “Youth Enterprise Development” with tempting statements. He outlines that the desired outcome with respect to Youth Enterprise Development during the Harambee period will be:

to improve MSME access to finance, from the current 22 percent to 50 percent by 2020; to introduce new financial instruments aimed at overcoming the hurdle of collateralized credit for startups with viable business plans; establish an SME Development Agency with countrywide representation by 2020; to establish 121 Youth-Owned Rural Enterprises each permanently employing minimum of 5-10 youth by 2020.

Job creation, youth empowerment and youth representation in enterprises invite youthful entrepreneurs; thus, Geingob finds these emotive proclamations befitting the HPP policy document because they appear to be employed discursively in order to persuade the discourse readers. Hang Ng and Kidder (2010) regard emotion as the quintessential outlier phenomenon (p. 193). Therefore, a political document that entails job creation gives the impression of triggering the youth's attention because the researcher believes every young person's earnings are a prerequisite to better living. On the other hand, youth unemployment is a reality in the country; thus, the President employs emotive language to shape and alter reality.

In addition, Geingob asserts that some factors hampering our competitiveness include an inadequately educated workforce, access to financing, restrictive labour regulations, poor work ethics, corruption and an inefficient government bureaucracy. These are some of the obstacles to the enhancement of economic competitiveness that are employed to awaken the youth per se and soothe or convince them in order to believe that, for the duration of the Harambee era, things will advance. Moreover, the researcher believes that Geingob tries to be passionate and compassionate with the current, alarming situation regarding youth unemployment in the country. However, utilising big figures in job creation is believed to comfort the situation. This is done by means of employing emotion devices which is believed to be an active, social act that draws the audience's attention in order to prevent chaos which may lead to civil war.

According to Hang Ng and Kidder (2010), emotions, particularly those of the more dramatic kind, come into being as one interacts with other people (p. 199). In respect to residential land servicing, housing and sanitation during the Harambee period, Geingob assures that specific goals and outcomes will be "to construct 20 000 new houses nationwide; to service 26 000 new residential

plots country wide; to construct 50 000 rural toilets during the Harambee period; and to eliminate the bucket system by the end of 2017”.

These are communicative and pragmatic aspects to emotive performance that audiences can hardly afford to ignore; thus, Geingob employs propaganda to address the issue of Residential Land Delivery, Housing and Sanitation. Propaganda is known to be an effective form of emotive language which may lure audiences’ responsiveness. It is learnt that through the employment of narrative, as well as expressive devices such as well-turned phrases, tone of voice, look of eyes, or posture, actors impress others in a certain way (Hang Ng & Kidder 2010, p. 198). Through the HPP policy document, Geingob utilises emotive performance to communicate, and this is known as effective both to inform and constrain the reactions of an audience. This is a way of striving felicitous rhetoric to allow one to occupy the narrative high ground that have been claimed through these ventures of persuasiveness.

Additionally, Geingob in the document asserts that “we consolidate not only to build confidence, but also to create buffers in order to be able to support the economy in the event shocks may occur that we do not have control over, similar to 2009”. The President employs terms which may lead the interlocutor to draw a value judgment of a fragment of reality which is the long-lasting safeguard of Namibian economy. “To create buffers” may, therefore, be employed to stimulate a classification of good confidence in developing a sustainable economy.

As alluded to earlier, utilising facts is one of the emotive language devices employed in various political discourses. Despite that, Geingob in Chapter 5 proclaims that “that is why the President declared war against poverty and established the Ministry of Poverty Eradication and Social Welfare in 2015.” The mentioned Ministry is, however, created. One would argue that it is a manipulation technique known as brainwashing to appeal to voters for the upcoming election. In

addition to emotive language, Geingob justifies it by stating that research shows that there is a huge deficit in vocational skills in the labour market. The employment of facts and statistics in political language is about the motivation and capacity of the messenger to appeal to his or her audiences, to avoid deliberate misinterpretation which may mislead the targeted audience. Furthermore, the employment of data visualisation offers a powerful tool to shape the understanding of reliable and unreliable statistics.

In addition to emotive language applied in this document, Geingob in Chapter 6 asserts that:

Namibia has made enormous progress in providing safe water to the majority of her citizens. According to the 2011 census, 87 percent of Namibians had access to portable or safe water. While almost all household in urban areas have access to safe water, less than 70 percent of households in rural areas have access to it (p. 50).

Facts, as quoted above, in a political discourse are understood to be fundamental to modern democracies (Giovannini & Aysai, 2006). Geingob, through his discourse, employs data, facts and statistics on which he has to base his decisions discursively, because without a comprehensive and articulated knowledge-base, founded on robust evidence and agreed by the various components in society, many of those decisions will inevitably be flawed. Geingob avoids the lack of informed evidence which may lead citizens to misperceive what the government does or is trying to achieve. One may also argue that the President appeals to the nation by supporting his data with some facts. This is, however, believed to persuade audiences as the information delivered comprises justifiable facts and statistics.

In addition to some analysed facts applied in the HPP, Geingob points out that, during the NDP4 period, Namibia experienced one of the worst droughts recorded. It is argued that such insightful,

justifiable statements help to reveal in which way the building of consensus through emotive aligning of the speaker with his or her audience is achieved as an essential feature of persuasive discourse. This is part and parcel of emotive language which comprises emotively powerful words that can modify judgments, arouse emotions and influence decisions.

In composing this political discourse, Geingob applies sensational phrases. This is the deliberate employment of impressive words in order to excite, horrify or capture interest (Lutrin & Pincus, 2009, p 45). Thus, President Geingob points out that, despite the significant progress made by the government, there are some challenges:

- The unavailability of electricity infrastructure in semi-urban and remote rural areas hindering both the provision and uptake of ICT services.
- Insufficient telecommunication backhaul infrastructure to very remote rural areas.
- The unit cost of rolling out infrastructure is high and this negatively influences the affordability and price points of key services.
- ICT literacy is relatively low in Namibia, which inhibits the uptake of e-commerce and internet access.
- There are limited internet access points in public facilities, especially in rural areas.

The President utilises words like *unavailability*, *insufficient*, *hindering*, *backhaul* and *negatively* to justify and glorify the cause. These words are figuratively applied to imply or insinuate personal, emotional, cultural and political reasons. President Geingob deliberately affirms this as challenges to development, and aims to excite and capture the readers' interest to continue reading the document. One could, however, assume that, without such challenges, the government is on the right path. As alluded to earlier, these statements are understood to have a magnetic effect, an imperative force and a tendency to influence the targeted interlocutor's decisions. Consequently,

interlocutors may be convinced and believe that, if the aforementioned challenges are addressed, things will improve; thus, they should allow enough time and continue supporting the ruling government. In a nutshell, one would draw the conclusion that it has an emotive dimension because it is strictly bound to moral values which may lead to value judgments and potentially trigger specific emotions, for instance, overthrowing the ruling government. Employment of the aforementioned emotive devices in any sort of political discourse, either an orated or written speech, would undoubtedly entice its readers to respond accordingly.

