CRITICAL EVALUATION OF PERSUASIVE MESSAGES IN TSHIVENDA

by

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DECLARATION

I, the undersigned, hereby declare that the work contained in this assignment is my own original work and that I have not previously in its entirety, or in part submitted it at any university for a degree.

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Signature   Date

ABSTRACT

A significant amount of communication that happens in people's lives is focused on sending persuasive messages. These are messages that are intended to have an influence on other people's beliefs, thinking, attitudes, perceptions and the general way they live. Persuasive messages in Tshivenda are also intended at getting the recipients take an action after receiving the message. However, the action from the side of the recipient may either be positive or negative. When it is negative, this indicates a challenge in terms of persuasion. When one says he or she has persuaded someone, it means the recipient did receive the message and act towards the goals of the message.

Tshivenda communication, like other languages includes persuasive messages. Vhavenda people are very polite, hence persuasive people. They generally refrain from using forceful messages to achieve what they want. They therefore have a way of putting instructions and demands in an irresistible manner that is polite and respectfull. In most cases the older generations used to use myth and legends to get for example young people to do things in acceptable ways within the society without just putting the raw message in instructive way. To be persuasive, Vhavenda people use long speeches in a respectful and polite way to instruct others. These instructions embodied in persuasive messages that are presented as requests, suggestions, hopes and wishes statements.

There is, however, no current research focusing on persuasive messages in Tshivenda. This thesis focuses on the critical evaluation of persuasive messages in Tshivenda. It shows how persuasive messages are created in Tshivenda, the effect of persuasive messages in Tshivenda including factors that have impact on persuasive messages in Tshivenda.

In critically evaluating messages from the political speeches included here, it was realized that most of political speeches are about persuading people to change their perceptions towards the collective achievement on government goals. It was found in this study that politicians use long speeches which are suggestive in order to get support from the citizenry. They do not just communicate directly. They give preambles on the fact they want to put before people, suggesting what needs to be done.

OPSOMMING

'n Aansienlike hoeveelheid kommunikasie wat plaasvind in mense se lewens is gefokus op oorredende boodskappe. Hierdie boodskappe is kommunikasie wat ten doel het om ander mense se sieninge, denke, gesindhede en persepsies te beïnvloed. Oorredende boodskappe in Tshivenda het ook ten doel dat die hoorders 'n aksie neem na ontvangs van die oorredende boodskap. Die aksie vanaf die kant van die ontvanger kan positief of negatief wees. Wanneer dit negatief is, dui dit 'n uitdaging aan in terme van oorreding. Wanneer 'n persoon sê dat hy of sy iemand oorreed het, beteken dit dat die ontvanger die boodskap ontvang het, en opgetree het met betrekking tot die doelstellings van die oorredende boodskap.

Tshivenda kommunikasie, soos ander tale, sluit oorredende boodskappe in. Die Vhavenda mense is baie beleefd, dus oorredend teenoor ander mense: hulle weerhou hulleself oor die algemeen daarvan om kragdadige kommunikasie te gebruik om te bereik wat hulle wil. Hulle het dus 'n besondere beleefde en respekvolle wyse waarop instruksies en eise gestel word. In oorredende kommunikasie het die ouer generasie dikwels mites en legendes gebruik om byvoorbeeld jongmense te oorreed om op aanvaarbare wyse op te tree, eerder as dat hulle boodskappe in 'n reguit bevelende wyse gee. In oorredende kommunikasie, gebruik Vhavenda mense lang toesprake op 'n respekvolle beleefde wyse om ander instruksies te gee. Hierdie instruksies word ingebed in oorredende boodskappe wat aangebied word as versoeke, voorstelle, hoop en wense.

Daar bestaan egter geen resente navorsing binne 'n moderne teoretiese raamwerk wat fokus op oorredende boodskappe in Tshivenda nie. Hierdie tesis fokus op die kritiese evaluering van oorredende boodskappe in Tshivenda. Die tesis toon aan hoe oorredende boodskappe geskep word in Tshivenda, en die effek van oorredende boodskappe in Tshivenda, insluitende faktore wat 'n impak het op oorredende boodskappe in Tshivenda.

In die kritiese evaluering van die Tshivenda politieke toesprake hier ingesluit, is dit duidelik dat die meeste politieke toesprake daaroor gaan om ander persone te oorreed om hulle persepsies te verander ten opsigte van die kollektiewe bereiking van regeringsdoelstelings. Dit is bevind in hierdie studie dat politici lang toesprake

gebruik wat suggestief is ten einde ondersteuning te verkry van die burgers, eerder as dat hulle direk kommunikeer.

MANWELEDZO

Vhudavhidzani vhunzhi vhu no itela vhutshiloni ha vhathu ndi ha milaedza ya u tutuwedza. Ndi milaedza yo livhiswaho kha u tutuwedza mikhwa, kuhumbulele, matshilele, kupfesesele na vhutshilo nga u angaredza. Milaedza ya Tshivenda nay one yo livhiswa kha u tutuwedza vhatanganedzi vhayo u dzhia vhukando musi vho i wana. Vhukando uvhu vhu nga vha hu vhuya kana ha pimbila. Ha pimbila ndi u kundwa ha thuthuwedzo. Musi muthu a tshi ri o tutuwedza munwe ndi musi mutanganedza wa mulaedza o ita nga hune muambi a khou lavhelela ngaho.

Tshivenda sa nyambo dzinwe tshi a shumisa milaedza ya thuthuwedzo. Vhavenda ndi vhathu vha vhulenda na u kona u tutuwedza. Vhathu vha no ila u shumisa ndaela na mbilo u wana zwine vha tooda huno vha vha na ndila ya u vhea izwi kha ndila I sa haneiho. Vhalala sa tsumbo vha shumisa ngano na nyanetshelo ya vhahali u ita uri vhaswa vha ite zwo fanelaho u fhisisa u tou vhea mafhungo a ndayo o tou ralo e ndaela.

U kona u tutuwedza, Vhavenda vha shumisa milaedza milapfuya vhulenda na thonifho u nea ndaela. Ndaela hedzi dzi vhuvha nga milaedza ya thuthuwedzo ino da sa khumbelo, nyeletshedzona mafulufhelo.

Vhavenda vho di vha vha shumisaho thuthuwedzo u bva tshi tshetsho. Ho tou sa vha na thodisiso yo lavhelesaho kha milaedza ya thuthuwedzo ya Tshivenda. Heyi ngudo(thesis) I lavhelesa kha u thathuvhiwa nga vhuronwane ha milaedza ya thuthuwedzo ya Tshivenda. I sumba hafhu zwine milaedza ya thuthuwedzo ya sikiswa zwone na ndeme yayo hu tshi katelwa na izwo zwi konisaho na u khakhisa u sikwa hayo.

Kha u thathuvha milaedza ya polotiki yo shumiswaho hafha zwi mo vhonala uri milaedza minzhi ya vhorapolotiki ndi ya u tutuwedza vhathu uri vha vhe na kuhumbulele ku no kanisa rothe zwivhuya ri nga huswi muvhuso na vhathu. Ndi ya u toda thikhedzo vhathuni. Milaedza yavho I a dzunguluwa I sa thu buletshedza zwone zwone zwi no fanela u itwa. Sa zwo bulwaho, heyi ngudo I kha u thathuvha nga vhuronwane milaedza ya thuthuwedzo ya Tshivenda.

DEDICATION

This thesis is dedicated to my parents, especially my mother Tshinakaho Machaba for the encouragement she always provides to me during my studies.

It is also dedicated to my wife Azwihangwisi Lydia Rasila who was so understanding and supportive throughout the whole period of my study.

May my four children, Ndivhuwo, Vhahangwele, khangwelo and Maduvhahafani copy and follow this example and become researchers of value to the nations. They should always remember that "A hu na we a pfuma nga u edelesa. Ndi zwine ra ri u edela ri tshi vuwa ra tamba vhunga khofhe dzi si na zwivhuya." *(There is no one who became rich because of oversleeping. That is why we bath after sleeping because all sleeping brings is dirt that is useless)*

Lastly, this thesis is dedicated to the whole of Rasila's families including my young brothers Dovhani Rasila, Thifhelimbilu Luhaha and Azwihangwisi Luhaha.

May the brothers, sisters and my children see value on education and study to get higher degrees than what I have achieved. Let them use the opportunities brought about by the dawn of democracy. They now have freedom of association and the freedom of studying everywhere in the country and abroad.

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CHAPTER 1

INTRODUCTION

1.1 AIM

Most of the communication between people is about persuading one another to do or comply with certain messages. As O'Keefe (2002) puts it, persuasion is about successful attempt to influence.

As a problem statement, it can be mentioned that: **The aim of this study is to critically evaluate effectiveness of persuasive messages in Tshivenda**.

This study also focuses on ways in which effective persuasive message are created plus looking at elements to be considered in formulating persuasive messages. These include identification of barriers of persuasive communication and drivers of the success of persuasive communication. Messages are critically evaluated in terms of compliance gaining. Beside other examples in different topics of persuasive messages in Tshivenda, there are three politial speeches from which messages were derived and analysed. These are the State of Province address 2005 by the Premier of Limpopo, Mr Sello Moloto during the opening of Provincial Legislature, the speech by the Chair person of Limpopo Youth Commission, Mr Rogers Tshivhase made during the Agricultural Black Economic Empowerment (Agri-BEEE) Summit in November 2005. The other speech is by the Member of Executive Concil (MEC) for Safety, Security and Liaison, Ms Machuene Semenya at the Provincial Legislature in May 2005.

1.2 ORGANISATION OF THE STUDY

This Thesis is divided into six chapters which are oreganised as follows:

Chapter 1

Chapter one is an introductory chapter that outlines the aim of the study. It also provides

the view of major focus of this whole thesis which is about effective persuasive message.

Chapter 2

The aim of chapter 2 is to outline the principal theories of politeness. Politeness is very crucial in the creation of effective persuasive messages. It is in this chapter where politeness is separated from other concepts such as pragmatics, deference and register. Politeness is discussed here in terms of principle and maxim.

Focus is also given to politeness and the management of face. Face here is discussed in terms of reputation or good name. There are fifteen Tshivenda examples provided to facilitate clarity in this chapter.

Chapter 3

How can people discuss effective persuasive messages without discussing how these messages are produced? Chapter 3 deals with persuasive message production. Focus here is on theories of message processing which include expectancy, Conversational and Attribution theories to mention but just a few. The chapter also looks at theories of message production such as the Goal-Plan-Action theories. Compliance seeking strategy choice forms part of this chapter. Once more examples are provided to provide more clarity.

Chapter 4

After creating persuasive messages, it is imperative to focus on the study on effects of those persuasive messages. This is the main focus of Chapter 4. This chapter also explains what persuasion is and how it can be differentiated from other concepts such as attitude and behaviour. The study also focuses on effectiveness of persuasion within the elements of behaviour and attitude. The chapter also looks at factors that have impact on persuasive effects such as Source, Message, Contextual and Receiver context factors. Examples in Tshivenda are also provided here.

Chapter 5

After the study of effects of persuasive messages, chapter 5 critically evaluate messages as derived from the three speeches by the political heads. The critical evaluation of the three speeches provided insight on compliance seeking methods. The messages on the speeches as mentioned in 1.1. *supra* were analysed according to the following premises:

- Goal identification

- Argument against compliance

- Argument for compliance and

- Compliance

Chapter 6

Chapter 6 is a conclusion chapter that focuses more on the comparison of findings on chapter 5 where messages were critical evaluated. It is in this chapter where it is indicated that gaining compliance does not just come. There is a need for identifying goal and follow steps as in chapter 5.

CHAPTER 2

POLITENESS THEORY

2.1 AIM

The aim of this chapter is to outline the principal theories of politeness and try to clear some common understanding. In the past years, there has been interest in politeness in a way that it ended up being confused for a sub-discipline of pragmatics. The cause of the confusion is that people in most of the cases operate with different definitions of the word politeness. For the purpose of this exercise, there is a need to describe the two terms, politeness and pragmatics.

Politeness is a noun derived from the verb polite which refers to respectfulness and considerate towards others. It goes further to be measured by the level of courteous, civilization and well bred. Pragmatics on the other hand refers to dealing with things in a practical and sensible way. It is clearly indicated here that the two terms are not from one class and none should be regarded as the sub-discipline of the other. The following paragraphs also differentiate politeness from other "related" concepts.

2.2 POLITENESS IN PRAGMATICS

The first paragraph indicated that pragmatics is dealing with things in a practical and sensible way. Practical it will suggest dealing with things in a tangible manner and giving concrete results not abstract. The results in this regard can be quantified. Politeness *(Vhulenda)* is not quantifiable. It depends on the one saying it and also on the one observing it. One person may have different level of politeness to different people. It will also depend in the situation at the time the one is judged and by whom? Therefore, even though there has been a lot of interest in "Politeness theory" within pragmatics that even made it to be the sub-discipline of pragmatics in the past years, there is a school of thought that distinguishes politeness from pragmatics. Interpreted as a genuine desire to be pleasant to others or as the underlying motivation for an individual's linguistic

behaviour has no place in pragmatics. According to Thomas (1995), this argument is based on the fact that people have no access to the speaker's real motivation for speaking as they do but only to what the speaker says and how hearers react. The speakers again do not access to the listeners real motivation to give them a hearing and give them the politeness rating they get.

In Tshivenda for example there is a proverb that says "Tibu ndi khali, tsha mbiluni a tshi tibulwi". *"You can open the lead of a pot but not to the person's heart (thinking)"*

This means that while people may say whatever, it is difficult to know if they really mean that or they are aiming at something else. One other example is when people phone some seniors at work place and pretend to just wanted to *"say hallo"*, a sign of a certain degree of politeness while in actual fact they are saying *"Please remember me"* always there is something good like jobs, promotions and others benefits.

The concern is that people are using the concept politeness at different definitions hence communicating at cross-purposes. There is therefore a need to delimit the concept politeness and this demands for the thorough study of the concept politeness with other separate but related sets of phenomena such as: deference, register, illocutionary surface and meaning in interaction. It is therefore a fact that the concept politeness cannot be discussed in isolation. In Tshivenda there is a saying that a person has *Vhuhwavhu tshiloi.* This means he is polite and cool but he is hiding his or her real inside person that is in his case described as not polite. So in Tshivenda, *U luga* or *vhulenda* (politeness) cannot be studied in isolation as there are other separate but related phenomena such as *vhuhwavhu, vhuvhudu* and *vhuthu.*

2.3   DEFERENCE VERSUS POLITENESS

According to Thomas (1995), deference or respect is different from politeness. Deference refers to the respect shown to other people because of issues such as their higher status and greater ages.

In Tshivenda the young girls kneel down when being addressed by the elders as a sign of respect that goes across the whole nation that is complying with their culture. This

does not mean the person is polite. It is just a respect they show to elders by virtue of their greater age.

