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**STUDENT NO:** [REDACTED]

**MODULE: ENG2602**

**UNIQUE NO:** [REDACTED]

**ASSIGNMENT ONE: LANGUAGE**

## Question 1: Persuasive prose.

### Mmusi Maimane's Sona 2016 Speech

In this essay, I will critically analyse an extract taken from Mmusi Maimane's Sona 2016 Speech. The focus of this analysis will be on the content of the excerpt as a persuasive text, what the text is about, the intended audience for the text, the purpose of the text. And to give an in-depth discussion about the Text.

The extract is about service delivery in South Africa. It is also about how President Zuma has failed to be in touch with the people that he governs. This became evident in the first sentence where the speaker says, "planet Zuma is where our president lives, in a galaxy far, far away from the lives of ordinary South Africans. In this line, the speaker uses repetition "far, far" to emphasise the distance between the president and his people. The use of words such as "planet", "galaxy" are used to an exaggeration of how the president life is, and as comparison between the life of the president and that of ordinary South Africans. This extract is a parliament debate between South African political parties, therefore it falls under the broad genre of non-fiction prose. Thus, the purpose of this text is to raise awareness to the people of South Africa about the leader that they entrusted to govern them. The speaker does that by pointing out that on Thursday the president did not for once mention 8,3Millions of jobless South Africans. He continues to say, "on planet Zuma, all children have access to a quality education. This is why the president didn't mention basic education once". By pointing out these two underlying issues, the speaker is trying to persuade people that the president they put in power is incompetent and he cares less about the issues that affects his own people let alone solving them himself. "On planet Zuma every problem can be solved by setting up a commission of enquiry". To achieve this he uses pronouns such, "we", "our" to build a rapport with the audience. The speaker also uses "statics", 8.3 million people" to make his argument or fact scientifically proven or widely held. It is actually to show the audience that he has done a thorough research on the issue. The use of hypophora in line three and four, "This is why", "This must be why", "is done to provoke people to ask themselves why the president hasn't gone as far as researching about these issues, let alone give feedback on how he plans to solve these issues. In this text, evocative introduction of speech is used to

attract the audience's attention," Planet Zuma is where our president lives, in a galaxy far, far away from the lives of ordinary South Africans". In line one the language used is somewhat sarcastic ~~and ironic at the same time~~. This line suggests that Mr Zuma lives Glittery life that is different from that of ordinary South Africans. This is evident in the words "planet", "galaxy" and "ordinary". These words are a comparison between the president's lives and that of the South African and are used to evoke the emotions of the audience (emotive language). The speaker used these words to paint a picture in people's mind. The speech goes further to suggest that despite the fact that the President was given a chance to give feedback to the nation. He forgot to mention serious issues such as lack of employment and lack of quality education facing the country. The speaker uses phrases like "On planet Zuma, there is no job crisis. This is why, in the president's speech, we didn't hear anything about the 8.3 million South African who are jobless". "On planet Zuma all children have access to quality education. This must be why, the president did not mention basic ones. These phrases suggest that even though Mr Zuma sees no crisis in this country, we know that there are issues that need to be dealt with. However, his choice of words in the last three sentences is juxtaposed with "but we came here to listen anyway". "Because this what the South African people expect of us. They expect us to be here, in this parliament, making it work". To give assurance to the South African people that they are people in the parliament who ~~acknowledge that~~ even though they already knew Mr Zuma's speech outcomes, they came to listen for the benefit of the South African people. Because the nation expect them to fulfil their duties no matter what the odds are. Mr Maimane's aim here is to sway the audience attention from concentrating in the negativity of the speech and look at the positive light: there are people who has their interest at heart. The ideology of this text is to discredit the leadership of president Zuma and his political party as ignorant and useless, so that the people will consider choosing a new leadership possible ~~consider a new political party to lead them. This how political parties canvas themselves to the people so that they accumulate more votes in the next national elections.~~

Based on the points I have mentioned in the above paragraphs, the intended audience for this extract is the Nation of South Africa. The whole speech reports on national issues, "8.3million south Africa who are jobless" in the third line, "access to a quality education" in the fourth line gives evidence to my argument. The speaker also refers to the nation as a whole in his speech, South Africans (which refers to the people residing in South Africa) in the first, third

and last line of the speech. The speech is also intended for the members of the parliament. This becomes evident in the sixth line when the speaker refers to "Madam speaker", this person's duty is make sure that there is order at the parliament. She also chairs parliament debates and makes sure that every member of the parliament gets a turn to voice their views on the topic raised.

In this extract Mnusi Maimane employs a range of language techniques to both engage and persuade his audience, there is evidence of emotive language, comparison, sarcasm, juxtapose, counter arguments, inclusive language (we, us, our) and repetition to achieve his aim. His contention is strengthened by the use of statistics and logic though sarcastic. His use of conversational English helps maintain his reader's attention and convince them he is much like them: a reasonable citizen who came to the conclusion that despite the empty words of the president, they had to fulfil their duty to the South African people as expected.

## **Bibliography:**

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ASSIGNMENT TOPIC: Persuasive prose

ASSIGNMENT NO.: 01

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