### **4.3 Imperatives**

Imperative is one of the identified, discursive, linguistic devices applied to draw readers' attention. "The imperative is frequently employed in every day speech or discourse as a declaration and assurance" (Takahashi, 2004, p. 26). Thus, Geingob claims that "The HARAMBEE PLAN FOR PROSPERITY (HPP) has been developed to complement the National Development Plans and Vision 2030". The document writer has decided to employ the upper case as a foreground tactic to indicate how imperative HPP is in aiding the NDP and achieving Vision 2030. One may conclude that the capitalised heading aims to capture the readers' attention. In addition, the document has employed some assurance statements to persuade its audience. "Goals and targets are also not clearly defined within the performance agreements and regular review of performance does not take place. This will change during the Harambee period." Such an assertive statement seems to be employed in order to show that the elected President will employ the power invested in him to change the way that things were done in the past.

In addition, the document continues to utilise imperative verbs, phrases, clauses and sentences in Chapter 3. According to Takahashi (2008, p. 26), an imperative is a sentence which occurs only in the main clause, normally has no grammatical subject and contains the verb in its most basic form.

Therefore, Harambee Goal and Outcomes are stipulated by employing the following bolded, infinitive verbs as declaratives:

the goals with respect to improve accountability and transparency during the Harambee period will be; to **increase** our ranking on the Mo-Ibrahim sub index of Accountability from 65 points in 2015 to at least 90 points by the end of the Harambee period; and to **improve** our ranking from position 4, to become most transparent country in Africa as measured by Transparency International. To **retain** our position as the country with the freest press in Africa as measured by Reporters without Borders.

The document writer employs bolded, imperative verbs as directive acts in an attempt to entice the hearer or audience into performing the assigned tasks. Furthermore, the imperatives are employed here as orders, and the writer has the intention or volition to encourage the addressee to carry out the designated tasks. The policy continues to utilise imperative statements, such as commands, orders and requests, depicting the degree of force exerted when proposing some amendments to various acts.

Geingob asserts that:

to strengthen performance management, President Geingob introduced Ministerial Declarations of Intent and Performance Agreements at Ministerial Level in 2015. The governance architecture will further be strengthened by the enactment of a Whistle-blowers Protection Act, by September 2016.

Imperatives have been used, in several and different ways, to express different and various functions in a discourse. According to Shormani (2017), “from a discourse/pragmatics point of view, imperatives are deemed to perform various speech acts like command, order, advise, request,

etc. (p. 16). Therefore, as noted above, the performative functions imperatives *“introduced Ministerial Declarations of Intent and Performance Agreements at Ministerial Level in 2015”* is an advise from the high office to his subordinates that their performance will be managed at ministerial levels. In addition, “will further be strengthened” President applied modal verb as an assurance to the “Whistle-blowers” that the Protection Act will be strengthened. Furthermore, the aforementioned imperative statements seem to involve a speech situation in which two (human) entities (speaker and addressee) interact with each other with respect to an interpersonal, socio-psychological force. Their aim is the psycho-social influence the speaker exerts on the addressee, thus causing the latter to perform some desired actions.

In Chapter 3, strategies and actions to attain the HPP goals and outcomes are proposed through strong musts. Geingob deploys strategies and actions to ensure improved performance and service delivery during the Harambee period:

Strategic and annual work plans where by the Office of the Prime Minister (OPM) will ensure that each Office, Ministry and Agency has approved strategic plan and annual work plan that is aligned to National Development Plans and Harambee within one month of every new fiscal year. Signed off Performance Agreement, OPM will ensure that within one month of each fiscal year all Ministers, Deputy Ministers, Permanent Secretaries and Management Cadres have signed off performance agreements. OPM will oversee the review of performance agreements on a quarterly basis and assessment done annually. OPM will develop a Citizen Satisfaction Survey (CSS) tool and ensure that the survey is independently administered and analysed on an annual basis. An annual customer satisfaction survey by business community will be ensured. Adhoc feedback mechanism and performance rewards during the first year of Harambee will be executed (20-21).

A common idea about imperatives is that they denote propositions and contain a “force marker” indicating that this proposition is employed to place a requirement on the addressee (Portner, 2004, p. 6). Ministers, Deputies and Permanent Secretaries, being the main addressees of this document, are required to execute the above-mentioned propositions. These propositions are vigorous; they contain a force marker which is believed to change the mentality of some of those office bearers. Therefore, this gives the impression to the targeted audience that, under the Harambee government, things are expected to change. Geingob, in vindicating his imperative statements, applies imperative modal verbs which are believed to have a fully saturated, argument structure. As the head of state, with the power invested in him, his propositions are believed to be undoubtedly executed by his subjects.

In addition to the imperatives employed in the HPP policy document, Geingob in Chapter 4 emphasises that:

Despite being the dominant procurer, Government does not benefit from discounts. To the contrary, often prices get inflated because it is Government that procures. These inefficiencies will stop under Harambee.

“These inefficiencies will stop under Harambee” is an assurance from the President’s office that all procurement inefficiencies will be ceased in the Harambee era; therefore, the line Ministry will be tasked to present proposals on the way to improve leverage of the assets of state-owned enterprises (SOEs) in order to reduce the financial burden on the national budget. One may argue that “Harambee” is repeatedly employed to justify the fight against corruption and to advocate poverty eradication.

Geingob frequently utilises verb phrases as imperatives to achieve his policy objectives. The president asserts that “the Equipment Aid Scheme will be revived by Q1, in year one of Harambee. 180 beneficiaries will be targeted in year one and a total 800 beneficiaries during the Harambee period.”

These imperatives, in some context, could strike readers’ attention as they are overly demanding, presumptuous or imposing because this is an assertive approach that, during the Harambee period, things will be revived and done accordingly. In addition, such imperatives are embedded in context as a voice-threatening technique to have a long-lasting, persuasive effect on the readers.

There are various ways of persuading people to follow an agenda, but the HPP policy comprises numerous imperatives. Geingob commands that “as part of economic transformation, Government will expedite land reform in an orderly manner during the Harambee period”. Pertaining to this, the new Land Reform Act will be promulgated in the first year of Harambee. Land reform is another complex national issue; thus, it is employed in this discourse to incite its readers. One would argue that land reform has been employed because many would want to know what the second Land Conference will entail; thus, the policy draws countless responses. Imperatives encode what we might term a directional perspective (Charlow, 2014, p.4). Geingob gives directions on what is going to happen with regards to land reform. He declares that government will, in an orderly manner, rush land reform because it is a national concern.