On the other hand, politeness is more general matter of showing consideration to others. In Tshivenda, deference may be shown by the use of the word "Vho-" before a person's name as in Vho-Dr Dlali, by kneeling down when speaking to elders (Done by women) and also by not looking directly to elders' faces while speaking. Deference has little to do with pragmatics. If a person is forced to say Vho- (Sir), this will not be an indication of politeness. It is only when there is a choice of using or not using "sir" or when a speaker attempts to bring about change by challenging the current norms that the use of deference may have interest in pragmatics.

The example is when someone's first name is used to change the social relationship. However, deference may be used differently in a way that does not indicate respect. In Tshivenda, people may say "Muhulwane dzi nga kha di bva-vho mulomo" (You the great may also speak now).

There is no respect here. The use of "Dzi" which is associated to animals indicates the uselessness of the speaker who is given a chance to speak.

2.4   REGISTER

Register refers to systematic variation in relation to social context (Lyons 1977:584) or the way in which the language spoken or written varies according to situations (Haliday 1977:584). The way people speak in formal meetings differs from how they speak in informal discussions. Writing a report is different from writing a note to a friend. Colleagues and comrades speak differently. Register therefore is a sociolinguistic phenomenon. In Tshivenda, the way the wife speaks to the husband when they are alone differs from the way they speak when there are other people. There is too much of words selection, respect and politeness when they speak in the presence of others as in most cases they do not even call each other by names but by the names of their kids as in "Khotsi a Ndivhuwo, vha khou vhulawa" (*Father of Ndivhuwo, you are being called*)

As deference, Register has nothing to do with politeness. One may also give an

example of how people speak at a funeral in Tshivenda and same people speaking or even greeting at a different situation.

EXAMPLE 1.

At a funeral: " Lo kovhela Vho-Rasila"
"Good evening Vho-Rasila"

Answer at a funeral: " Ndi madekwana a vhudi"
"Good evening to you too"

All these going at soft voices and at a slow pace. They in this situation and in their culture respect the dead as they believe they (dead) have entered in the world of ancestors who will assist them in most cases.

If they meet in another situation, the greeting was more likely to be in fast and high voices with joy and some additions as in the following example:

EXAMPLE 2.

"Lokovhela Vho-Rasila, naa hu rini?"
"Good evening Mr Rasila, how are you?"

The answer more likely like: "Ndaa, ndi madekwana a vhudi, naa hu ita hani? Tshituvho"
Good evening, how are you? Ages of not seeing each other?

In this situation, social situation allows them to be free that it gives room for charting. They are not under pressure and this happens in a happy mood like when they meet in town.

2.5   POLITENESS AS AN UTTERANCE LEVEL PHENOMENON

Members of a particular community agree as to which linguistic forms were more polite. This however becomes something learnt and adopted from early childhood. It is not something that people gather at a hall and make a checklist of linguistic forms. In general it was found that the more grammatically complex or elaborate the strategy, the

more highly it was rated for politeness. Politeness in speech will also depend on the situation or the circumstances. The issue of the context then plays a part in determining politeness in a speech. Issues of cultural beliefs also play a part. People of the same culture turn to agree more on what speeches are more polite than others. In Tshivenda for example, it will not be regarded polite to say "Ndi a ni funa *(I love you)"* at the first time to meet a person. It becomes more impolite if said by a woman as in Tshivenda they are not expected to propose for love. However a person, males in particular may say, "Ndi pfa hu na zwine nda tama ri tshi nga sola. Ndi nga takala arali na nga vha mufunwa wanga"*(I feel we need to talk, you know I feel I will be happy if you become mine).* Short and straight forward speeches may regarded polite if they benefit the hearer are are costly only to the speaker. If for example a man wants to take his wife out for dinner, the man can say to the wife, " Nangani hune ray a" *(You choose where to go).* The following example will indicate that the longer the speech the more polite it is regarded:

EXAMPLE 3.

A thi divhi arali ndi tshi nga ni humbela uri ni nthuse hafha uri ni nga kona naa?
I wonder if I may ask you to assist me here if you can?

This is more polite than the following:

EXAMPLE 4.

Ni nga nthusa afha?
Will you assist me here?

According to Thomas (1995), **Surface language** such as "Would you kindly submit your weekly report?" may be regarded polite but they are not always polite. It depends on the situation.

It is learnt in this section that politeness cannot only be accessed out of context. It is not only the linguistic form which renders the speech act polite or impolite but the linguistic form plus context of utterance plus the relationship between the speaker and the hearer.

2.6   POLITENESS AS PRAGMATIC PHENOMENON.

Politeness is also interpreted as a strategy employed by the speaker to achieve a variety of goals such as the promotion and maintenance of harmonious relations. This is according to Leech (1980[1977] and 1983a). These strategies may also incorporate the strategic use of the conventional politeness and include many forms of conventional and non-conventional indirectness. Following Fraser (1990) pragmatic approaches to politeness may be grouped under the following headings:

- The conversional-maxim view.

- Face management view.

- Conversional contract view.

- Pragmatic scales view.

2.7   POLITENESS IN TERMS OF PRINCIPLE AND MAXIMS

Leech (1980 [1977] and 1983a) sees politeness as crucial in explaining why people are often so indirect in conveying what they mean. Politeness is also seen as the best tact to rescue Cooperative Principle in the sense that it can satisfactory explains exceptions to and apparent deviations from the cooperative principle. As introduced by Leach, the following concepts are relevant: Ambivalence and pragmatic principle. These are discussed in the following paragraphs.

a)   Ambivalence and politeness

Ambivalence deals with opposing feelings. It is observed that it is difficult to put politely into words something, which by its nature is likely to cause offence to the hearer **(Thomas 1995).** However by applying utterance which is ambivalent by say having more than one potential pragmatic force, it is possible to convey message which the hearer is liable to find disagreeable without causing an offence. It also resides on the hearer to decide if the messages apply to them and what precise force of the message is. Ambivalence may be seen in the following examples:

EXAMPLE 5.

Zwi nga vha zwavhudi arali vhathu ri tshi nga lingedza u sa ita phosho. (Zwi tshi amba uri fhumulani)
It will be nice if people may try not to make noise (meaning keep quiet)

EXAMPLE 6.

Arali vha tshi funa na u vhavhalela muvhili wavho na ya vhanwe, vha nga si dahe hafha ngomu (Ni so ngo daha hafha ngomu)
If you care about your body and those of others, you will not smoke here inside (Do not smoke inside here)

b)   Pragmatic principles

In his principles of pragmatic, Leach introduced the politeness Principle (PP) that says:

Minimise the expression of impolite belief, maximize the expression of polite belief. PP is seen as Grice's Cooperate Principle (CP) which it rescues by explaining why speakers do not always observe the Grice Maxim. There is evidence that people do respond consciously to consideration of politeness, for instance, people will often explicitly "Mark" the fact that they are not intending to observe politeness norms as in the following examples:

EXAMPLE 7.

There is no polite way of putting: Munna wavho u funesa vhudele, nne ndi naho. Ndi zwine tshe ra funana a si tsha edela hayani.
Your husband loves cleanliness, which I have. That is why since we started loving he is no longer sleeping home.

Leech (1983a) introduced a number of maxim which he claims stand in the same relationship to the PP as Grice's maxim stands to CP. These maxims are important in order to explain the relationship between sense and force in human conversation. They are as follows:

- **The tact maxim**

This maxim states: Minimise the expression of belief, which implies cost to other, and maximize the expression of belief that implies benefit to the other. Greater indirect is used when the cost/benefit is checked. If hearer will be in cost greater indirectness is used but indirectness is not important if it is at the benefit of hearer as in "Ndi nga nib visa ra rwiwa nga muya" *(May I take you out?)*

The other aspect of Tact Maxim is that of mitigating the effect of a request by offering optionally by giving the appearance of allowing options.

- **Generosity maxim**

It states: Minimise the expression of benefit to self; maximize expression of cost to self. This means to minimize benefit to self and maximize benefit to others. The impact of generosity maxim will also be affected by external forces such as languages and cultures. There is a danger of under applying a maxim which will mean belittling the other and the danger of over-applying which will make the other sarcastic as in the following statement: "Inwi sokou ni u bvete nga marahu anu nne ndi do bika"*(Just sit on your laurels and rest, I will do all the cooking).* The hearer in this regard may feel like being regarded as lazy and useless.

- **The approbation maxim**

It states: Minimise the expression of belief which express dispraise of other, maximize the expression of belief, which express approval of other. This means that all beings are equal and it is best to praise others and if it is impossible to do so, side step the issue and give a sort of minimal response or remain silence. In simple terms, if one says something or is doing something and you think it is not up to the standard and have no way of encouraging with elements of appraisals, then one better keep quiet. Do not discourage. If one is dressed in red pens and you happen to be against the colour, better just keep quiet rather than for example saying" Red is not a good colour for men's pens"

- **The modesty maxim**

Some people fail to get the interest and the attention of people because of self-praising. This happens even when proposing for love to certain ladies. Some ladies get irritated when a person starts by praising self by stating the status, properties when there is no need to do so. This maxim states: Minimise the expression of praise for self and maximize the expression of dispraise of self. This will also be determined by factors such as personalities and cultural beliefs. Some presenters in meetings irritate the audience even though they have a good topic by for example always saying, "We learnt during our visit to America that it does not work the way you guys in South Africa are doing it". People see too much of self praising that sharing the knowledge.

EXAMPLE 8.

It will be nice to say:

Hemmbe yanu i vhonala i ya vhudi ho digediwaho. Yo vha i tshi nga vha ya vhudi vhutamboni ha tshiofisi arali yo vha i na zwanda zwilapfu.
Your shirt looks nicer in a relaxed situation. It was going to be nicer for official functions if it had long sleeves.

Than saying:

Heyi hemmbe a si ya vhudi vhutamboni ha tshiofisi, lavhelesani heyi yanga. Ndi dzone-dzone kha vhutambo vhu no nga hovhu.
This is not a nice shirt for official functions, look at mine. These are appropriate for this type of functions.

- **The agreement maxim**

This maxim seeks to get communicators not to show their open and straight disagreement when negotiating. If a communicator starts by disagreeing with hearers views, there are a lot of possibilities to get disapproval. One will then think of this maxim in negotiations to stop wars between the rebels and the government in some of African countries. They are very sensitive to issues.   This maxim states: Minimise the

expression of disagreement between self and other. Maximise the expression of agreement between self and other. There is a need to take account of the relationship between speaker and hearer and of the nature on the interaction in which they are involved.

EXAMPLE 9.

It is bad to say to President Robert Mugabe of Zimbabwe:

A thi zwi pfesesi uri ndi ngani muvhuso wav ho u tshi fara vhoramafhungo nga ndila heyi i nyadziseaho nga urali.
I do not understand why your government is treating journalists in such contempt and not respect their rights.

Than to say: There is a need for your government and media to work together in identifying their rights and their obligations for professionalism and accountability.

c)   The Pollyanna principle

This can also be called Polish your expression principle. It states: Put the best possible gloss on what to say using minimizers such as "bit". This follows the eponymous principle as in Thomas (1995). Accordingly, Pollyanna was the eponymous heroine of Elcanor H . Poters's novel, an appalling sachcharine child who always looked at bright side of life at all the times. There is always a minimizer such as in the following example:

EXAMPLE 10.

i)   A tsho ngo tou swika zwone lini.
       It is a bit small

While saying in actual fact that it is too small.

ii)   Heyi rogo yo todou dinwa nga hoyu muvhala mutswuku.
       This dress was nearly spoilt by this red colour

While saying this colour which is red spoils the dress.

iii)   Ndo todou dinaleanyana nga helila fhungo.
         I nearly become a bit angry with that issue.

While in actual fact saying I very was cross with that issue.

In Tshivenda, Pollyanna Principle is also used when young people disagree with elders as in the following example:

EXAMPLE 11

Zwone zwo vha zwi so ngo tou ralo lini mukalaha
It was not like that oldman

While they are saying the old man is lying.

2.8   POLITENESS AND THE MANAGEMENT OF FACE

Within politeness theory, there is the concept of face. Face in the sense of reputation or good name. Face can be defined as the positive social value a person effectively claims for himself/herself by the line others assume he has taken during a particular contact. This will be based on a number of issues including social attributes. In politeness theory face can be best understood as every individual's feeling of self-worth or self-image. This image can be damaged, maintained or enhanced through interaction with others.

Face has two aspects, positive and negative.

Positive is depicted when a person desire to be liked, approved of, respected and appreciated by others. Negative face is depicted from desire not to be put upon and have freedom to act as one chooses.

Goffman (1967:5) defines face as follows: ..the positive social value a person effectively claims for himself by the line others assume he has taken during a particular contact. Self is an image of self delimitated in terms of approved social attributes-albeit an image that others may share, as when a person makes a good showing for his profession or religion by making a good showing for his profession or religion by making a good

showing for himself.

a)   Face-threatening acts (FTA)

There are illocutionary acts liable to damage or threaten another person's face. These have the potential to damage the hearer's positive face by insulting or expressing disapproval of something. Illocutionary acts may also damage the speaker's own positive face. For the face of hearer and that of speaker to be saved, certain strategies should be adopted. The choice of these strategies will depend on the speaker's assessment of the size of the FTA. The speaker can calculate the size of the FTA on the basis of the parameters of power, distance and rating of imposition. The combination of these values will determine the overall weightiness of the FTA, which in turn influence the strategy used.

b)   Super strategies for performing face threatening acts

The first decision to be made during interaction is on whether to perform the FTA or not. If speaker decides to perform FTA there are four possibilities:

i)   Performing an FTA without any redress (Bald – on Record)

This happens when external factors force an individual to speak very directly such as during the emergency where there is lack of time. Here there are no discussions like if that is doubtful lets consider this. It is just like saying: "Go and rescue people from an accident seen at corner of Thabo Mbeki and Schoemans streets". The FTA without redress also happens when what is communicated is in the interest of the hearer as in the following example:

EXAMPLE 12.

Dzhiyani fhuri kheli!
Take this pumpkin!

or

Takuwani ni ime nga milendze musidzana
Stand up on your feet girl (Meaning defend/ stand for yourself)

ii)   Performing an FTA with redress (Positive politeness)

This happens when one speaks to someone easy to orient oneself to someone's individual face and employ positive politeness. This politeness will appeal to hearer the desire to be liked and approved of.

EXAMPLE 13.

A Muvenda male speaking to a Muvenda female, dressed traditionally at a provincial function held in the area dominated by Sepedi speaking and cultural groups.

Vhone vha minwenda, vha bva ngafhi hayani. Arali vhe Muvenda kha vha de vha tangane na vhanwe khevha vha tshi khou tshina zwa sialala
Hey lady in traditional attire, where are you coming from. If you are a Muvenda come lets meet others and we dance our traditional dances.

This man has employed a number of strategies here. He used group identity marker (Traditional attire), expressed interest (asking her where she comes from) and claim common grounds/roots (Join us).

iii)   Performing FTA with redress (Negative politeness)

Negative politeness is oriented towards a hearer's negative face which appeals to the hearer's desire not to be impended or put upon to be left free to act as they choose. Negative politeness manifests itself in the use of conventional politeness markers, minimizing imposition. Many warning notices which have wide readership employ negative politeness. A notice that will be read by everyone from the cleaner to the Director General will always be strategic.