The President continues to assure, by means of the analysed national policy discourse, that “We will, in year one of Harambee, review existing youth enterprise funding mechanisms with intent to consolidate them into a single ring-fenced Youth Enterprise Development Fund.” The President is striving to engage readers by utilising the phrase, “we”, as an inclusive, personal pronoun and “will” as a modal verb. The “we” is applied to work well as a pausal or braking device in the

momentum of the text, and makes himself part of the resolution, while “will” is employed as an assurance or promise to the youth. Consequently, in this regard, the HPP persuades the target audience, mostly the unemployed youth, by means of a promise. This will eventually make the youth accept the HPP as it promises them a brighter future. Through this, the youth will be tied emotionally to the HPP and understand its objectives. Thus, such a clausal statement makes the person (reader) step back and think a minute about the resolutions which Harambee is striving to achieve by means of its discourse.

Geingob stresses that “we will create a single ring-fenced Enterprise Development Fund, exclusively for the youth.” As alluded to earlier, President Geingob tends to utilise modal verbs, such as ‘will’, as an imperative, discursive strategy which is mainly underlain by directive speech acts, due to its competitive characters. These modal verbs play a role in one’s articulation of directive speech acts because they are interpreted as face-threatening acts (FTAs) subordinated to the specific strategies of political discourse of discrediting the political opponent and flattering political allies and the audience (Boicu 2007, p. 1). Thus, in this context, such speech acts are employed in the HPP to motivate readers, especially the youth, to find out more about the “Fund”, whom it benefits, as well as how it will be allocated and managed.

Besides the declarative imperatives aforementioned, the policy document continues to be composed with a variety of assurance statements. “Under HPP the gap between the demand for and supply of skilled labour will be addressed by supporting practical training programmes and the streamlining of the system for the import of skilled labour.” One may argue that this is a declaration by the President which pragmatically throws the burden of action onto his interlocutors’ shoulders. Geingob makes such remarks to achieve the Harambee goals and outcomes which is to improve competitiveness, ranking from its current position to become the

most competitive economy in Africa by 2020. Additionally, employing these imperatives is directed to the audience, and performs a significant persuasive function in political discourse. They aim for positive discursive strategies whose function is to soften an FTA by establishing solidarity with the public, both present and absent in the communication situation, or negative discursive strategies whose function is to minimise the imposition of a FTA (Boicu 2007, p. 9). Therefore, Geingob, as a politician, makes sure he employs aggravation and mitigation acts in order to win the public's vote and lengthen his ruling tenure.

In Chapter 5, President Geingob employs imperative statements when he posits that “government has the dual responsibility to take care of those most needy and to create an environment where those with ability can prosper, each according to their needs and abilities. This is the Harambee way.” Harambee has been relentlessly repeated to make the idea of working together and eradicate poverty more appealing. This plays a decisive role in the creation of affective, political, communication strategies. Figurative devices (imperatives) employed by the President are understood to have the persuasive power to create mental power which can appeal to the audience. In addition, the President, as head of state, can employ this method of communication to convey information to citizens and to maintain a strong link between state representatives and citizens.

In Chapter 6, Geingob proposes imperative strategies and actions to attain the HPP goals and outcomes. Geingob stresses that

- A cabinet committee on water supply security will be established, reporting to the President on a monthly basis, on the water situation including the effectiveness of water management measures.
- One of the key actions under Harambee will be timely assessment of data and distribution of information to all relevant stakeholders.

- In the north of the country, we will develop infrastructure to employ the newly discovered underground water resources.
- In central Namibia, we will implement the Windhoek Managed Aquifer Recharge concept.
- At the coast, focus will be desalination by using renewable energy (solar, wind).
- In the South of the country we will increase the capacity of impounded water with 850 million m<sup>3</sup> by construction of the Neckartal Dam in the fish River by the end of the MTEF period (2016/2017-2018-2018).
- We will develop incentives to bring industrial sites closer to water resources which will reduce the influx of settlers from those areas.

Decentralisation is defined as a process to enhance and guarantee the democratic participation of people at lower/grass-root levels in order to achieve sustainable, democratic development (Iyambo, 1998, p, 120). It is, therefore, designed to extend, enhance and guarantee participatory democracy, to ensure and safeguard rapid, sustainable development, to transfer power to the regional councils and local authorities based on national ideas and values, as well as to improve the capacity of regional and local government councils to plan, implement, manage and monitor the delivery of services for their constituents. President Geingob, by means of his policy, tries to affirm decentralisation as of the essence. Such statements will persuade people in the remote regions to read more about the development that is decentralised to them. The aforementioned imperatives serve to convince the audience; they are some of the conniving strategies applied in composing this document to appeal discursively to its readers. One would argue that the President, by means of the pointed imperatives, exercises political and social power to convince people to follow and appreciate his agenda. In addition, the study finds that these may serve as political propaganda which has the explicit aim of teaching certain ideologies to group members and newcomers. He

tries to persuade them not merely with his views or arguments, but also with the expertise and knowledge attained from the previously launched policy documents.

In addition, Van Dijk (2000) cites that political propaganda, with its teaching ideologies, is not innate, but learnt, and precisely the content and form of such discourse may be more or less likely to form intended, mental models of social events which, finally, may be generalised and abstracted to social representations and ideologies. Therefore, the discussed imperatives may serve to create mental, metaphorical images for the targeted audience that the president is striving to decentralise water management measures across the entire country. Additionally, the extracted, imperative devices seem to be embedded in awareness-raising power which makes the analysed discourse popular and persuading.

#### **4.4 Metaphor**

Nanyeni (2014) states that metaphors serve to facilitate the audience's understanding of a situation (p. 82). The first page of the analysed document (HPP) demonstrates the way in which the HPP is structured. It is structured metaphorically in a house format; it appears to be a Namibian house, where all Namibians stay, share its peace and stability equally, stand united to usher Namibia into an era of prosperity. In addition, Geingob asserts "One Namibia, One Nation, Peace, Reconciliation, Security and Stability" to facilitate metaphorically what the HHP policy aims to achieve. These appear to be employed as inviting instruments which may attract the targeted readers. The HPP acknowledges that "we are not starting afresh, but that we must continue with the construct of an inclusive Namibian House, built on a solid foundation of peace and stability." This affirmation gives the impression that Namibians are united in one house, unified by their national identity and stand united in cause. Namibians may feel included in the decision-making

body, as inclusivity is enjoyed collectively in the entire Namibian House. One would make a summation that this metaphorical expression aims to appease the HPP's readers.

Thus, in Chapter 1 of the analysed document, Geingob asserts that "Namibia at Independence and Namibia today are miles apart." This is linguistically flourished to attract and remind readers how the ruling government has tried to upgrade Namibia since its independence. Additionally, the President has employed his status as a political leader to employ the aforementioned metaphor consciously to convince or manipulate his audience. He applies it as a rather top-down approach to political communication. Studying political discourse from a citizen's perspective offers a bottom-up way to tackle the question of how metaphors may impact the citizens' framing of complex political processes.