EXAMPLE 14.

Ndi zwa vhudi u gwedzha bunga.

It is advisable to flash the toilet after using it.

Instead of: Vha nyela nnda vha phumule.
if you mess up clean up.

iv)   Performing an FTA using off record politeness

This implies the use of metaphors, giving hints and becoming ambiguous and vague.

EXAMPLE 15.

Zwi nga vha hani arali ra twa ro digeda rothe nga ano mafhelo a vhege?
What about if we spent a weekend relaxed together?

Ndi na muhumbulo wa uri o humbula uri va nga si kone u ri thusa.
I have impression that he thought they will not be able to assist us.

- o It must also be noted that speakers may decide not to say anything and therefore
  not to use any FTA. This happens when saying something has potential for face
  threatening that not saying a thing.

2.9   POLITENESS VIEWED AS CONVERSATIONAL CONTEXT.

People are constrained in interaction by what is called Conversational Contract (CC).
People employ the degree of politeness required by the event or situation in which they
find themselves.

People are for example more polite when discussing issues of death than when
discussing games. People are more polite in their interaction at the Chief's kraal than
they are at their homes and in other social gatherings. People are polite at the church
gathering than they are somewhere else.

CHAPTER 3

PERSUASIVE MESSAGE PRODUCTION

3.1   AIM

The aim of this assignment is to focus on different theories of persuasive message productions. The first focal point will be on theoretical perspectives on communication competences as in the attached table that shows five families of communication theories.

3.2   FOCUS ON FIVE FAMILIES OF COMMUNICATION THEORY (SEE APPENDIX 4)

We compare these five families of communication theory in several respects. Initially, we present a central theme about the meaning of **communicative competence** when explicated within each theoretical family. The second row of Table 1.1 describes key concepts for each family of theories. These concepts respect represent the "other terms" that must be understood to grasp the meaning of communicative competence within that theory.

Row three describes each theoretical family's view about key qualities that facilitate communicative competence. Following Spitzberg and Cupach (1984, 1989), we group these qualities under the global categories of knowledge, motivation and skills. *Knowledge* refers to information that an individual, a dyad or a group needs to communicate in ways perceived as competent, such as knowing what one is expected to say, how others are are likely to feel and behave, which different courses of action might be taken, which factors affect the likely outcomes of various actions, and so forth. *Motivation* refers to an individual's or group's desire to communicate in ways that will be seen as competent, such as wanting to approach or avoid particular situations or accomplish specific goals. *Skills* refers to an individual refers to an individual's or group's ability to carry out process that promote perceptions of competence, such as distinguishing between one's own and another's perspective under stress or enacting a newly learned behaviour in timely and smooth fashion.

3.3 THEORIES OF MESSAGE PROCESSING

3.3.1 Expectancy theories

Underlying competence of this theory is that communicators are responsive to expectations. Communication expectancies are therefore enduaring patterns of an anticipated verbal and nonverbal behaviour (Wilson, 2002). People hold expectancies about how others will communicate during an encounter including norms for nonverbal behaviours such as gaze, distance and language. Expectancies specify what typically occurs as well as what should occur. Expectancies differ from participant to the other due to issues such as age, culture, gender, previous experiences and other factors. When President Mbeki goes to visit people during the National Imbizo programmes, government communicators know that communication expectancies in Johannesburg will differ from those in rural area of Masisi in Limpopo and to those in a rural area in Kwazulu-Natal. Encounter with Mahosi (Chiefs) differs from that with business and political representatives.

EXAMPLE 1

When the President goes to rural area he expects concerns such as:

Dzikhantsela a dzi thonifhi vhuhosi. A vha kwami mahosi musi vha tshi disa tshumelo huno vha disa tshumelo I si yone I todiwaho nga vhathu.
Local Councillors do not respect traditional leaders. They do not consult when bringing services and end up bringing opposite services to what people want..

But in "developed" areas he expects:

Ri tama u vhona dzikhantsela dzashu zwinzhi. Zwikolo zwashu zwi toda u khwiniswa.
We need more visibilities of the local councilors. The state of our schools need improvement (*Not that there are no schools)*

3.3.2 Expectancy violation theory (EVT)

Expectancies for any interaction are derived from information about the communicator

characteristics, relational characteristics and context. To make an example, norms for conversional distance vary depending on participant's age and gender plus how well they know each other and where they are interacting (Burgoon & Hale. 1988). The communication expectancies also vary across the culture. The society also vary along the cultural dimension of individualism-collectivism as in the case where people may have differing preferences for direct and indirect forms of communication. Cultures may also have different expectancies on which behaviors are perceived as communication competitiveness.(Brandford, Meyers & Kane. 1999)

3.3.3 Conversational implicature

Conversional implicature suggests that competent communicators must be able to both follow and strategically violate communicative expectancies. Conversation is a cooperative activity and requires at least minimal levels of collaboration and coordination. Willson (2002) suggests to communicators to make their conversational contribution such as it occurs by the accepted purpose or direction of the talk exchange in which they are engaged. Communicators must not dominate but make conversations accommodative.

3.3.4 Attribution theories

Here communicators are said to have the competency of being optimistic and realistic about success. Actors here make attribution about their own communication, which may lead to the feelings of (in)competence that impact their subsequent performances. Actors attribute their competence or incompetence to one or the other factor including their own skills or other actors. Communicators therefore always critically access their plans to make sure they will work. This is why it is imperative in government to develop communication strategies at the beginning of each financial year and also to review them towards October so as to make sure they ready to face the challenges of the following financial year that starts in April.

EXAMPLE 2

The Local Government elections are around the corner. As communicators in Limpopo

under the Provincial Communicator's Forum, Communication Strategy had to be developed for local government elections. Profiling all the successes by Government was suggested. However, those who are not good communicators were reluctant to agree that when documenting the successes, there is a need to also focus on the failures and tell the electorate plans for interventions. There are successes and there are failures. Unless communicators be very fair on assessing the achievements, they are more likely to be called propagandists by the recipients of their messages as they are going to address irrelevant issues while the people know exactly what they expect and have the correct experiences, bad and good.

3.3.5 Attribution theory of motivation and emotion

Weiner's theory explains people's reactions to success and failure. An example of a person who received poor grade on first public speech is sited. This person when getting poor or negative results will consider why doing poorly. Poor results might be attributed to a host of specific causes such as poor preparation; assignment was not clear, poor health or lack of talent. If the cause seems to be above his/her control (as he/she believes) this may make a person to feel that poor results reflect on self - worth, feeling hopeless and ashamed but not guilty as no one could do better than that. Given this, this person is not going to engage in an extra preparation and practice that can bring in improvement. However, good results may motivate and make the person to work harder and enjoy what is being done.

EXAMPLE 3.

Those local councilors who feel they have not done much during their term are panicking today as elections are around the corner. Some have lost hope even though the poor performance was due to external forces they cannot rectify.

Councilors in some rural area for example inherited a no electricity village and the village is put at number 20 by ESKOM programme. For the past five years ESKOM is just at village number 5. These communities need electricity and nothing else, let alone the numbers. These councilors may even be thinking to quit. They lost hope in political

debates with their own constituencies.

3.3.6 Social information - Processing model of child physical abuse.

As stated by Milner's model, attribution for failure or success is not confined to self but also to others and other factors. According to this model, abusive parents for example posses preexisting schemas and bias their attribution and responses to child behaviour. Abusive parents, according to Bavelok (1984) hold four dysfunctional beliefs about child rearing which are:

- Unrealistic developmental expectations.
- Lack of awareness about children's emotional need.
- Strong belief in the necessity of physical punishment and
- Inappropriate expectations about children's abilities to provide social support.

3.3.7. Social information-Processing model of child physical abuse

Apart from self attributions, communicative competence also is revealed in a person's attribution about others.It is argued for example by many scholars that intimate violence nearly always should be regarded as communicatively incompetence. As Milner's 1993, 2000 puts it, social information-processing model of child physical abuse comes here. According to this model, abusive parents posses preexisting schemas that bias their attributions and responses to child behaviour. They hold four dysfunction beliefs about childrearing which are: unrealistic development expectancies, lack of awareness about children's emotional needs, strong belief in necessity of physical punishment and inappropriate expectations about children's abilities to provide social support.

3.4   THEORIES OF MESSAGE PRODUCTION

3.4.1 Goal-Plan-Action (GPA) theories

According to Cognitive Rule Model (CR), PGA theories state that communicators have anticipatory mindset. Speakers produce messages to accomplish goals and thus develop and enact plans for pursuing goals. Interaction goals are states of affair

speakers desire to attain or maintain through talk. Speaker's focus on a number of goals and these goals often change during conversations.

Cognitive rules model assumes that people possess cognitive rules or associations in long-term memory between representations of interaction goals and numerous situational features.

EXAMPLE 4

A parent might associate the goal of "giving advice" with features such as "my child is contemplating a problematic action" "My child has not considered alternative actions sufficiently" and "I care deeply about my child's well-being".

CR model also assumes that a spreading activation process operates in parallel on this association network such that cognitive rules can be compared with ongoing perceptions of situations without substantial demand on processing capacity and situations that can activate rules for forming multiple goals simultaneously.

However, CR must reach a certain activation threshold before it is triggered and forms a goal. The probability of a rule being triggered is a function of three criteria of **Fit, Decency and Strength.**

Speakers may be judged incompetent for pursuing goals that:

- Others evaluate as inappropriate by some standards. E.g. when a person enters new culture may give advise to natives who may view it as inappropriate.

- Others view as desirable or obligatory. E. g. Giving advice attempting to change others political views or critisise others choices.

It is important also to focus on why the speakers would fail to form and pursue goals that others view as desirable or obligatory on given situations. This may happen because of:

- Lack of perspective-taking skills needed to recognise psychological implications of their actions.

- Associate goals such as providing face support with an insufficient number of situation conditions.

- Possess rules for forming supportive goals that are triggered only by an almost complete match with perceived situational conditions.

3.4.2 Plans

Still looking at competence in communication, it needs to be noted that speakers differ not only in their goal but also in their procedural knowledge or **plans** for coordinating multiple goals as well as skills at enacting plans (Berger, 1997, O'keefe, 1998). Plans are knowledge structures representing action necessary for overcoming obstacles and accomplishing goals.

Plans are therefore mental representations of actions. Plans for accomplishing social goals vary in complexity and specifics and include the following:

- A larger number of action units than simple plans.

- Contingencies (reinforce if results are negative).

- Specific plans are fleshed out in detail while abstract plans provide only vague guidelines for action.

Plan complexity and specificity should facilitate communicative competence in many situations:

- Persons with complex plans have multiple alternatives should their initial efforts fail.

- Those with specific plans already have considered how to implement abstract acts during conversation itself. Berger and Bell (1988) found that lonely and shy college students had less complex plans for social goals such as asking for a date.

Although these and other studies indicate that plans complexity and specificity facilitate

communicative competence, several qualifications should be noted (Berger, 1993, Wilson, 2000)

- A complex plan is neither necessary nor sufficient for competent performance, so, a simple plan may include an appropriate and effective action that obtains the desired results.

- The relationship between plan specificity and competence may vary depending on cultural values details; short range plans versus flexible long-range plans.

- Planning too many alternatives in advance itself can undermine fluid speech performance.

- Complex and specific plans still must be adapted in light of changing circumstances and unforeseen opportunities during interaction.

What then is planning? Planning is the set of psychological and communication process involved in generating, selecting, implementing, monitoring, adapting and coordinating plans (Berger,1997; Dillard, 1990; Waldro,1997). Competent communicators adapt and monitor and adjust their plans online during conversation.

3.4.3 Anticipation

From the perspective of GPA framework, competent communicators possess an anticipatory mindset. They foresee likely implications of their actions for both their own and their interactional partner's identities, potential obstacles to their plans for accomplishing goal. E.g. The Imbizos by Government which may also be seen as Public Consultation should only be done when government is ready to deal with people's concerns. Competent communicators understand the goals audience will view as (in)appropriate, desirable or obligatory within specific situations. They adjust both their goals and their plans in light of the situation and cultural circumstances. They monitor their goals and plans at all the times during interaction.

Sources of communication incompetencies in this perspective include:

- ⚬ Overly accessible or inaccessible rules for forming goals (in)appropriate for current situation.

- ⚬ Lack of knowledge about alternative means for pursuing or integrating goal

- ⚬ Impairment of one's ability to monitor and adjust goals or plans due to fatigue, anxiety or competing situation demand.

GPA framework suggests several avenues for improving communication competence:

- ⚬ Training focusing on teaching people to identify situational relevant goals.

- ⚬ Training on learning and practicing a broader range of actions relevant to pursuing goals.

- ⚬ To learn to identify signs that the initial plans are not working.

- ⚬ To be taught to identify, and when possible to alter, situational impediment to monitoring goals and plans.

3.4.4 Hierarchical theories

First Hierarchical theories state that communicators implement action programmes skillfully and gracefully. Hierarchical theories emphasise that communicating competently requires procedural knowledge at multiple levels of abstraction including low-level knowledge typically ignored by the GPA framework. Competence also requires coordinating multiple levels in smooth and timely performance.

3.4.5 Cybernetic control theory

According to Littlejohn (1999) Cybernetic control theory is a general approach for understanding self-regulating system. The key concept includes the negative feedback loop, hierarchical organisation and self-directed attention. This include input (perception), influence, comparison value (goal) and output (behaviour)

3.4.6 Action assembly theory (AAT2)

Action assembly theory (Greene, 1994) also falls in the realm of hierarchical theories. They are called "Second-Generation" action assembly theories hence AAT2. According to AAT2 any behaviour is "an inherently creative, multifunctional complex comprised of a very large number of element units (Greece,1997a)". AAT2 assumes that procedural knowledge underlying behaviour is stored within an associative network model of long-term memory.

3.5   THEORY OF RELATIONAL DIALECTIC

3.5.1 Relational dialectics

According to Baxter and Montgomery (1996) the meaning of competence in relational dialectics may be dealt with on two grounds. Firstly, Relational dialectics treats competence as a social judgment that implicates multiple, often contradictory viewpoints. There are no ideas here made into a list to dictates how people ought to communicate with one another. Couples for example develop their own ways to communicate.

Secondly, Relational dialectics view competence as a judgment about interaction. Baxter and Montgomery argued that most existing measures of communication competence assess the degree to which individuals display particular qualities such as self- disclosure or enact specific behaviour such as eye contact.