Metaphors are cross-domain mappings (Burgers, Konijn & Steen, 2016, p. 4), which means information from a source domain is mapped onto a target domain (Lakoff & Johnson, 2003). Thus, President Geingob asserts that citizens do not eat well-crafted constitutions. The constitution, as the main source domain, is compared to food which literally means a well-written or crafted constitution cannot by itself eradicate poverty; however, the lack of food provision is the bottleneck to economic emancipation. This a special plea from the President that the nation needs to pull together in the same direction in order to achieve the main objective, which is poverty eradication. This is a persuasion strategy employed by the President, which aims to convince the office bearers and the nation at large to work together. Geingob utilises metaphors in this context because the persuasive power of metaphors has been attested and is known to be very persuasive in impacting the audiences' action. Thus, readers will be influenced and attracted to carry on reading the discourse. In addition, metaphors, in this political discourse, operate as both framing and reasoning devices.

According to Vestermark (2007), the language in politics is a complex issue which includes many strategies to influence the receiver towards a desired attitude or thought (p. 5). Consequently, President Geingob, as the Head of State, employs metaphors in the HPP document in order to increase political participation, encourage mutual understanding and show common ground in world and domestic matters. The President has to employ metaphors because they are of the most prominent tools for persuasion and an instrument for propaganda in political, rhetorical language (Vestermark, 2007, p. 6). The HPP document is a national policy; thus, a document of this magnitude should comprised metaphors because they are understood to be manipulative and, at the same time, highly enlightening. The effect may be both positive and negative. However, in this discourse, Geingob strives to apply vivid and lively metaphors which are appealing to the policy document's readers.

In Chapter 4, Geingob indicates that “it has been emphasized at many occasions that the war on poverty and associated inequalities is multifaceted”. This kind of metaphor is employed to personalise the fight against poverty. It may soothe the impoverished community who may think that under Harambee food shortages will be decreased. Thus, the Food Bank, introduced during the Harambee era, is mostly referred to as “Harambee food”. In addition, such metaphors indicate the complexity of the war against poverty. These metaphors are understood as activating the emotions of the readers. Poverty is a sensitive, serious, national issue that needs solemn, thoughtful attention. However, President Geingob applies phrasal metaphors which are manipulative and emotionally appealing to the audience in order to address this issue. One would, however, conclude that these are compelling metaphors that the President applies in order to describe the multi-dimensionality of poverty in the country; hence, it needs to be addressed.

According to Perrez (2014, p. 2), when analysing metaphors in political discourse, one can be struck by the varying communicative nature of talking about political issues to employ explicit devices aiming at persuading one's audience and framing the political debate in a conscious manner. Therefore, Geingob, in Chapter 4, by means of metaphor, depicts that "for stability and sustainability purposes, the time has arrived to look into the matter of containing the wage bill, without compromising on service delivery." This statement conjures up word pictures in order to convince the audience to ensure efficient revenue collection.

Furthermore, Geingob demonstrates metaphorically that "we are delighted that members of the business community have undertaken to support Government efforts to house Namibians and have also agreed to adjust their procurement policies to favour SMEs and local entrepreneurs. This is the Harambee way." As alluded to earlier, Harambee is termed as "pulling together in the same direction". The President is, however, reminding the nation figuratively that only when members of the business community are coming on board to meet the government half-way, the Harambee goals will be accomplished. These statements are meant to catch business community members' attention in order for them to come on board and assist the government in its strife towards poverty eradication.

According to Karimova (2015 p. 6), a metaphor is a mechanism of speech comprising the use of a word, denoting a class of objects and/or phenomena, among others, for characterisation or naming another class of objects similar to this in any respect. In Chapter 5 of the document (Social Progression), Geingob accentuates his objectives by making use of metaphors. Thus, he expresses that

We have always said that people do not eat good constitutions or stability. Whatever we do, be it by refining our systems processes and institution; be it by the way we managed our

economy; or be it by putting in place physical infrastructure to promote Namibia to be the Gateway into SADC, it must be transcend into improved social conditions. That is why this pillar is the cornerstone of the HPP.

In a political context, political metaphor is becoming more manageable and phenomenal (Karimova, 2015). Therefore, the efficiency of its application increases the responsive to events in the country and the language of fashion. Consequently, the President chooses such statements in order to ensure the effective degree of influence of the message on the reader. Thus, the reader will have a more complete picture of the HPP because the President chooses great metaphors which seem to have power and influence.

In addition to metaphors employed in composing this document, Geingob promises that “Government remains committed to provision of decent housing for all in the Namibian House.” This seems to be a vivid metaphor that aims to attract the reader’s attention. Thus, the potential use of metaphor is understood to be one of the effective ways of pragmatic impact, leading to the conversion of the existing image in the mind of the addressee in the political world.

The essence of metaphor is understanding and experiencing one thing in terms of another (Lakoff & Johnson, 1980, p. 5). Therefore, Geingob affirms that “the HPP considers one mother who dies while giving birth is one mother to many, and we must, therefore, do everything we can to prevent it from happening”. This metaphor is, therefore, utilised to attract readers’ attention and assure them that under Harambee, infant and maternal mortality rate will be reduced. A Harambee goal and outcome is to have a significant reduction in infant and maternal mortality by 2020, which can only be achieved if the government and community work together.

In addition to metaphors discursively employed in Chapter 5, President Geingob emphasises that developed countries were not built by PhD holders, but by craftsmen and artisans. This persuasive technique is known to “direct readers’ minds to the importance of vocational education as opposed to the perceived pursuit of theoretical knowledge in tertiary education system in Namibia” (Makamani, 2018). However, vocational education and training must be promoted because it is the backbone of the economic development. The President emphasises the importance of vocational education and training metaphorically as the pillar and corner stone of economic emancipation. In political discourse the main function of metaphors is heuristic and argumentative (Karimova, 2015). Therefore, one would argue that the President employs the HPP document to perform an interactive function and argue his agenda during his tenure as president. In addition, in this political discourse, Geingob employs metaphors in the document which creates the communication platform upon which he can contribute more effectively to the consciousness of his audiences’ unorthodox opinions.

Pennick (2014) defines a metaphor as a figure of speech in which a word or phrase literally denoting one kind of object or idea is employed in place of another to suggest a likeness or analogy between them. Geingob states that “despite boasting such well-developed infrastructure, there are some emerging weaknesses that if not addressed with urgency could become bottlenecks to higher growth and development during the Harambee period.” Geingob attempts metaphorically to convince the hearer or the reader to understand the concept of higher growth and development in terms of a bottleneck. This metaphor has a resounding effect because the audience would not normally see economy growth as a bottleneck if challenges are not addressed. However, people would perceive well-developed infrastructure as an important and critical aspect of the economic emancipation; therefore, it should be addressed attentively.