3.5.2 Four dialogic principles.

Baxter and Montgomery (1996) proposed four dialogic principles for judging interactional competence in relationships.

a) **Competence interaction reifies contradiction**: Rather than identifying a type of behaviour such as eye contact as competent and its opposite as incompetent, the competence of any behaviour must be assessed as coupled with its opposite. Competence then is not assessed with a checklist of discrete behaviour but partly

with assessment of how sensitive the relational unit is to contradict nature of social situation

b) **Competent interaction reifies respect for multi-vocality**: Competence requires being sensitive to multiple, simultaneously salient viewpoints for evaluating the relationship. Thus, a couple's behaviour is interactionally competent when it is judged to be sensitive to each partner's logic, to the logic of their relational culture and to the logic of broader social cultures.

c) **Competent interaction reifies fluid dialogue**: Dialogue entails multiple voices participating in an ongoing, unfinalisable exchange. Bahaviours that inhibit or curtain dialogue such as interpersonal violence are deemed incompetent. Conflict itself is not incompetent but patterns of conflict that discourage open exchange may be perceived incompetent.

d) **Competent interaction reifies creativity**: Appreciating the dialectical nature of social life requires that relational partners be dyadically proactive, imaginative and figuratively moving forward (Baxter & Montgomery,1996). Many of the ways by which couples enact and respond to contradictions display a creative element.

3.6   PERSUASIVE MESSAGE PRODUCTION

3.6.1 Introduction to Persuasive message production.

According to Wilson (2002), it is argued in this summary that contemporary theory and research on persuasive message production have emerged from earlier programmes of research on Compliance gaining and Constructivism metaphor for persuasive message production.

3.6.2 The compliance-gaining tradition

Seeking compliance involves attempts by the message source to induce a target individual to perform a desired action that the target otherwise might not have performed. According to Miller and Steinberg (1975), individuals want to maintain control over their social environments hence acquire sets of message strategies for influencing

others. During influence interactions, individuals make productions about the probable outcomes for using various compliance-seeking strategies.

When parties share on interpersonal relationship (Knowing each other very well), a message source can rely primarily on psychological-level knowledge (Uniqueness or difference of target from others) to predict how the target will react.

When parties have non-interpersonal relationship (Do not know each other) a message source must rely primarily on sociological and cultural-level knowledge. This means relying on information about how the target is similar to others such as peer group, stereotypes or cultural norms for interaction to predict target reaction.

3.6.3 Explanation for strategy choice

MBRS study showed that people's choice of compliance seeking strategy vary across situations, however, it provides less information about why people choose different strategies with different targets. According to Sillars (1980), to address the "why" question, "we need to consider people's perceptions of the strategies". Sillars propose applying the following:

- **A subjective expected utility (SEU) Model**

  SEU models assume that individuals, when faced with alternative actions will choose the alternative they perceive to have the highest probability of creating desirable outcomes. Sillars (1980) argues that individuals consider the value of two outcomes which are: The importance of gaining target's compliance in the situation (Compliance value) and importance of maintaining a good relationship with the target over a long run (Relation value)

- **An ethical threshold model**

  Hunter and Boster (1978,1987) argue that attempts to persuade produce emotional reactions in message targets such as anger and gratitude that vary in part depending on the types of message strategies used.

One might expect that the strategy of 'threat" for example, often would be more likely to produce negative emotions in targets that "positive expertise". However, ethical threshold will vary across both persons and situations. People speak of very high ethical threshold when a message source is unwilling to use most potential compliance-seeking strategies in a particular situation. Low ethical threshold is when the source is willing to use virtually any strategy in the situation.

It is important to note that both SEU and Ethical Threshold models imply that people's choice of compliance-seeking strategies should be affected by situational and individual difference variations.

3.6.4 The search for predictors of compliance-seeking strategy choice

- **Identify situational dimensions:** People make numerous types of requests to friend, families and co-workers. These requests go with situation analysis. There are for example some issues that one will not be able to question a friend depending on the situation. Who could for example expect compliance to work late hours from a co-worker who is stressed?

- **Testing situation predictors**: Dillard and Burgoon (1995) conducted two studies exploring the effects of multiple situational dimensions on the selection of compliance–seeking strategies and this proved success.

- **Personal attributes as predictors:** Apart from situational variations, there are stable individual differences in people's choice of compliance-seeking strategies.

- **Sex and gender differences**: Sex is biological classification that goes with whether an individual is biological and genetically male or female. Gender is socially constructed and it is based in a person's view of himself or herself as possessing those qualities that society deems to be masculine, feminine or both. Gender may be described as the ways in which a culture invests "biological sex with social significance"(Wood1999). Research indicated that

males were more likely than females to endorse threat, negative expertise, positive expertise and negative esteem. Females were more likely than males to endorse altruism.

There are some criticisms leveled against compliance-gaining tradition. These include criticism on questions of research which were not well structured (Conceptual criticism) and lack of predictive external validity and replicability (methodological criticism).

3.6.5 The constructivist tradition

○ **Theoretical and methodological foundation**: As a theoretical perspective, constructivism asserts that people actively interpret their environment (Delia, O'Keef & O'Keef, 1982). People decide what to say based on their construal of current situation. The employment of communicative strategies depends centrally on the interpretive schemes interactants bring to bear on the world (Delia et al, 1982, p.151).

○ **The Clark and Delia study**: As part of Constructivist investigation, Clark and Delia (1977) examined how children acquire person-perception skills that enable them to produce "Listener-adapted" persuasive messages. The source here adapts his or her request and supporting arguments to the wants and needs of the target.

E.g. "Arali vha nga nthengela baisigira ndi nga thusa nga u ya ndi tshi renga vhurotho ha fhano hayani duvha linwe na linwe" Ndi mutukana a no ralo kha khotsi.
"If you buy me a bicycle I will help in buying bread for home everyday" Says the boy to the father.

Criticism to the constructivist tradition is based on the fact that the listener adaptation presents oversimplified view of persuasive message production.

3.6.6 Conceptualizing goals

a)   What are interaction goals

According to Dillard (1997) goals are future states of affairs that individual desire to attain or maintain. Desired end states become interaction goals when individuals must communicate and coordinate with others to achieve those states (Clark and Delia, 1979). Interaction goals are pro-active, that is, people strive to accomplish goals (Tracy, 1989, Wilson&Putnam, 1990). This is because communication is goal oriented. People do not speak randomly.

b)   Primary and secondary goals

According to Dillard et al. (1989), individuals often pursue multiple goals while seeking or resisting compliance. During compliance-gaining interaction, the message source's primary goal is a desire to modify the target's behaviour. The primary goal exerts a "Push" force that motivates the source to speak and it explains why the interaction is taking place. Although the primary goal defines a compliance-gaining interaction, it often is not the message source's only goal. It may be regarded as the main goal but there are other goals. The latter concerns or goals are considered secondary goals.

The primary goal of a political interaction may be to convince people to vote for the candidates of the party. The secondary may be that they want to lead or govern or even to have seats in parliament hence some income.

c)   Multiple goals and constraints

Studies conducted indicated that goals shape and constrain the ways in which individuals exert influence. During a compliance-gaining interaction for example, participants make decisions about what to say, but also about what not to say, to exert influence (Wilson, 2002). Participants also reject messages based on effectiveness, when they are convinced the message is not going to make target to comply. If for example you want to send the message that Government of the day is delivering successfully and you go to the people staying in Sandton, one of the richest suburbs in

Johannesburg, and talk about RDP houses seeking for compliance your message is more likely not going to make target comply.

Other communication constrains as raised by Kellermann (1992; Kellermann & Park,2001) are social appropriateness and efficiency. Appropriateness refers to whether the message is "nice, civil, pleasant, proper and courteous" as opposed to 'rude, uncivil, nasty and ill mannered". Culture may also become conversational constraint. According to Triandis (1993), culture can be defined as "shared attitudes, beliefs, categorization, expectations, norms, roles, self-definitions, values and other such elements. When elements of a subjective culture are organized around a theme, a cultural syndrome is present. Cultural syndromes are transmitted through socialization, modeling, and other forms of communication from one generation to the other. All these will have impact on compliance-seeking strategies.

3.6.7 Interpersonal influence goal

The focus here is on typology of goals. It says that rights and/or obligations and levels of personal benefits were important in distinguishing among types of goals. There is a need for acquire information or knowledge, acquire a physical object, to get power or authority to do something or to get someone to do something for you. However, participants in interpersonal interaction also persue other goals. Table 2.4 demands for a number of goals, their subcategories and examples as given on the table.

Copy of the table is attached. (See appendix 5)

CHAPTER 4

PERSUASIVE EFFECTS

4.1   AIM

The aim of this assignment is to outline issues of persuasion and attitude in communication. Effort has been made to make distinction and relationship between the two concepts. In general, this assignment focuses on persuasive effects.

4.2   PERSUASION AND ATTITUDE

4.2.1 The concept of Persuasion

No concept is easily defined and using of any type of definition may cause a lot of problems. Problems are caused because definitions put lines on what and what is not. Definition may therefore be too narrow or too broad. Problems experienced in trying to define any other concept will also be experienced when attempting to define the concept of persuasion. According to O'Keef (2002), persuasion may be defined in any way but as Human communication designed to influence others by modifying their beliefs, values or attitudes. This loose definition does not include manipulation and will always depend on what was said and how it was said. Again, persuasion may be defined as a successful intention effort at influencing another's mental state through communication in a circumstance in which the persuader has some measure of freedom.

When defining, (O'Keefe 2002) persuasion in such a way as to distinguish cases of persuasion from cases of manipulation by requiring that in genuine instances of persuasion, it will be found that the persuader **"acts in good faith"** Lets consider what is involved when it is said that someone has persuaded someone else need to be probed. As on O'Keefe (2002), when we say that someone persuaded the other, there should be a **successful attempt to influence**. It therefore does not make sense to say I persuaded him and failed. We may rather say, I tried to persuade him and failed. To say I persuaded him implies a success. To speak of success implies some **standard** of

success, **some goal,** some **criterion** as for example one cannot win a race without finishing line. There is some measure of freedom (free will, free choice, voluntary action) on the persuadee's part. This includes being induced by a television advert to make a donation to for example a charitable cause.

Persuasion becomes questionable when the freedom of persuadee is minimized or questionable. Persuasion is achieved through one person communicating to the other irrespective of the type of **communication** channel used. Persuasion involves a change in the mental state that gives rise to the behavioral change.

Finally, the following may be regarded as the definition of persuasion….**a successful intentional effort at influencing another's mental state through communication in a circumstance in which the persuadee has some measure of freedom.** (O'Keefe 2002)

4.2.2 The concept of attitude

Described broadly, attitude may be defined as a person's general evaluation of an "object" where "object" is understood in a broad sense as encompassing persons, events, products, policies, institutions and others. This however is a predominant theme in treatment of attitudes. As O'Keefe (2002) puts it, attitude came to be seen as orientation of mind rather than of the body as internal states that exerted influence on overt behaviour.

Fauconnier (1981) define attitude as entailing state creating within the individual a readiness, disposition to behave in a specific, positive or negative way toward other individuals, things, words etc.

4.2.2.1   Attitude measurement techniques

If persuasion is conceived of as involving attitude change, there should be a need for the means to access person's attitudes. Without procedures for measuring attitudes, one cannot tell whether a given persuasive effort has induced any attitude. The following are techniques of measuring attitude:

- **Direct techniques:** Directly ask the respondent for an evaluative judgment of the attitude object. These include the semantic differential evaluation scales and single item attitude measures.

- **Quasi-direct techniques**: Assessing attitude not by direct eliciting an evaluative judgment of the attitude object but by eliciting information that is obvious attitude-relevant and that offers a straightforward basis for attitude assessment. Examples of these include the Thurstone and Likert attitude scales.

- **Indirect techniques:** Assess attitude not by direct eliciting an evaluation of the attitude object or even by eliciting information obviously relevant to such an overall evaluation but instead by some more roundabout means. These include physiological Indices, Information test and lost-letter technique.

4.3   ATTITUDE AND BEHAVIOUR

Attitude forms a key mental state relevant to persuasion because of a presumed relationship between attitudes and action. Attitudes are important determinants of behaviour and that one avenue to changing a person's behaviour will be to change that person's attitude. However this assumption of close relationship between the attitude and behavior seems not to be so true. As in O'Keefe (2002), people's actions were commonly inconsistent with their attitudes.

4.3.1 Correspondence between the attitudinal and behavioral measures

There are three well-studied illustrative factors to look at the correspondence between the attitudinal measures and behavioural measures.

- **Correspondence of measures**: A general attitude measure corresponds to a general behaviour measure, not to a specific one and hence general attitude measures should be correlated more strongly with general behavioral measures than with specific ones (O'Keefe 2002 :17).

- **Formative basis of attitude:** Attitudes induced by direct experience will be more

strongly correlated with behavior than attitudes induced by indirect experience. In Tshivenda they have a proverb that says: *"Ndi tshi taka tshe wa vhona nowa, u di ri I tshe ngomu"* (The bush in which yo saw the snake will never go out of your mine. You always think it is still in).

- ○ **Perceived relevance of attitude to action:** In general, as O'Keefe (2002) writes, it may be only when individuals explicitly define their attitudes as relevant and appropriate guides to action that they can be expected to turn to their general attitudinal orientations for guidance in making their behavioural choices.

Even with the acknowledgement that attitudes and actions will often be consistent, it still remains the case that sometimes persuader's challenge will be to **encourage** people to act consistently with their attitudes. This is called encouraging attitude-consistent behavior. This also demands for encouragement to people to see their attitudes as relevant to their behavioral choices. There will also be a need for induce feeling hypocrisy and encouragement of anticipation of feelings.

4.3.2 Assessing persuasive effects

4.3.2.1   Attitude change

Attitude measurement procedures provide means of assessing persuasive effects. To see if a given message changes attitudes, an investigation can assess attitudes before and after exposure to the message.

Towards elections for example, a political party needs to conduct a research and get how people perceive it.

Then the party will come up with the message such as vote for party A. After the elections, the party will be able to know if the message managed to change attitudes of the people if for example the number of votes were positive. It needs to be noted however that persuasive efforts sometimes will be concerned not with any aspect of attitudes but rather with other mental state.

The key to changing some behaviours might involve not influencing persons' attitudes

but rather changing their normative beliefs (What others think they should do) or their perceived self-efficacy (their perceived ability to perform the desired behaviour. Katz (1960) On O'Keefe (2002) proposed four attitudes functions:

- o **Unilitarian**: Attitudes that help people to maximise rewards and minimise punishment. When a subordinate is wrong for example, the supervisor will start by congratulating good work and then as a suggestion request the subordinate to change.

Example 1

Ri khou shuma zwa vhudi fhedzi-ha ri fanela u lingedza u tavhanya u da mushumoni. *We are doing fine but we need to come to work a bit earlier*

- o **Ego-Defensive:** Attitudes that makes people to be defensive for their egos. Some people are always defensive and will never take advice easily although when they are alone or in their hearts they know that they are wrong. They will change without showing that they have taken it from the advice they receive.

- o **Value-Expressive**: Attitude that makes people to go for value. "What will we get out of that?" that is the question they ask first.

- o **Knowledge**: Attitude created by the knowledge that a person possesses knowledge. At times those that are said to be educated are respected even for the field they have no knowledge in. Once a professor for Biological Sciences as an example, this person commands respect even in social science within the communities.