In Chapter 6, Geingob states metaphorically that the government network's backbone infrastructure has been redesigned and upgraded to be able to carry the increased bandwidth capacity of 600 Megabits per second (Mbps) from WACS, and enable seamless government service delivery in all the regions. This will make people perceive the government network as a backbone infrastructure. "The government network backbone infrastructure" is a metaphorical phrase which will, consequently, be recognised in a different way; even the implementers' action towards it will change because of the backbone comparison. This is a persuasive strategy employed in the HPP which will hasten the enactment of the decentralisation of ICT. One could argue that the above comparison is made to alert the nation that Information Communication Technology (ICT) is a pillar structure of the decentralisation of infrastructure, because if it is not executed, it may result in paralysing the entire ICT development system.

Lakoff and Johnson (2008) define metaphor as a figure of speech that implies comparison between two unlike entities, as distinguished from simile, an explicit comparison signalled by the words "like", or "as". Thus, President Geingob posits metaphorically that "Nation building can be compared to building a house. The very first step before construction of a house can commence is to clear the area of land where the house will be built upon. In the case of Namibia, the land was cleared through the 1990 UN supervised election". President Geingob equates the nation building phases metaphorically to "the land was cleared through the 1990 UN supervised election". This metaphor persuades the nation that it is a lengthy process to build a nation; it needs people pulling in one direction for the process to be efficiently accomplished. Therefore, all need to be involved in the construction of the Namibian nation because in solidarity there seems to be no challenges in reaching the desired destination. President Geingob constantly echoes the term "Harambee" which means "pulling in the same direction" in composing the policy document to persuade the HPP

readers and the nation that only through camaraderie, poverty eradication can be achieved. The term “Harambee” is employed metaphorically in this document; however, readers have to be capable of connecting such two different meanings in order for the term to be understood and consequently convey its persuasive effect, which is eradicating poverty.

In the last Chapter 8, President Geingob states imperatively through metaphor “to reduce the occurrence of silo mentality” ensures that through the Office of the Prime Minister (OPM), the government will make sure that there is a cross-referencing of targets between Ministries in the performance agreements. “Metaphors in political discourse tend to be employed for three main reasons; emotive, oversimplifying or convincing politically” (Pennick, 2014). Therefore, the President employs “silo mentality” to achieve his political agenda of pulling in the same direction; such mentality will not be tolerated in the Harambee period. This is an embellishment that any political leader may utilise to convince top office bearers to execute their duties effectively. He tends to deliver a more combative discourse through the policy document; thus, he presents the crisis of silo mentality as a threat that needs to be addressed. The metaphor thus aims to represent a development-hampering crisis that needs to be conquered and eliminated. Such a metaphor is emotive because the leader represents himself as Commander-in-chief who has the duty to lead and direct all the Ministries through the OPM. Consequently, this notion can also be seen by targeted readers as politically convincing.

In a nutshell, one may conclude that the employed metaphors in this political discourse aim to function as pragmatic, cognitive, emotional, representational, storage and transmission of national identity, traditions, culture and historical tools of persuasion.

#### **4.5 Hyperbole**

Kreuz and Roberts (2009) state that hyperbole suggests ironic intent in some cases, but it is nothing more than the use of exaggerated statements (p. 2). Geingob argues that “Namibia has made significant progression all fronts since gaining political independence in 1990.” This is an overstated proclamation to indicate that the economy was small at Independence and the significant way in which the government has changed it. This exaggeration is employed in the HPP as a tactic to persuade readers and President Geingob’s followers; hence, they will be convinced and adopt the significant progress made since Independence. Despite “significant progression”, not all fronts of the country have achieved as meaningfully as stated, but it is employed as an embellishment to placate the audience. This does not mean literally everyone in the country is appreciating the economic progress made since Independence but it is meant to emphasise the point in order to appeal to the policy readers. This gives the impression that the country’s economy is moving in the right direction; thus, the ruling government should be given a chance.

Framing a political discourse is known as an important concept in communication. Discourse framers posit that figurative language types like metaphor, hyperbole and irony are important in shaping public discourse, because these figures contain important linguistic and conceptual content about the issue under discussion (Burgers, Konijn & Steen, 2016 p. 1). Geingob, by means of the policy, declares “a full-scale war against poverty, committing itself to addressing and reducing the challenge of unequal income distribution”. One may argue that this exclamation constitutes ornamental language which adds rhetorical flourish to the analysed political discourse. This is an extreme exaggeration when describing how poverty eradication is being addressed in Namibia. Despite poverty, the audience may be persuaded by the hyperbolic statement in the context. Such an exaggeration may help to put a topic (poverty eradication) on the public agenda as it seems to

arouse interest in the said topic. In addition, hyperbolic statements may intensify a discussion by increasing message processing or the emotional attitude attached to a subject (poverty) which, in turn, can affect the persuasiveness of the message.

Sert (2008) defines hyperbole as a linguistic device that is derived from a Greek word meaning “over-casting,” a figure of speech that involves an exaggeration of ideas for the sake of emphasis. “A Namibia where no one dies because of lack of food. A Namibia where all have decent shelter and access to basic amenities.” This is an exaggeration employed in order to persuade people that under the new leadership poverty will be eradicated completely. Geingob, by means of his document, furthermore, stresses that the new government will provide all basic needs in order to achieve its call to eradicate poverty. In order to achieve effective governance, economic advancement, social progression and infrastructure development should be decentralised. Local investors continue to demonstrate their commitment to Namibia, through significant investments in “all industries, particularly the property, retail and hospitality sectors”. Not literally all industries will be covered but it is just an exaggeration to attract the policy readers.

In Chapter 5, Geingob continues to colour the policy document by utilising various linguistic devices. He declares that as far as hunger and poverty are concerned, the message of Government is simple and clear, namely that in the Harambee period and beyond there should be zero deaths in Namibia due to a lack of food. He continues that, in a so-called, upper-middle income country, no one in Namibia should die because of a lack of food. The President employs hyperbole as an innocent form of exaggeration but a very effective form of promotion because everyone knows that it is impossible to eradicate poverty entirely. Geingob recognises the power of hyperbole to worm its way into listeners’ desires and perceived needs which are poverty eradication and economic emancipation.

Geingob, furthermore, assures the readers that government remains committed to the provision of decent housing for all in the Namibian House. “The entire country will be covered during Harambee period”. In this case, hyperbole sides up with metaphor to make the statement an attention-getter and a mind-focuser. Additionally, hyperbole is employed to add force expression, significance and merely for document ornamentation. One may argue that Geingob has employed the power of language to sweep listeners off their feet, and this may allow the audience itself to be carried along by the message, fascinated by the hyperbole, in the upsurge of sympathy with the President.