4.3.2.2   Beyond attitude

Although attitudes are a key mental state relevant to persuasive effects, they are not the only possible focus for persuasive efforts.

4.4   THE STUDY OF PERSUASIVE EFFECTS

Various experimental arrangements are used in persuasion effects research. These can be usefully being thought of as variations on a basic design. Basic design implies that research design employed in the works to be discussed is an experimental design in which the researcher manipulates a single factor to see its effects on persuasive outcomes.

An investigator who for example wishes to investigate the effects of explicit conclusion drawing an attitude change might design a laboratory investigation of the following sort: The researcher prepares two persuasive messages identical in every respect except that in one message, the persuader's conclusion is drawn explicitly at the end of the message while on the other one the persuader's conclusion is left implicit. When the participants come their attitudes are accessed. Results will differ and the difference is on the explicitly and inexplicitly factor.

Variants on the basic design include:

- **Posttest-only design**: There will be only a post message assessment of attitude.

- Investigator might create an independent variable with more that two conditions e.g. comparing communicators of high, moderate or low in credibility.

There are two general problems in studying persuasive effects. First is the difficulty of making reliable generalization about the effects of message type. Then there is a task of defining independent variables in studies of persuasive effects.

4.5   FACTORS THAT HAVE IMPACT ON PERSUASIVE EFFECTS

4.5.1 Source factor

According to O'Keefe (2002), persuasive researchers have quite naturally focused their research attention on the question of how various characteristics of the communicator influence the outcome of the communicator's persuasive effort. The main focus here is on how particular communicator characteristics may have effect on persuasion outcome.

Considerable research has been directed to **credibility** and **likeability**.

4.5.1.1   The dimensions of Credibility

Perceived credibility consists of the judgments made by a perceiver (recipient) concerning the believability of a communicator. This implies that the communicator's credibility is not an intrinsic property of the communicator and that a message source may be thought highly credible by one perceiver and not at all credible by another. The following are scales used by respondents in judging the communicator as of having low or high credibility:

-   **Expertise and Trustworthy as dimensions of credibility:** The trustworthiness dimension is also known as character safety or personal integrity. It is also represented by scales such as honesty-dishonesty, trustworthy-untrustworthy, open-minded-close –minded, fair-unfair and selfish-unselfish.

    The two dimensions also parallel what have been described as the two types of communicator bias that message recipient may perceive. These are knowledge bias and reporting bias. Knowledge bias refers to recipient's belief that a communicator's knowledge about an external reality is nonveridical while reporting bias refers to the belief that a communicator's willingness to convey an accurate version of external reality is compromised.

-   **Factors influencing credibility judgment:** Although a lot more needs to be done in terms of research, it is believed that researchers in the factors that influence credibility judgment manipulate issues of **education**, **occupation**, **experience**, **knowledge** and others as main influencing elements. Then follows element of **speaking rate** and **citation of evidence** sources. Most of the speakers start their speeches by referring to ancient writers and in most cases, quotes from mostly those who are known to be greatest and in particular those no longer living. The position that the communicator advocates may also influence perceptions of the communicator's expertise and trustworthiness. This works better when the communicator advocate for the position that is opposed

to their self interest.

Example 2

Better life for all *(Vhutshilo ha vhudi ha vhothe)* - the ANC's slogan may mean that even the poorest of the poor will benefit. All the people know that the President of ANC and Government ministers are rich enough, but if they go out to fight for better life for all then they are perceived not really pushing for their own benefit only.

Joint consideration of the magnitude and direction also plays a role. Taken together, the factors identified as influencing the magnitude of credibility's effects and the direction of credibility's effects appear capable of encompassing the bulk of research findings concerning the effects of source credibility on persuasive outcomes.

4.5.1.2   Liking

On the other hand, O'keefe (2002) indicates that liked communicators are more effective influence agents than are disliked communicators. However, this may be misleading. O'Keefe said that the effect of liking can apparently be overridden by credibility, the superiority of liked over disliked communicators is minimized as the topic becomes more personally relevant to the receiver and disliked communicators can at least sometimes be significantly more effective persuaders than can liked communicators. The effects of liking on persuasive outcomes appear to be weaker than the effect of credibility.

This means that when the receiver's judgment of the source's credibility conflicts with the receiver's liking for the source, the effects of liking may be overridden by the effects of credibility.

4.5.1.3   Liking and topic relevance

According to O'Keefe, the effects of liking on persuasive outcomes are minimized as the topic becomes more personally relevant to the receiver. Thus, although better liked persuaders enjoy some general persuasive advantage, their advantage is reduced when the issue is personally relevant to the receiver.

It must however be noted that sometimes disliked communicators can be more effective persuaders than liked communicators even when they are comparable in other characteristics. Here we think of the communicators who differ in their approaches to get that persuasion. Some communicators may be bossy and tactless while the others are tactful. The tactful in most cases succeed in persuasion even if they are not very liked.

4.5.2 Other source factor

4.5.2.1   Physical attractiveness

Research says heightened physical attractiveness generally enhances one's effectiveness as a social influence agent (Chaiken, 1986). Therefore, physical attractive communicators are more effective than their less attractive counterparts. One may also add that this is why the advertisers of today use attractive faces of celebrities on their TV adverts which many say is depriving the less attractive and those not on showbiz.

4.5.2.2   Similarity

It is believed that the persuader's effectiveness will be enhanced if the recipients see similarities between them and the persuader. This is why the leaders of political parties will go and visit villagers I their homes to show that they care about them and they live same life as the villagers. They create a sense of "I belong, I care and I serve". However, the relationship of similarity to persuasive effectiveness is much more complex that this common assumption. The fact that the political leader for example, visits the villagers does not mean they are "similar" to them. If this was the case one will argue that they would visit these homes all the time and not only wait for election time. Even those Imbizo's and Provincial visits to the communities do not get into the homes but gather the people in halls or stadiums.

4.6   MESSAGE FACTOR

4.6.1 Message structure

Message structure is concerned about the order of **argument** in the message, the degree of **specificity** and whether the message's conclusion is **explicitly** explained or

not. The climax versus anticlimax is one of the structures of messages that will have effect of persuasion. In this structure, the most important point of the argument is saved for the end of the argument to make sure people may rather forget the build-up and not the most important. It is still confusing if there is a need for recommendation specificity. The argument is that when the communicator is urging some particular action, the message can vary in the specificity with which the advocated action is described.

4.6.2 Message context

Study on message context reviews research concerning the persuasive effects of certain variations in the contents of messages. Some researches, as in O'Keefe (2002) reveal that to be successful in persuasive communication, the communicator should avoid one-sided version messages. The communicator better avoid any issue that will results on opposition or deal with both the positive and the negative at one time. Communicators must also know how to deal with discrepancies by offering something in between. If people want 10% salary increment, employer better give something like 7% and negotiations here may end up with 10% demand toned down through agreement. Communicators at times are forced to use fear appeals but telling that if this is not done this way, something of this bad nature will happen. Communicators should also use more of examples than statistics. A *nonrefutational* two-sided message acknowledges opposing considerations but does not attempt to refuse them directly, it might suggest that the supporting arguments outweigh the opposing ones but it does not directly attack the opposing consideration.(O'Keefe 2002). **Discrepancies** also happen while busy with persuasion. A persuader might advocate a position only slightly discrepant from the receiver's viewpoint or might advocate a highly discrepant position. This is explained more by the salary increment persuasive strategic example given above. Then there is also the element of the use of fear as a persuasive technique. This is according to O'Keefe called **Fear appeal**. This is found in situations where the persuadee is told to do something or something else will happen. The Government's **Arrive Alive campaign** for example will show horrible pictures of accident and persuade people to drive slow or stay away from alcohol if they are to drive. Drivers, by seeing the horror may be persuaded to refrain from the action that will cause danger to their lives. The following

example may be used in Tshivenda:

Example 4

Na lila khole khotsi anu vha do dzhena tshikumbuni.
If you cry faulsly (Playing) your father will disappear.

So the kids stop playing by just crying even when they have not been harmed because they are afraid their fathers will disappear.

Some bosses will say:

Example 5

Arali na sa fhedza hoyu mushumo ni do tuwa hafha mushumoni.
If you do not complete this job you are gone from this job.

The danger in using fear is that the degree of fear to the recipient will have impact. The relationship between fear appeal message variations and aroused fear is not perfect. One will argue that if the fear is imposed and the recipient is not getting intimidated then there will be no persuasion. An example will be what used to happen during the struggle for liberation when police could tell people to vacate an area or will be fired at and still people do not live at at times they fail to fire as it is against the human rights law or they shoot but people still do not get persuaded but, for survivors get forced to move.

Research also suggests that the use of **examples** does better in persuasion that the use of too much **statistics**. A single example can be more persuasive than parallel statistical summary information.

Then there are sequential- Request strategies. These are Foot-in-the-door (FITD) and Door-in-the-face (DITF). FITD consists of initially making a small request of the receiver, which the receiver grants and then making the target request. Research, as O'Keefe (2002) puts it, suggest that FITD strategy can enhance compliance with the second request. The DITF strategy turns the FITD strategy on its head. It consist of initially making a large request which the receiver turns down and then making the smaller

target request. It can also enhance compliance.

4.6.3 Receiver and context factors

This section reviews research concerning the effects that various recipient characteristics and contextual factor have on persuasive outcomes. The discussion is on three main topics which are: natural or endearing receiver characteristics induced receiver factors and contextual factor.

4.6.4 Natural receiver characteristics

o **General persuasibility**

Persuasibility refers to how easily someone is persuaded in general, that is across topics, soyrces, settings and others. There are indications of the existence of persuasibility differences. This will be influenced by a number of issues including social life, experiences etc.

o **Sex differences in persuasibility**

There has been some study on whether there are any reliable sex related differences in persuasibility. Are women easily persuaded in specific situations or men are remained the main question. O'Keefe says several reviews have concluded that the research literature does contain dependable sex differences in persuasibility with women being more easily persuaded than men.

o **Other individual differences**

Beside sex, there are other individual-difference receiver characteristics examined for the possible relationship with persuasibility.These include self-esteem and intelligence. There is a belief that persuasibility may be maximized at intermediate levels of self-esteem and at lower levels of intelligence.

4.6.5 Induced receiver factor

In this section the focus is on the role played in the persuasion by natural, enduring

receiver states or characteristics.

- **Inoculation**

Once a person is persuaded to one's point of view, there are possibilities that this person may be exposed to counter persuasion, persuasive messages advocating some opposing viewpoint. Inoculation theory focused on the process by which persons can be made resistant to persuasion. This may be explained more by the **biblical metaphor** that says people may be given a little dose for example of a certain disease to make sure it does not come on its own strongly and for the body to build on resistance. Then there is the cultural truisms which is a belief that with a given culture, a given social environment is rarely, ifever, attacked. These believes are truism to one culture and everyone believe without critisising.

These will include examples such as the following in Tshivenda culture:

Example 6

Mudi munwe na munwe u a vhewa nga vhomaine u saathu dzulwa.
Every home should be protected by traditional healers before occupied.

4.6.6 Contextual factor

Focus is now on the influence that features of the persuasion context have on persuasive outcomes. The focus will be on primary- recency, communication medium effects and the persistence of persuasive effects.

- **Primary- Recency**

Some persuasive context involve a debate like setting in which two communicators defend different sides of a given issue. A simplified debate setting in which each communicator gives only one message with no follow-up. (O'Keefe 2002). The debate is now on the benefits gained by either. It has been proved however that in terms of persuasion there is no general advantage to either position.

- **Medium**

Persuasion can be pursued through different media. Cleaver communicators today conduct research on the type of media to use to specific target market. They will look at the availability and accessibility to such media by their market audience before getting into the persuasive campaign. They will use for example face-to-face interaction, telephone, posters, advertising on electronic and/or print media. The unraveling the bases of different between communication media will involve sorting out a great number of factors that distinguish media.

- **The persistence of persuasion**

This happens when persuaders become interested in obtaining success at some specific point of decision or action as in getting the voters to cast a favourable ballot on Election Day or getting a person to make charitable donation.

4.7 PROCESS AND CONTENT PREMISES IN PERSUASION

In this part of the assignment focus in on the psychological process operating in persuades and that rely on human emotions, drives or instincts. These appeals are known as Process premises because they target psychological processes that seem to operate in most people. (Larson, 1995).

Each of us has a set of individual needs. We cannot leave without them. So, knowing that the audience has a need for recognition, a persuader can design appeals to these needs when selling his ides and will end-up wining the battle to persuade. Effective persuaders successfully determine their audience's needs.

Packard in Larson (1995), identified eight hidden needs of the people.

4.7.1 Packard's eight needs

- **Need for emotional security**: People become vulnerable to persuasion aimed at assuring or reassuring them semblance of security. This is because people of today are living in insecure era of human history where everything is changing.

- **Need for reassurance of worth**: People want to feel valued for what they do. They need to feel that they make difference and are doing something of value.

- **Need for Ego gratification:** People also need to be treated in a way that they fee they are special, a step beyond just to feel worth. Ego mainly focuses on personal ways that appeal to an individual's self-perception.

- **Need for creative outlet:** In our modern technocracy, few products may be identified with a single artisan. In persuasion, there is a need to make people to feel owning the process. There is a need for substitute ways for expressing one's own unique creativity.

- **Need for love objects:** People whose children have grown up need to replace the child love with objects. This situation is called empty-Nest Syndrome. To persuade them, say in advertising one should know what they love most as replacement to the child.

- **Need for a sense of power:** People need to chase potency and power and to gratify their need for them symbolically.

- **Need for roots:** People take things such as brand names along when going far from their homes just to have that feeling of where they come from. Their roots place.

- **Need for immortality:** None of us live in our own mortality. We like to think that life will go on and on in much the same way as now. Packard suggest that the fear of dying and the need to believe in an ongoing influence on the lives of others underlies many kinds of psychological appeals (Larson,1995)

4.7.2 Basic Needs that have impact on persuasive messages

Other basic needs that are important in persuasive communication are:

- **Belongingness and love Needs**: Once security needs are met people become aware of needs on the third level: belonging or association needs. We know of

people who do not relate to a group other than those at work and home. Individuals need groups more than just one.

- ⊙ **Esteem needs**: need to feel confidence and sense of belonging.

- ⊙ **Self Actualization needs**: need to realize the ability within self and feel contributing with value.

4.8 ATTITUDE: THE SECOND PROCESS PREMISE

As defined by psychologists Eagley and Chaiken (1993) attitude is a psychological tendency that is expressed by evaluating a particular entity with some degree of favour or disfavour(Larson 1995).

Attitude objects are therefore usually found in the persuader's request for action or offer of products, ideas, beliefs, and so on. If the recipient evaluates the actions or offers positively, he or she will be more likely to act as requested or to accept the offer being made. Attitude differs from those that are primitive and being held at strongly and those that are based on authority and not strongly held at. Looking at all the debates on the abolishing of death penalty in South Africa, it was noticed that politicians like Martinus Van Schalkwyk ones opposed the move but recently on television interview the man was different person all together in the issue. Is he really no longer opposed to the abolishing of death penalty or it is because not he is in cabinet that in majority believes in the death of the death penalty?