Hyperbole is defined as a form of extremity, an exaggeration that either magnifies or minimises some real state of affairs (Mora, 2004). Geingob indicates that Namibia has made enormous progress in providing safe water to the majority of her citizens. One may argue that hyperbole is employed in this context in order to provide embellishment of what the government has achieved. Hyperbole creates a greatness effect in the referred subject, both in ironic and non-ironic contexts. Hyperbole may be employed to raise awareness (Mora, 2004). Thus, Geingob is striving to alert the nation how provision of water is enormously decentralised. However, this is mostly politically detailed in a political discourse in order to captivate the audience’s attention. The interlocutor achieves the discourse objectives when hyperbole is utilised discursively and pragmatically. Hyperbole is also understood as a weapon worming its way into the listeners’ desires and perceived needs.

Hyperbole is a cluster of different exaggerations which stand in the midst of a wide variety of linguistic forms, including superlatives and exclamations. It can also at any moment turn into one or another of a multitude of speech acts, including self-promotion, boasts, threats, promises bombast, accusations, slander and invective (Mora, 2004, p. 11). In Chapter 7, President Geingob

argues that Namibia will never feel free until all the oppressed people in the world are politically free. This kind of embellishment is meant to boast and add fantasy to the political discourse in order to appease the world and show a sense of patriotism. The President may also employ such exaggerating statements in order to show sympathy with the entire world. Additionally, the President seems to utilise hyperbole for the purpose of adding greater meaning to the message he is striving to convey in the discourse.

In addition to exaggerated statements applied in the HPP, Geingob stresses that “Namibia has a well-trained and highly professional army, which has proven track record and has made contributions to international peacekeeping operations, relative to our means.” The President invites the audience to evaluate and recognise his intention to give gratitude to what the army has achieved. In addition, the President may utter or transcribe such statements to appeal to tourism and the investor industry because one would aspire to visit or invest in the country where one’s security is prioritised. Hyperbole employed in this way can, however, transform both the individual and community at large from passive observation into active participation.

According to Connor (2017), hyperbole is an extravagant statement or figure of speech not intended to be taken literally (p. 18). It has its rhetorical effect through exaggeration. Thus, in the HPP document, Geingob indicates that bandwidth capacity of 600 Megabits per second (Mbps) from WACS and enable seamless government service delivery in all the regions. This argument makes strong use of hyperbole as one would argue that it is made to create an appealing effect. Not necessarily all regions will be covered by the service delivery but the President may emphasise his meaning by applying hyperbole. The President employs such statements to make common human feelings remarkable and intense, to such an extent that they do not remain ordinary citizens but become decentralised in terms of government service delivery. The President is striving to

catch the readers' attention; hyperbole is known to develop contrasts because one thing is described with an embellishment and another is presented normally; consequently, a striking contrast is developed. Hyperbole is employed in the analysed document in order to intensify, exaggerate and arouse readers' awareness.

#### **4.6 The use of personification**

Arakelyan and Muradyan (n. d.) define persuasion as “the intended human communication which is employed to impact the autonomous judgments and actions of other people” (p. 3). President Geingob applies various persuasive techniques in composing the HPP policy document, aiming to add value to the document. Thus, personification as defined by Melion and Ramakers (2016) as “the rhetorical figure by which something not human is given a human identity or face”. It is one of those persuasive techniques applied in the HPP. Omozowa and Ezejideaku (2008, p. 51) elaborate that “figurative language or figurative expressions are words or expressions that differ from the customary every day conversational use of such expressions for the purpose of assigning them a special meaning which should be understood by their connotative meanings rather than their denotative meanings”.

In the policy document President Geingob asserts that “Government Architecture’s sound is heard in all fronts of the country”. This is a linguistic device employed discursively to give Namibian government human qualities. The President utilises figurative speech to emphasise and invite readers to recognise his intention and give a vivid image of what the government has soundly achieved for the past 28 years. In addition, one may argue that this connotation may serve to inform the targeted audience that the government’s achievements are audible, locally and internationally. President Geingob employs personification as a persuasive technique to paint a very clear picture of the HPP which he is trying to promote.

Personification involves the embodiment of institutions with personality traits to display them. Geingob posits that “International financial institutions including the International Monetary Fund and the World Bank have lauded the manner in which the Namibian economy is managed.” In this context, Geingob embodies the International Monetary Fund and the World Bank, how it applauds the manner in which the Namibian economy is managed. The President finds expression by means of the image of a charismatic personality, and finds it befitting only with the aid of words and syllogisms, which serve to persuade the document’s readers. The appraisal of the management of the economy is done through embodiment as a recognition from international Banks; this triggers the readers’ attention.

Personification’s main functions is to change metaphorically inanimate subjects into animate subjects (Bloomfield, 1980, p. 3). Thus in Chapter 4, Geingob indicates that the government should safeguard macro-economic stability and preserve its international rating. He continues that “we will therefore employ the opportunity of fewer resources to however institute reforms aimed at streamlining and making the economy more robust.” One would be triggered to read more about the way in which the economy is being preserved. According to Bloomfield (1980), personification is normally thought of as animating abstract nouns (p. 3). In this context, the economy is being animated; hence, it must be given safe measures. This is a persuasive technique which makes the writing more memorable for the reader, and the key ideas remain in their minds. In addition to this, the abstract noun (economy) is being animated as it is humanised to be hearty (robust). One would conclude that Geingob employs personification in order to energise and increase awareness of how the economy should be preserved in a metaphorical and vivid way. Furthermore, personification can also give life to the policy document’s context which will eventually draw the readers’ attention.

Furthermore, Bronson (1947) describes personification as “bestowing of a human or living form upon an abstract idea, in most cases it is a mere recreation of the fancy” (p. 5). Geingob imbeds personification in economic transformation. He asserts that “The reliance on primary sector and exports of raw materials makes our economy vulnerable to external shocks. Most of the natural resources leave the country in raw form for final processing outside the country, thereby creating employment opportunities in other countries.” This is known as a mode of artistic expression applied in this context to depict the essential realities of the economy, it being precisely described as vulnerable to external shocks. Moreover, countries’ natural resources are animated in “raw form” as a possible mode of symbolic presentation to rationalise the entire export and import notion. Bronson (1947) argues that “This type of artistic expression in a discourse plays as a typical character, instinctively turning allegorists or personifiers, reduce these figures to embodiments of one or two predominant traits or qualities; so that, as they pass current from mind to mind, they have no more three-dimensional actuality than what attaches to a personified abstraction- which is exactly what they have become; eponymous personified abstractions (p. 6)”. These embodiments are known as crucial pillars which flourish in political discourse. Thus, the President utilises them in order to decorate the analysed national policy document, aiming to employ it as a politically defence mechanism against the opposition parties. These key themes and arguments stick in the mind of the targeted audiences as they are engraved by means of persuasive devices.