Where then do we put opinion? Opinion resembles beliefs and opinions, like that of "Kortbroek" on death penalty change rapidly and often dramatically.

4.8.1 Functions of attitudes on persuasive process

Attitudes have cognitive functions and can be learnt and then assist in planning persuasive process. Attitudes are have also affective function and affect emotions and therefore put it clear on how people feel about a subject. They also have behavioral function as they predispose people to take certain actions.

4.8.2 Attitudes and intention

Behavior intention relates to what one intends to do about an issue regardless of what action one finally takes. But when people describe what they intend to do they have in a sense already symbolically enacted the behavior.

4.9 CONSISTENCY: THE THIRD PROCESS PREMISE

These theories say human beings feel comfortable when the world lives up to or operates consistently with their perceptions of or predictions about events. When this is not happening, people are predisposed to change either themselves or their interpretations of events to bring the world into a more balanced state. Knowing where recipients are likely to perceive inconsistencies, persuaders cast their message to offer a means to return to consistency and thus comfort.

4.10 CONCLUDING REMARKS

From the discussions above, it is clearer that communication is not only about sending the communicator sending the message through whatever channel to be received by the recipient. It is clear that is the intention to communicate involves the desire to persuade then there is a lot of homework to be done before an attempt to communicate is made. Part of the reason why some political parties fail to make desired marks during the past national election is poor planning in terms of their communication strategies. They did not give enough time to study their target market but just imposed their election manifestos.

CHAPTER 5

ANALYSIS OF PERSUASIVE MESSAGES

5.1 AIM

The aim of this chapter is to critically evaluate persuasive messages in Tshivenda. This will assist in finding how the messages focus on goal identification and how successful the messages are in terms of compliance gaining.

5.2 INTRODUCTION

There is always a reason to communicate. Some communicate to educate, inform and entertain. There is a great need for persuasion in all types of communication as the process of communication is only complete when it has produced the results. Communication process is not only sending the information but also the response from the recipient. This implies that there is a message in all types of communication. Some of these messages should be persuasive in nature in order to get actions done. The speeches by politicians and other stakeholders are meant to send the message. There is a need for communication practitioners to be able to critically evaluate persuasive messages derived from any type of communication. The three speeches (See appendix) have messages and these messages are to be critically evaluated in this chapter. The starting point will be to identify and arrange persuasive messages and deal with messages from one speech and then proceeding to those of the other. There are three speeches from which the messages are going to be singled out and get evaluated.

5.3 CRITICAL EVALUATIONS OF PERSUASIVE MESSAGES AS IN THE SPEECHES OR ARTICLES PROVIDED (SEE APPENDIX).

The articles will be analysed according to the following premises.

- Goal identification

- Argument against compliance

- Argument for compliance

- Compliance

5.4 CRITICAL EVALUATION OF THE PERSUASIVE MESSAGES IN THE SPEECH BY MR. SELLO MOLOTO DURING THE OPENING OF THE PROVINCIAL LEGISLATURE ON 17 FEBRUARY 2005

5.4.1 Persuasive message 1

The Premier encourages communities to take part in the creation of better life for themselves by working with government.

a)   Paragraph from the speech

Just two months ago, the community of Thulamela Municipality was recognised by the Minister of Provincial and Local Government for being exemplary in complementing government in its delivery of social services. Through partnership with the municipality the community has made us proud by scooping the Vuna Special Performance Excellence Award. They proved that communities in dire straits can be able to access basic services such as electricity without having to be constrained by projected timelines.

Shouldering the responsibility for their own development, in partnership with organs of the state, and defying the helplessness characteristic of those who wait for delivery of services only from the state, the people of Thulamela came together as a collective in the true spirit of Letšema and Vuk'uzenzele to aid their Municipality in the speedy delivery of electricity. Ten villages contributed about R4.2 million, and the Municipality contributed the remaining amount. As we speak today the electrification programme in these villages has been completed. The other group of eight villages has already contributed about R660 000 and the electrification process is due to be completed before the end of this financial year.

b)   Goal identification of message 1

The community of Thulamela took a positive step in advancing the condition of their lives by contributing toward getting electricity for their villages. The Premier is happy about this. The Government in general congratulates this community by awarding them a special award. This community is encouraged to continue doing the good wprk of working together with government. Other communities are urged to copy from this community. The influence goal the Premier has used to persuade communities to work with Government is the goal of **"Sharing an activity"**.

The Premier wants the communities not wait for services from Government but join government is building better lives for themselves.

c)   Arguments against compliance of message 1

Although the Premier is strongly making a call for people to work with Government, he is aware of those who have opposite views. There are those who are still involved in in issues that hinder community development. The following statement has it all:

"Our Province is renowned for tranquillity and being at peace with itself, hence it is being dubbed the "Home of peace". It is in this context that we have over the years thought that we have won the battle over ritual killings, racial and witchcraft related crimes. The recent emergence and resurgence of these types of heinous crimes in the past weeks and months is a source of great concern to us. We have learned through experience that witch-hunt violence and suspicions of witchcraft are the cause of instability in our communities.

We call on all our communities not to take the law into their own hands as only the South African Police Service and other law enforcement agencies have the capacity and authority to deal with such matters"

d)   Argument for compliance of message 1

The Premier congratulates the community of Thulamela for taking this important

direction. This is to persuade them more in working together with Government and also taking valuable participation decision in building better life for themselves. They are persuaded to be part of development and not just seat and wait for government to do work for them.

He said *"......We therefore would like to take this opportunity to congratulate the communities in Thulamela Municipality. We hope and trust that this sense of community spirit and voluntarism which is prevailing in these communities would spread throughout the Province.*

We call upon all Municipalities in the Province and councillors in particular, to emulate this example of community participation and involvement in the delivery of services. Clearly this kind of initiative resonates with the letter and spirit of the Freedom Charter when it says, "the people shall govern".

e) Compliance of message 1

By this the Premier was also urging other societies to do the same- having partnership with government and its agencies. The Premier also wanted to cement peace and stability in the Province.

Showing compliance from the communities the Premier said" These communities understood that they cannot only be passive recipients of government services without active involvement. They clearly understand that the reconstruction and development of this country require their active participation. They obviously take cue from and advance the legacy of our forebearers and legends from this part of our country like warrior King Makhado, Phiriphiri Rasimphi Tshivhase, and a community leader and activist Alpheus Malivha who steadfastly and selflessly stood in defence of their birth right and commitment to the realisation of a better life for all. Also indicating compliance from communities in working as partners to sevice delivery with government, The community of Ga-Kibi, through their letter to the Premier's office said: ""*We would like to thank the Premier together with the Provincial Cabinet for the visit at our area last year 11th of August 2004. We are also thankful that the Imbizo was not just a visit for the*

sake of it as we can now see that some of our people's priorities are receiving your utmost attention. Examples of the fruits of your visit include amongst others, imminent renovation of Mabotha School, the continued provision of low cost houses and chiefly the upgrading of the Schiermonikoog Road which is at design stage."

5.4.2 Persuasive message 2

Define and clarify your goals and always strive for excellence.

a)   Phrases from the speech

True to their nature and character of the people of Limpopo, that of being resilient, steadfast and always striving for excellence, the people of Limpopo have spent most of the past nine months engaged in a concerted effort and process to redefine and clarify their development goals and objectives.

b)   Goal identification of message 2

The Premier, Mr Sello Moloto wants the people of his province to be able to redefine and clarify the developmental needs and also to strive for excellence. By this, each citizen of the province takes his/her province serious and do everything possible to enhance issues of development. The goal that he has used is **"Give advice"**

c)   Argument against compliance of message 2

The Premier however is sure of the lessons learnt from the past decade of freedom and democracy. All he has is just a belief that what was learnt in the past decade will assist in the way forward for all the plans of the current moment.

This statement suggests that the premier is aware the past decade of freedom and democracy was characterized also by bad lessons. He is persuading the people to be careful and use the past lessons, good and bad strategically to reach their goals. The lessons learnt should play a role in getting the people positively clarifying and defining their goals and only going for excellence.

d)   Argument for compliance of message 2

The Premier is happy to put what has transpired during a number of consultative meetings where people were exchanging ideas together with their government.

He therefore said "What emerged out of these elaborates and deeply intense consultative process was that you the people of the province have identified your prorities as follows:

1.   You reaffirmed that development is about people and therefore comfortable with a people-driven and people-centred development process in order to improve the quality of your lives.

2.   You said that there is a need to grow the economy in order to enhance the fight against poverty and create work.

3.   You have said that there is a need for the building of institutional capacity and efficiency in order to enhance innovation and competitiveness in service delivery.

4.   You have also said that there is a need for both social and economic regional integration in order to give effect to our strategic location as the heartland of SADC and gateway to the rest of Africa.

5.   You have said that we must continue to give attention to priority programmes like HIV and AIDS, Broad-Based Black Economic Empowerment, Small Medium and Micro Enterprise development including a better and improved implementation of Local Economic Development programmes.

e)   Compliance of message 2

The Premier accepts the reaffirmation by the people during their elaborate and deeply intense consultative and developed the Provincial Growth and Development Strategy (PGDS) as he said:

"In October last year we adopted a new Provincial Growth and Development Strategy.

The distinguishing feature of this strategy is anchored around the need for integration and clustering of projects or programmes. This approach is informed by the fact that development is multifaceted and recognises the urgency for convergence of all developmental plans by all spheres of government.

Our strategy correctly identifies the need to establish working groups comprising business, labour and government at all levels including municipalities in each of the cluster value chains".

5.4.3 Persuasive message 3

Provincial tourism promotional strategy should embrace a stronger domestic content and regional focus.

a)   Phrase from the speech

We have said in many forums that our tourism promotion strategy has always been focusing on the outside world, particularly Europe. There is a need for our strategy to embrace a stronger domestic content and regional focus in order to reaffirm our status of being the heartland of SADC and a gateway to Africa.

b)   Goal identification of message 3

Te Province has been in most cases focusing on international markets in terms of marketing strategy to as far as Europe. Little or nothing has been done for domestic and regional markering. The premier wants the focus to come back to domestic and regional so as to reaffirm the provincial status of being the heartland of SADC and the gateway to the rest of African countries. The influence goal here is **"Give advice"** or as he is the head of the province it may be **"Giving and instruction"**

c)   Argument against compliance of message 3

The Premier thinks for Limpopo's marketing strategy to have main focus to foreign markets is not good for the province and its objectives. This is also not in line with the provincial pay-off line of being "**the heartland of Southern Africa"**

d)   Argument for compliance of message 3

In his speech, the Premier indicates that Limpopo has a status that makes it the "Heartland of Southern Africa" This refers to be the heartland of SADC. He indicated this will be maintained if the marketing strategy of Limpopo may focus mostly on domestic and regional markets. The Premier even mentioned other prominent areas such as Moria that will play a role in building and maintaining the status of the province if well marketed.

e)   Compliance of message 3

The Premier agrees that the marketing strategy of the province should focus on domestic and regional arena. Places such as Moria City should be advanced.

The premier in his speech said in compliance with the message to focus marketing domestically and regionally, "We have said in many forums that our tourism promotion strategy has always been focusing on the outside world, particularly Europe. There is a need for our strategy to embrace a stronger domestic content and regional focus in order to reaffirm our status of being the heartland of SADC and a gateway to Africa. We have argued for a stronger assertion and the necessary prominence to be given to MORIA City and the annual ZCC pilgrimage like it is done and happens with MECCA of Saudi Arabia and the Vatican City of Rome"

4.4.5 Persuasive message 4

Together lets stop fraud and corruption.

a)   Phrase from the speech

Despite our impressive record of service delivery achievements and transformation endeavours since the inception of our democratic government, there are persistent weaknesses and deficiencies within our public administration.

Amongst the major concerns is the outcry about allegations of graft and **corruption** within the public service.   The Auditor-General's reports tacitly allude to these

allegations.

The reports point out the disturbing fact that government procures goods and services at prices far above the market value, i.e. sometimes tender prices are inflated more than five times the actual value. In some instances government pays for the same service more than once, i.e. there are instances of multiple payments occurring.

b)   Goal identification of message 4

The province is troubled by elements of fraud and corruption. These are even a cause of concern to the Auditor –General's reports. The Premier wants all citizens to join hands in fighting and combating the fraud and corruption. The influence goal used is **"Share an activity"**

c)   Argument against compliance of message 4

The premier indicates the province has a number of achievements but the problem is with fraud and corruption. He said this is rife in public service. The other concerns against fraud and corruption is that government is made to purchase goods and services at prices far above the market value due to fraud and corruption.

d)   Argument for compliance of message 4

There is a need to fight fraud and corruption together because as premier says, government is loosing too much money by both being over-charged and paying for services that have never been rendered. The Premier ads that, "Without running the risk of overstating the obvious, we have said last year in this house that in any corrupt activity, there is always more than one party involved. This will then mean that the battle against this malaise cannot be won from only one front.

The cooperation and determination from the other party is required i.e. the need for business to help us root out this anti-people tendency cannot be overemphasized".

e)   Compliance of message 4

Harsh steps are going to be taken to any official and other person found in this business that is fraudulent and of corrupt nature. Government has also tighten its risk management. Warning from Government: Government is surely determined to see an end to these mal-practices, hence we call upon everybody to report these illegal activities to authorities wherever they happen. As you will be aware, we will continue to act on the allegations made against government officials and developers implicated in the housing corruption scams. What then is the government doing? "Government's immediate response to this challenge was the decentralisation of procurement services to respective departments as announced last year. This was meant to make the HODs or accounting officers to take direct responsibility for the funds appropriated in their departments. Departments have also been directed to implement the new policy on supply chain management. Given the concerns raised in both the Auditor-General and SCOPA reports, departments have further been directed to develop guidelines that are aimed at establishing acceptable benchmarks in order to curb this tendency of inflated tender prices" Premier Moloto said.

5.4.5 Persuasive message 5

Stop domestic violence and killings.

a)   Phrase from the speech

Our Province is renowned for tranquility and being at peace with itself, hence it is being dubbed the "Home of peace". It is in this context that we have over the years thought that we have won the battle over ritual killings, racial and witchcraft related crimes. The recent emergence and resurgence of these types of heinous crimes in the past weeks and months is a source of great concern to us. We have learned through experience that witch-hunt violence and suspicions of witchcraft are the cause of instability in our communities.

The other worrying phenomenon gripping our Province is the increasing levels of

domestic violence and suicides. One of the major contributing factors to these incidences stems from increasing levels of consumerism (expensive lifestyles which we are unable to afford).

b)   Goal identification of message 5

The premier is disturbed by incidents of killings, some suicidal while others are ritual killings in the province. He wants it tome to an end. This message is **"Instructing to do"** as perpetrators will face the law.

c)   Argument against compliance of message 5

The fact that the Premier says it is taking years to see these killings and domestic violence dying shows there is an element within the communities of acting against the compliance.