Geingob embellishes the document by indicating that “We are delighted that NCCI and Chamber of Mines’ members, in a true Harambee fashion undertook to support Government efforts to house Namibians and by agreeing to adjust their procurement policies to favour SMEs and local entrepreneurs.” The NCCI and Chamber of Mines are being animated to provide the necessary basics to the Namibian people. Despite acknowledging these organisations, Geingob appears to

beautify the document by employing the energy and vividness of personification, believed to strengthen and influence the document's readers and make the writing believable. In addition, this is another way to convey didactically a lively and decorated message to a passive reader because he or she will be revitalised by vivid phrases, such as "to house Namibians". This concurs with Siskin (1982), who states that personification is defined as "the representing of moral virtues, or inanimate beings as rational agents." Attention-getting statements in the personification context should be alluring to the audience in order to receive the responsiveness they deserve.

Moreover, Geingob names "an ailing rail network especially the stretch between Walvis Bay and Tsumeb". This network is animated to be sickly, a justification of how it is a bottleneck to the Namibian industries, investment attraction, growth and job creation. To focus more imperative on the poorly structured rail network, Geingob opts to keep up the animate force of the rail network. As alluded to earlier, the HPP document is a national policy meant for all Namibians; however, one would argue that this is an appeal to the Ministry in charge of these infrastructures to act fast to improve this poorly maintained rail network.

In addition, Geingob asserts that "to exacerbate the situation, the entire SADC sub-region is expected to suffer from electricity deficits due to higher economic growth and aging infrastructure." Electricity is one of the basic needs; however, the infrastructure of the advanced years will hamper and intensify discrepancies in electricity. Therefore, infrastructure is being personified as an elderly human being, known as fragile and inactive; hence, a special appeal is made to the government to resuscitate the situation in order to have efficient electricity transformation. The use of personification stirs up the readers who, in this context, are the pertaining Ministry, and makes them feel the urgency to implement. These figures of speech show the liveliness and richness of the HPP discourse. Moreover, the consistent employment of

personification in the discourse appears to convince its readers because they would want to take account of planning and implementation. Bloomfield (1980) argues that “inasmuch as personifications usually carries their metaphoric load in the verbs, it is important that the particular figure be a noun which normally is not personifiable, so to speak (p. 5).” In this context, one would argue that the present participle ‘aging’ is employed to display the crucial significance of developing the infrastructure referred to. In addition, personification is known as a most complex, fascinating phenomenon and universal power to flourish a discourse. Hence, President Geingob opts to decorate the analysed HPP with the identified personifications because of their long-lived popularity in persuading.

Looking at how other scholars define personification, Dorst (2011) expresses it as an ontological metaphor involving a cross-domain mapping where an object or entity is further specified as being a person. Therefore, President Geingob, by means of the policy, indicates that “the International Community midwifed our birthing into sovereignty and we are a true product of international solidarity.” The extracted figurative speech “International Community midwifed our birthing” is recognised as a relevant conceptual metaphor. It is, therefore, not International Community as a human entity but only given such human traits to demonstrate how Namibia’s independence came into existing with the assistance of the international community. This is a persuasive tactic which serves to notify international communities that they are acknowledged, which may attract international investors to come on board and invest in a country where the spirit of Pan-Africanism is practised in the highest office.

President Geingob applies personification, as well as other forms of figurative speech, which serve to draw the reader’s eye to a particular part of the text and catch attention. In addition, the employment of the said persuasive techniques strengthens the argument by utilising stimuli which

play on the reader's guilt. Personification can be applied to display information in a lively, economical fashion, making the discourse easy to interpret.

#### **4.7 Conclusion**

In this chapter, the scholar analysed and presented the data collected. A concise synopsis was given of linguistic devices applied discursively in the studied document. The study found that the HPP document was enshrined mainly by the use of imperatives when compared to other linguistic devices. Personification was the least frequently applied in the said document, but emotive language and metaphors are utilised most frequently to emphasise the sensitive, national issues presented in the discourse, with the aim of persuading readers.

The study finds that President Geingob is a writer who has the ability to convey a persuasive message by means of political discourse. In addition, Geingob employed facts where justifiable, while propaganda and subjective statements were applied to brainwash and persuade mass audiences.

The researcher discovered that metaphorical statements in concurrence with the term "Harambee" were discursively employed to sensitise the issue of poverty eradication. Geingob employed the term "Harambee" consistently in order to remind the readers that only through working together in the same spirit, poverty eradication would be accomplished.

In line with SFL as a theoretical framework, the study concludes that President Geingob is a writer who can produce appealing, effective, accurate texts, and more unconventionally creative within the language system. As alluded to earlier in the theoretical framework, SFL is a theory that provides a greatly enhanced insight into text, it concentrates on functions or purpose of the text, President Geingob has however discursively employed various linguistic devices to achieve

experiential, interpersonal and textual meanings of the HPP discourse. One can however conclude that, it is through language that discourses are realised. It is through semantic, lexico-grammatical and graphological patterns of language code that the contextual level of discourse is realised through, or expressed in language.

Moreover, the study envisaged to discover how linguistic devices were employed discursively. It has been found that President Geingob utilised phrases, clauses and statements as discursive strategies which aimed to be persuasive techniques. Such influential strategies are understood to be employed when the President strives to emphasise what the government has achieved and what it plans to accomplish. It has additionally been found that Geingob arouses his audiences' emotions by repeating the term "Harambee", which means pulling in the same direction, consistently throughout the document. One could, however, conclude that the HPP document is craftily composed in order to serve the purpose of attention-getting, convincing and appealing to the targeted audiences.

## CHAPTER 5

### CONCLUSIONS AND RECOMMENDATIONS

#### 5.1 Introduction

This chapter presents a synopsis of what was analysed, and give recommendations. Politicians who are linguistically advanced make linguistic selections in order to compose a persuading and appealing discourse. They are aware that the choice of words or linguistic devices play an imperative role in the creation of an engaging discourse. Therefore, to employ certain linguistic devices discursively may compromise the intended message to the targeted audience because each discourse has its own objectives, and that should always be accomplished. Thus, this linguistic analysis provides a synopsis of how Geingob applies the discussed linguistic devices creatively, which makes the policy document inviting and appealing to its target audience.

This chapter has drawn some conclusions from the discussed findings of the study. The scholar deliberates the findings and consequently draws conclusion in relation to the two research objectives of this study. The research objectives, as alluded to earlier, were to analyse the linguistic devices applied in the HPP and examine how the concept “Harambee” was applied linguistically. Finally, recommendations are made for future studies of linguistic devices.

#### 5.2 Discussion

Geingob applied various linguistic devices to compose the HPP in order to convince and appeal to his audiences. One would, however, argue that the President has successfully employed the devices because it is regarded as the most talked about and the most attention-getting policy document when compared to previously launched, government policy documents. In comparison to other related researchers’ results, it was found out that the analysed writings, tools such as references,

compounding, coining of words as well as proverbs in communicating their messages were stylistically employed. In contrast to HPP, persuading and extorting language devices were discursively applied to communicate the message.

The study reveals that Geingob, in compiling the policy document, imbedded various forms of emotive language when appealing to its readers. Geingob made use of subjective, objective, facts, opinions, propaganda and sensational phrases and statements to compile his policy document agenda. These were employed as Geingob was trying to arouse the readers' emotions, justify, clarify and lure the targeted document readers. Contrasting to other researchers, studies reveal that discourses mostly employ the Aristotelian rhetorical proofs of ethos, pathos and logos as well as five canons of classical rhetoric. These are employed to strengthen credibility, tactics used to stress issues of unemployment reduction, education, economic emancipation, corruption, women and gender violence, reconciliation, nation building, for the country to be self-sustainable and refraining from tribalism (Nanyeni 2014, p. 91-92).

In terms of imperatives, Geingob applied imperative statements and modal verbs to declare and emphasise issues he wanted to address. Some assurance and assertive statements were also employed to evoke the readers' attention, and were applied as an assertive method of communication to convey imperative information. It is again revealed that Geingob applied metaphors as figures of speech since they have pragmatic impact which eventually convince and manipulate an audience. Hyperbole, as another linguistic device, was applied as an innocent form of exaggeration and effective way of promotion. Additionally, hyperbole was employed where Geingob felt to add forceful expression and emphasis pertaining government issues.

It is also revealed that Geingob employed some kind of personification in order to represent an object as a human being or least gave an object human characteristics. Geingob emblematically

utilised personification to animate and energise his statements. In a nutshell, one would conclude that, in another perspective, Geingob is a linguist who can convey his message pragmatically by means of various linguistic devices.

### **5.3 The significance of the study to the researcher**

In analysing this document, the researcher has learnt several techniques of combining ideas to convey messages in political discourse. This document received vast attention locally and globally, as can be attested by the mere fact that it is linguistically and discursively composed and it has delivered. The scholar has, however, learnt to write more coherently than before analysing the HPP document.

Through conducting research and reviewing different texts related to the scholar's topic, the researcher learnt a great deal in terms of linguistic devices. Most importantly, the researcher has discovered extensively the rules of language in spoken or written discourse. In addition, the researcher has learnt various approaches one may apply when analysing written or spoken, political discourse. In this linguistic analysis, the researcher has learnt how linguistic devices in political discourse can be extracted and studied. Prior to this study, the researcher did not know about the Systemic Functional Linguistics theory. Therefore, this study has enlightened the scholar regarding the way in which to employ this theory to analyse political discourse.

The President has expertly delivered though this discourse, and this is significant to any future leader regarding the way to convey a message in political discourse. Geingob's policy document seems to have a positive impact on the youth as it can change their cognitive ability to compose and persuade a targeted audience. Geingob, in his discourse, deals with current issues facing the nation. Consequently, the way he narrated such issues shows an enormous influence on his subordinates. Since the launching of his policy, infrastructure development has been recorded as

alluded to in the study; for instance, the Karibib-Okahandja road has been modernised as promised in the policy. This is an indication that he is one of the fine authors whose promises do not go to waste but are to be understood, thus persuade the intended audiences.

Additionally, Geingob has presented the document in a chronological way. The HPP pillars are structured accordingly, for instance, effective governance is presented in concurrence with the pertaining issues (accountability, transparency, improved performance and service delivery). This has taught the researcher how to organise and present ideas precisely in a related, chronological sequence. This is understood as important since it aids a coherent presentation and for reasoning purpose.

The study aimed to discover how the HPP document was structured discursively and how linguistic devices were employed in order to persuade the targeted audiences. With regards to this, one would conclude that the document was effective in conveying the message to eradicate poverty entirely. This was done through the application of figurative language. The discussed figures of speech were instrumental in achieving his agenda which was to make the policy attractive and appealing to readers. Therefore, it is significant for any scholar to set objectives and strive to accomplish them. It seems that it can be achieved when the academic has the ability to manoeuvre the linguistic devices smartly and compose an explicit discourse which the targeted readers may understand and have faith in. In addition, Geingob applies the term “Harambee” in every chapter as a figure of speech to remind the audiences that it is through unity that the nation can eradicate poverty. The study found that various figurative expressions, such as emotional language, imperatives, metaphor, hyperbole and personification, were applied to embellish the discourse and achieve its agenda.

The researcher has, furthermore, learnt the importance of applying CDA in critiquing discourse. This is understood as an approach that enables succinct analyses and interpretations which consequently enable a better understanding of the discourse. The study applied a qualitative design and purposive sampling which helped the scholar to achieve an analytical examination of the policy document. The scholar expanded the understanding of elucidating a discourse of such magnitude, and this will aid in the scholar's academic endeavours.

#### **5.4 Conclusion**

President Geingob applied figurative language in composing the policy document in order to sway its readers' attention. Figures of speech were mostly employed to highlight the important aspects or national issues which needed to be resolved. HPP document is composed with various language devices that are appealing, persuading, enticing and extorting the targeted readers' attention in order to take the desired actions towards prosperity for all.

One may conclude that the President's main call is for the Namibian nation to sensitise the call of eradicating poverty and provide prosperity for all, hence the consistence utilisation of the term "Harambee" throughout the policy document.

#### **5.5 Recommendations**

This study has explored the linguistic devices applied in the analysed discourse; thus, it is recommended that further studies in this field should be conducted in Namibia. This will make a positive contribution to studies in linguistics in the Namibian context. The scholar, furthermore, recommends prospective scholars in this field to embrace it wholeheartedly because it gives academics the opportunity to get closure and interact with the government.

This study recommends that prospective, political discourse writers apply various forms of figurative speech as it is a resounding strategy employed to have a positive impact on the targeted audience. Grassroots teaching in terms of linguistics is recommended because linguistic studies need to be promoted at an early age in order to train writers and linguists in Namibia.

Namibia is becoming an industrialised community. It needs to compete globally in terms of writing its own accredited books, novels, journals and political discourse; thus, linguistic studies are recommended. This aids one to structure the writing in a pragmatic and persuasive way. Therefore, the novelty of this study is imperative in the Namibian linguistic sphere and it is recommended to ambitious students to pursue this type of studies.

In a nutshell, this is the last chapter that presented the significance, conclusion and thereafter the recommendations of the study.

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