The premier says "The recent emergence and resurgence of these types of heinous crimes in the past weeks and months is a source of great concern to us"

d)   Argument for compliance of message 5

It is unfortunate that when communities start to get involved in combating these crimes they end up taking law into their hands. This does not solve the problem but fuel it. However, the communities are dying to see these killings come to an end. This is why when thinking the justice system is not doing enough, they resolve in taking the law into their own hands by "witch hunting" who they think are the perpetrators. In doing this they end up killing or injuring the wrong people hence the call by the Premier, "We call on all our communities not to take the law into their own hands as only the South African Police Service and other law enforcement agencies have the capacity and authority to deal with such matters"

e)   Compliance of message 5

The Premier agrees that domestic violence and killings are existing and that there is a need to stop them. The way to stop them is to move away from activities that cause or

force people to resolve on these activities as relieve mechanism from their frustration.

"One of the major contributing factors to these incidences stems from increasing levels of consumerism (expensive lifestyles which we are unable to afford).

Many of us are competing and investing in less valuable and unaffordable commodities like flashy cars and clothes. The other tendency is to move into up market suburbs and buy very expensive houses thereby tying ourselves to unmanageable debts.

The result of this tendency is to live and work for micro-lenders commonly known as (Bo-Machonisa) for the better part of our lives up to a point where we cannot take it any longer. Consequently, we would then be tempted to be involved in all sorts of graft and corruption. When it all fails, many of us will then resort to killing first our families and then ourselves. This calls into focus a need to foster social cohesion and restoration of family values in an endeavour to build a caring society. We are therefore called upon to step up our moral regeneration campaign"

5.5 CRITICAL EVALUATION OF PERSUASIVE MESSAGES IN THE PRESENTATION MADE BY THE CHAIRPERSON OF THE LIMPOPO YOUTH COMMISSION AT THE AGRICULTURAL–BLACK ECONOMIC EMPOWERMENT (AGRI –BEE) SUMMIT ON THE 17 NOVEMBER 2005.

5.5.1 Persuasive message 6

Government needs to socio-economically empower women of South Africa

a) Phrases from the speech

Reading through the whole of this speech, one finds out that it is not full of persuasive message. It however has one strong message: Empowering women. This has been repeated in a number of different ways throughout the speech.

The following phrases from the speech have reference:

- While the links between property and class relations are well established in political economy, the link between property and gender relations is ignored. Therefore these gathering represents a progressive step in redressing the historic imbalances in South Africa and beyond, with regard to land ownership for agricultural development. As part of securing our historic responsibility, we need to take stock of the progress and challenges that confront us today. We need to examine the historic role of women in society in context of the need to accelerate their social and economic empowerment.

- How far are we? Are our programmes to redistribute land succeeding? How many women are leading and owning agricultural and commercial farms, especially black women? How many youth, are owning and successfully managing agri –businesses in the Province, especially black youth?

- Every revolution needs revolutionaries, and therefore youth and women especially those aspirants and in the forefront of a broad based struggle for economic transformation and development should be empowered to do so, without any fear of failure.

b)   Goal identification of message 6

The Chairperson of Limpopo Youth Commission wants women and young people to be empowered both economically and socially. This empowerment also has to come in the way of them owning agricultural land. This has to be facilitated by Government and its other stakeholders.

The influence goal that the Chairperson is using **"Obtain permission"** to introduce young women and youth in general to programmes of government that will lead into their empowerment.

c)   Argument against compliance of message 6

The chairperson is of opinion that not enough is being done to get women empowered. He is concerned that the country is now on the second decade of freedom and

democracy but women seem to be left behind.

d)   Argument for compliance of message 6

The Chairperson argues that the province has plans to deal with the problem so as to end up getting women empowered. This maybe be through different programmes including the Provincial Growth and Development strategy.

e)   Compliance of message 6

The following paragraph from the speech indicates compliance:

Our provincial government has through its Limpopo Economic Growth and Development Strategy, identified amongst others, Agriculture as a key and potential instrument/vehicle to facilitate economic growth and development in the Province.

This means that the government needs to invest more resources, in Agricultural Sector, providing more funding to acquire land, equipments for farming, increased and comprehensive skills training and support to historically disadvantaged people, especially those men, women and youth who work the land to feed the nation.

5.6   CRITICAL EVALUATION OF PERSUASIVE MESSAGES FROM THE BUDGET SPEECH BY MS ROSINA SEMENYA, MEC FOR PROVINCIAL DEPARTMENT OF SAFETY, SECURITY AND LIAISON AS PRESENTED AT THE PROVINCIAL LEGISLATURE ON 3 MAY 2005.

5.6.1 Persuasive message 7

Educate communities all about their rights.

a)   Phrase from the speech

To us, this is a mandate we continue to fulfill on daily basis working together with law enforcement agencies, business, civil society and our people. The fulfillment of this mandate is also rooted in responding to the clarion call made by the President of the ANC and our country, Mr. Thabo Mbeki, during the occasion of presenting the ANC

January 8 Statement when he said "that we should endeavour to educate communities about their rights, how they can be exercised and what recourse they have if their rights have been violated.

b)   Goal identification of message 7

MEC for Safety and Security echoes the sentiments by the President of the country, Mr. Thabo Mbeki for people to continuously educate communities about their right, how they are exercised and what to do when their rights are violated. The influence goal the MEC has used is **"take this task to yourself"**

c)   Argument against compliance of message 7

If the people are not educated on their rights they end up not knowing what to do when their rights are violated. This as the MEC puts it will lead in having people who watch crime and do not know how and where to report it.

d)   Argument for compliance of message 7

It is true education that we may end up mobilizing people against crime hence the following statement from the MEC's speech: "That we need to mobilize our communities in the fight against crime, and work to strengthen partnerships between communities and the law enforcement agencies. That our people should be encouraged to become police reservists and campaigns should be conducted to motivate people to provide police with information about criminal activities and to discourage people from buying stolen goods."

This we believe will give effect to realising objectives of the freedom charter in particular ensuring that all are equal before the law, all enjoy equal human rights, that there shall be security and comfort and that there shall be peace and friendship"

e)   Compliance of message 7

If communities are given information on their rights and all other information such as how to exercise their rights, they will also know it is their rigt to report crime hence

assisting in curbing it. The following paragraph from the speech has reference: "Key to effective crime prevention is creating an environment that discourages criminal activity in all our localities, mobilising our communities through educational and awareness programmes and channeling energies of our youth to productive and developmental activities. This we also believe is linked to the noble project of restoring the moral fibre of our communities through moral regeneration programmes. A change of mindset from those who want to commit crime will assure us that crime will no longer be a thorn in our society".

5.6.2 Persuasive message 8

Utilise toll free number to report any irregularities

a)   Phrase from the speech

ONCE MORE WE WANT TO URGE OUR PEOPLE TO UTILISE THIS NUMBER ANYTIME: 0800 546 767.

b)   Goal identification of message 8

The MEC wants the people to make use of the toll crime free number to report any irregularities including fraud and corruption. The MES asks the communities so she is dependent on the permission they give to agree to use the number. If they do not want they are not going to use it. The MEC cannot force communities to use the number if they do not want. The influence goal that the MEC used is **"Obtain permission"**

c)   Argument against compliance of message 8

No argument was provided.

d)   Argument for compliance of message 8

The establishment of the call-centre which hosts this number is viewed as ground-breaking development in the monitoring and evaluation fields. One the communities are educated about the right for example to freely use the call-centre and the toll free

number to report, they will be protected. The centre will provide information on what they need to do when their rights are violated.

e)   Compliance of message 8

Building of the center and provision of the toll free number will assist and is in compliance with the persuasive message and the goal to be attained. The department also has other campaigns such as communication to make sure communities get educated.

The MEC has this to say on Communication and Advocacy programme, "Honourable Speaker, through this business unit the department continues to develop campaigns and projects aimed at creating awareness and educating our people about programmes we implement.

The unit is central to maximising public participation in crime prevention programmes the department implements. We will intensify public participation including the "Speak to your MEC campaign" as a way of mobilising our communities against crime"

CHAPTER 6

CONCLUSION

Analysis of persuasive messages

6.1 AIM

The aim of this chapter is to outline findings based on the critical evaluation of messages as in chapter 5. The focus is to compares these messages which are from the speeches also attached as an annexure of this assignment.

6.2 INTRODUCTION

The three political leaders whose messages are attached here addressed the communities in different areas of Limpopo, South Africa. The persuasive messages in their speeches were critically evaluated as indicated on chapter 5 of this thesis. The focus is now on comparison and findings of the critical evaluation of persuasive messages as in chapter 5 of this paper. There are eight messages with some being extracts from one speech while others are from different speeches. Persuasive messages 1, 2, 3, 4 and 5 are from the Limpopo Premier, Sello Moloto's State of the Province Address. Persuasive message 6 is from the speech by the Chairperson of Limpopo Youth Commission, Mr. Rogers Tshivhase while persuasive messages 7 and 8 are from the speech by the then MEC for Safety and Security, Ms Machuene Semenya. These persuasive messages will be compared in terms of the following criteria:

- Goal identification

- Argument against compliance

- Argument for compliance

- Compliance

6.3   GOAL IDENTIFICATION

6.3.1 Persuasive message 1

The Premier encourages communities to take part in the creation of better life for themselves by working together with government.

a)   Paragraph from the speech

Just two months ago, the community of Thulamela Municipality was recognised by the Minister of Provincial and Local Government for being exemplary in complementing government in its delivery of social services. Through partnership with the municipality the community has made us proud by scooping the Vuna Special Performance Excellence Award. They proved that communities in dire straits can be able to access basic services such as electricity without having to be constrained by projected timelines.

Shouldering the responsibility for their own development, in partnership with organs of the state, and defying the helplessness characteristic of those who wait for delivery of services only from the state, the people of Thulamela came together as a collective in the true spirit of Letšema and Vuk'uzenzele to aid their Municipality in the speedy delivery of electricity. Ten villages contributed about R4.2 million, and the Municipality contributed the remaining amount. As we speak today the electrification programme in these villages has been completed. The other group of eight villages has already contributed about R660 000 and the electrification process is due to be completed before the end of this financial year.

b)   Goal identification of message 1

The community of Thulamela took a positive step in advancing the condition of their lives by contributing toward getting electricity for their villages. The Premier is happy about this. The Government in general congratulates this community by awarding them a special award. This community is encouraged to continue doing the good work of working together with government. Other communities are urged to copy from this

community. The influence goal the Premier has used to persuade communities to work with Government is the goal of **"Sharing an activity"**.

The Premier wants the communities not to wait for services from Government but join government in building better lives for themselves.

6.3.2 Persuasive message 2

Define and clarify your goals and always strive for excellence.

6.3.3 Phrases from the speech

True to their nature and character of the people of Limpopo, that of being resilient, steadfast and always striving for excellence, the people of Limpopo have spent most of the past nine months engaged in a concerted effort and process to redefine and clarify their development goals and objectives.

6.3.4 Goal identification of message 2

The Premier, Mr Sello Moloto wants the people of his province to be able to redefine and clarify the developmental needs and also to strive for excellence. By this, each citizen of the province takes his/her province serious and do everything possible to enhance issues of development. The goal that he has used is **"Give advice"**

6.3.5 Persuasive message 3

Provincial tourism promotional strategy should embrace a stronger domestic content and regional focus.

a)   Phrase from the speech

We have said in many forums that our tourism promotion strategy has always been focusing on the outside world, particularly Europe. There is a need for our strategy to embrace a stronger domestic content and regional focus in order to reaffirm our status of being the heartland of SADC and a gateway to Africa.

b)   Goal identification of message 3

The Province has been in most cases focusing on international markets in terms of marketing strategy to as far as Europe. Little or nothing has been done for domestic and regional marketing. The premier wants the focus to come back to domestic and regional so as to reaffirm the provincial status of being the heartland of SADC and the gateway to the rest of African countries. The influence goal here is **"Give advice**" or as he is the head of the province it may be **"Giving and instruction"**

6.3.6 Persuasive message 4

Together lets stop fraud and corruption.

a.   Phrase from the speech

Despite our impressive record of service delivery achievements and transformation endeavours since the inception of our democratic government, there are persistent weaknesses and deficiencies within our public administration.

Amongst the major concerns is the outcry about allegations of graft and **corruption** within the public service.   The Auditor-General's reports tacitly allude to these allegations. The reports point out the disturbing fact that government procures goods and services at prices far above the market value, i.e. sometimes tender prices are inflated more than five times the actual value. In some instances government pays for the same service more than once, i.e. there are instances of multiple payments occurring.

b)   Goal identification of message 4

The province is troubled by elements of fraud and corruption. These are even a cause of concern to the Auditor –General's reports. The Premier wants all citizens to join hands in fighting and combating the fraud and corruption. The influence goal used is **"Share an activity"**

6.3.7 Persuasive message 5

Stop domestic violence and killings.

a)   Phrase from the speech

Our Province is renowned for tranquility and being at peace with itself, hence it is being dubbed the "Home of peace". It is in this context that we have over the years thought that we have won the battle over ritual killings, racial and witchcraft related crimes. The recent emergence and resurgence of these types of heinous crimes in the past weeks and months is a source of great concern to us. We have learned through experience that witch-hunt violence and suspicions of witchcraft are the cause of instability in our communities.

The other worrying phenomenon gripping our Province is the increasing levels of domestic violence and suicides. One of the major contributing factors to these incidences stems from increasing levels of consumerism (expensive lifestyles which we are unable to afford).

b)   Goal identification of message 5

The premier is disturbed by incidents of killings, some suicidal while others are ritual killings in the province. He wants it tome to an end. This message is **"Instructing to do"** as perpetrators will face the law.

6.3.8 Persuasive message 6

Government needs to socio-economically empower women of South Africa

a)   Phrases from the speech

Reading through the whole of this speech, one finds out that it is not full of persuasive message. It however has one strong message: Empowering women. This has been repeated in a number of different ways throughout the speech.

The following phrases from the speech have reference:

- While the links between property and class relations are well established in political economy, the link between property and gender relations is ignored. Therefore these gathering represents a progressive step in redressing the historic imbalances in South Africa and beyond, with regard to land ownership for agricultural development. As part of securing our historic responsibility, we need to take stock of the progress and challenges that confront us today. We need to examine the historic role of women in society in context of the need to accelerate their social and economic empowerment.

- How far are we? Are our programmes to redistribute land succeeding? How many women are leading and owning agricultural and commercial farms, especially black women? How many youth, are owning and successfully managing agri –businesses in the Province, especially black youth?

- Every revolution needs revolutionaries, and therefore youth and women especially those aspirants and in the forefront of a broad based struggle for economic transformation and development should be empowered to do so, without any fear of failure.

b)   Goal identification of message 6

The Chairperson of Limpopo Youth Commission wants women and young people to be empowered both economically and socially. This empowerment also has to come in the way of them owning agricultural land. This has to be facilitated by Government and its other stakeholders. The influence goal that the Chairperson is using **"Obtain permission"** to introduce young women and youth in general to programmes of government that will lead into their empowerment.

6.3.9 Persuasive message 7

Educate communities all about their rights.

a)   Phrase from the speech

To us, this is a mandate we continue to fulfill on daily basis working together with law enforcement agencies, business, civil society and our people. The fulfillment of this mandate is also rooted in responding to the clarion call made by the President of the ANC and our country, Mr. Thabo Mbeki, during the occasion of presenting the ANC January 8 Statement when he said that we should endeavour to educate communities about their rights, how they can be exercised and what recourse they have if their rights have been violated.

b)   Goal identification of message 7

MEC for Safety and Security echoes the sentiments by the President of the country, Mr. Thabo Mbeki for people to continuously educate communities about their right, how they are exercised and what to do when their rights are violated. The influence goal the MEC has used is **"take these tasks to yourself"**

6.3.10   Persuasive message 8

Utilise toll free number to report any irregularities

a)   Phrase from the speech

Once more we want to urge our people to utilize this number any time: 0800 546 767.

b)   Goal identification of message 8

The MEC wants the people to make use of the toll crime free number to report any irregularities including fraud and corruption. The MEC asks the communities so she is dependent on the permission they give to agree to use the number. If they do not want they are not going to use it. The MEC cannot force communities to use the number if they do not want. The influence goal that the MEC used is **"Obtain permission"**

c)   Findings on goal identification from the messages above

Message 1 is about the communities and the government working together in

developmental issues. It is indicated to the communities through out the Province that they must not just sit and relax waiting for government to provide. They need to do something and government will assist them. Thulamela community was recognised by getting an award. This motivates them and also makes others to follow suit. This message is about **sharing activities** for development.

Message 2 is about people always striving for excellence. The influence goal here is **giving advice.** It is true that while striving for the excellence they will be striving for the creation of better life.

Message 3 is an **instruction built in an advice.** According to this message, there is a need to also promote domestic tourism

Message 4 is also having influence on **sharing activities.** Communities need to need to unite and fight against corruption. Message 5 used the **influence of instruction**. Communities are instructed to stop violence. Message 6 is about **obtaining permission** for all the people to start thinking and acting in a way to empower young women. It is obtaining permission as people who were being address have a choice to do it or not. Message 7 is about the elite people **taking the task** of educating people with less knowledge about their right **to themselves.** Message 8 on the other hand is about **obtaining permission** as people may choose not to use the toll free number.

Looking at all these messages, it is realised that in general, all these messages are pushing the idea that people should work together with government in order to improve their lives. They are more on sharing the activities. They are about bringing people on board. These messages bring in the element of belonging. People fill they are not instructed or commanded but to understand that they have to do something. However, all these messages have an element of instructing although it is a polite instruction. The positions of the sources (speakers) of messages within the communities also increase elements of compliance in goal identification.

6.4 ARGUMENT AGAINST COMPLIANCE

a) Arguments against compliance of message 1

Although the Premier is strongly making a call for people to work with Government, he is aware of those who have opposite views. There are those who are still involved in issues that hinder community development. The following statement has it all:

"Our Province is renowned for tranquility and being at peace with itself, hence it is being dubbed the "Home of peace". It is in this context that we have over the years thought that we have won the battle over ritual killings, racial and witchcraft related crimes. The recent emergence and resurgence of these types of heinous crimes in the past weeks and months is a source of great concern to us. We have learned through experience that witch-hunt violence and suspicions of witchcraft are the cause of instability in our communities. We call on all our communities not to take the law into their own hands as only the South African Police Service and other law enforcement agencies have the capacity and authority to deal with such matters"

b) Argument against compliance of message 2

The Premier however is sure of the lessons learnt from the past decade of freedom and democracy. All he has is just a belief that what was learnt in the past decade will assist in the way forward for all the plans of the current moment.

This statement suggests that the premier is aware the past decade of freedom and democracy was characterized also by bad lessons. He is persuading the people to be careful and use the past lessons, good and bad strategically to reach their goals. The lessons learnt should play a role in getting the people positively clarifying and defining their goals and only going for excellence.

c) Argument against compliance of message 3

The Premier thinks for Limpopo's marketing strategy to have main focus to foreign markets is not good for the province and its objectives. This is also not in line with the

provincial pay-off line of being "**the heartland of Southern Africa**"

d)   Argument against compliance of message 4

The premier indicates the province has a number of achievements but the problem is with fraud and corruption. He said this is rife in public service. The other concern against fraud and corruption is that government is made to purchase goods and services at prices far above the market value due to fraud and corruption.

e)   Argument against compliance of message 5

The fact that the Premier says it is taking years to see these killings and domestic violence dying shows there is an element within the communities of acting against the compliance.

The premier says "The recent emergence and resurgence of these types of heinous crimes in the past weeks and months is a source of great concern to us"

f)   Argument against compliance of message 6

The chairperson is of opinion that not enough is being done to get women empowered. He is concerned that the country is now on the second decade of freedom and democracy but women seem to be left behind.

g)   Argument against compliance of message 7

If the people are not educated on their rights they end up not knowing what to do when their rights are violated. This as the MEC puts it will lead in having people who watch crime and do not know how and where to report it.

h)   Argument against compliance of message 8

No argument was provided.

i)   Findings on argument against compliance

According to message 1, it is difficult to win compliance as some members of the

community continue to commit ritual murders even when they were warned against this.

Message 2 indicates that even though there has ben some developments in service delivery people are after ten years still not happy with some bad elements and lessons. The Premier in this message tries to win compliance by indicating that there are good lessons to learn and therefore get a way forward. Bad lessons are doing a blow on getting compliance.

The fact that more focus on marketing is internationally as opposed to domestic is also a problem in getting compliance. This means the province as a brand is not showing benefits to the citizens of Limpopo. Citizens then know less about the province. This is indicated by message 3 that demands strengthening of domestic marketing. Again, message 4 calls for the end of fraud and corruption as they have negative impact on compliance. Ritual killings as in message 5 are still a concern in the province even though it is condemned. Following this, people find it difficult to comply.

Message 6 was given by the chairperson of the youth commission and it is about empowering women, particularly the youth. It seems not enough is being done by government and other stakeholders to improve lives of the women even though there are policies in this regard. Message 7 indicates that it is of no use to have women rights when they are not taught about these rights. This results in women not reacting when they are offended. Even if there are toll free numbers to report illegal deeds, no one will use them until they know or can identify when they are ill treated. There is no argument against compliance for message 8 except showing that there is a lack of education as mentioned in message 7.

6.5   ARGUMENT FOR COMPLIANCE

a)   Argument for compliance of message 1

The Premier congratulates the community of Thulamela for taking this important direction. This is to persuade them more in working together with Government and also taking valuable participation decision in building better life for themselves. They are persuaded to be part of development and not just seat and wait for government to do

work for them.

He said *"......We therefore would like to take this opportunity to congratulate the communities in Thulamela Municipality. We hope and trust that this sense of community spirit and voluntarism which is prevailing in these communities would spread throughout the Province.*

*We call upon all Municipalities in the Province and councillors in particular, to emulate this example of community participation and involvement in the delivery of services. Clearly this kind of initiative resonates with the letter and spirit of the Freedom Charter when it says, "**the people shall govern**".*

b)   Argument for compliance of message 2

The Premier is happy to put what has transpired during a number of consultative meetings where people were exchanging ideas together with their government.

He therefore said "What emerged out of these elaborates and deeply intense consultative process was that you the people of the province have identified your prorities as follows:

1.   You reaffirmed that development is about people and therefore comfortable with a people-driven and people-centred development process in order to improve the quality of your lives.

2.   You said that there is a need to grow the economy in order to enhance the fight against poverty and create work.

3.   You have said that there is a need for the building of institutional capacity and efficiency in order to enhance innovation and competitiveness in service delivery.

4.   You have also said that there is a need for both social and economic regional integration in order to give effect to our strategic location as the heartland of SADC and gateway to the rest of Africa.

5.   You have said that we must continue to give attention to priority programmes like HIV and AIDS, Broad-Based Black Economic Empowerment, Small Medium and Micro Enterprise development including a better and improved implementation of Local Economic Development programmes.

c)   Argument for compliance of message 3

In his speech, the Premier indicates that Limpopo has a status that makes it the "Heartland of Southern Africa" This refers to be the heartland of SADC. He indicated this will be maintained if the marketing strategy of Limpopo may focus mostly on domestic and regional markets. The Premier even mentioned other prominent areas such as Moria that will play a role in building and maintaining the status of the province if well marketed.

d)   Argument for compliance of message 4

There is a need to fight fraud and corruption together because as premier says, government is loosing too much money by both being over-charged and paying for services that have never been rendered. The Premier ads that, "Without running the risk of overstating the obvious, we have said last year in this house that in any corrupt activity, there is always more than one party involved. This will then mean that the battle against this malaise cannot be won from only one front. The cooperation and determination from the other party is required i.e. the need for business to help us root out this anti-people tendency cannot be overemphasized".

e)   Argument for compliance of message 5

It is unfortunate that when communities start to get involved in combating these crimes they end up taking law into their hands. This does not solve the problem but fuel it. However, the communities are dying to see these killings come to an end.

This is why when thinking the justice system is not doing enough, they resolve in taking the law into their own hands by "witch hunting" who they think are the perpetrators.

In doing this they end up killing or injuring the wrong people hence the call by the

Premier, "We call on all our communities not to take the law into their own hands as only the South African.

f)   Argument for compliance of message 6

The Chairperson argues that the province has plans to deal with the problem so as to end up getting women empowered. This maybe be through different programmes including the Provincial Growth and Development strategy.

g)   Argument for compliance of message 7

It is true education that we may end up mobilizing people against crime hence the following statement from the MEC's speech: "That we need to mobilize our communities in the fight against crime, and work to strengthen partnerships between communities and the law enforcement agencies. That our people should be encouraged to become police reservists and campaigns should be conducted to motivate people to provide police with information about criminal activities and to discourage people from buying stolen goods."

This we believe will give effect to realising objectives of the freedom charter in particular ensuring that all are equal before the law, all enjoy equal human rights, that there shall be security and comfort and that there shall be peace and friendship"

h)   Argument for compliance of message 8

The establishment of the call-centre which hosts this number is viewed as ground-breaking development in the monitoring and evaluation fields. One the communities are educated about the right for example to freely use the call-centre and the toll free number to report, they will be protected. The centre will provide information on what they need to do when their rights are violated.

i)   Findings on Argument for compliance

The community of Thulamela is congratulated for the effort they put in developing their lives. They understand that government cannot be the sole provider. The argument is

about working together. This message was used also to encourage other communities to do the same. According to message 1 compliance is needed not only from Thulamela community but also from other communities of Limpopo. Message 2 on the other hand wants citizens to always strive for excellence. This will be achieved if people are given chance to raise their views in programmes such as the out-reach programmes where leadership visits to the people. The message indicates that community members are important and that they should have the feelings of belonging. Message 3 is an argument that indicates and encourages potential of the Province to have enough marketing and tourism opportunities. It opens people's eyes to see that there is potential domestically. Message 4 is an argument that requests all the people to be strong against corruption. It is indicated that issues of corruption and fraud only happen when there are two or more parties involved. Message 5 warns people against taking the law into their hands.

It shows that there is concern about ritual killings but the perpetrators need to be dealt with by the law. This message shows that if the matter is not left with police there will be more death and the province will be lawless. Message 6 is an argument that leads to improve lives of women in the province. This will be in line with the objectives of the Provincial Growth and development Strategy. Message 7 argues for more education to communities about their rights so that they will be able to take necessary steps against all wrong doings. Message 8 shows the importance of using the toll free numbers to report all illegal activities. This increases sense of belonging to the communities. However there is a need for education in this regard.

6.6   COMPLIANCE

a)   Compliance of message 1

By this the Premier was also urging other societies to do the same- having partnership with government and its agencies. The Premier also wanted to cement peace and stability in the Province.

Showing compliance from the communities the Premier said" These communities

understood that they cannot only be passive recipients of government services without active involvement. They clearly understand that the reconstruction and development of this country require their active participation. They obviously take cue from and advance the legacy of our forebearers and legends from this part of our country like warrior King Makhado, Phiriphiri Rasimphi Tshivhase, and a community leader and activist Alpheus Malivha who steadfastly and selflessly stood in defence of their birth right and commitment to the realisation of a better life for all.

Also indicating compliance from communities in working as partners to service delivery with government, The community of Ga-Kibi, through their letter to the Premier's office said: ""*We would like to thank the Premier together with the Provincial Cabinet for the visit at our area last year 11th of August 2004. We are also thankful that the Imbizo was not just a visit for the sake of it as we can now see that some of our people's priorities are receiving your utmost attention.*

Examples of the fruits of your visit include amongst others, imminent renovation of Mabotha School, the continued provision of low cost houses and chiefly the upgrading of the Schiermonikoog Road which is at design stage."

b)   Compliance of message 2

The Premier accepts the reaffirmation by the people during their elaborate and deeply intense consultative and developed the Provincial Growth and Development Strategy (PGDS) as he said:

"In October last year we adopted a new Provincial Growth and Development Strategy. The distinguishing feature of this strategy is anchored around the need for integration and clustering of projects or programmes. This approach is informed by the fact that development is multifaceted and recognises the urgency for convergence of all developmental plans by all spheres of government.

Our strategy correctly identifies the need to establish working groups comprising business, labour and government at all levels including municipalities in each of the cluster value chains".

c)   Compliance of message 3

The Premier agrees that the marketing strategy of the province should focus on domestic and regional arena. Places such as Moria City should be advanced.

The premier in his speech said in compliance with the message to focus marketing domestically and regionally, "We have said in many forums that our tourism promotion strategy has always been focusing on the outside world, particularly Europe.

There is a need for our strategy to embrace a stronger domestic content and regional focus in order to reaffirm our status of being the heartland of SADC and a gateway to Africa. We have argued for a stronger assertion and the necessary prominence to be given to MORIA City and the annual ZCC pilgrimage like it is done and happens with MECCA of Saudi Arabia and the Vatican City of Rome"

d)   Compliance of message 4

Harsh steps are going to be taken to any official and other person found in this business that is fraudulent and of corrupt nature. Government has also tighten its risk management. Warning from Government: Government is surely determined to see an end to these mal-practices, hence we call upon everybody to report these illegal activities to authorities wherever they happen. As you will be aware, we will continue to act on the allegations made against government officials and developers implicated in the housing corruption scams. What then is the government doing? "Government's immediate response to this challenge was the decentralisation of procurement services to respective departments as announced last year. This was meant to make the HODs or accounting officers to take direct responsibility for the funds appropriated in their departments. Departments have also been directed to implement the new policy on supply chain management. Given the concerns raised in both the Auditor-General and SCOPA reports, departments have further been directed to develop guidelines that are aimed at establishing acceptable benchmarks in order to curb this tendency of inflated tender prices" Premier Moloto said.

Police Service and other law enforcement agencies have the capacity and authority to

deal with such matters"

e)   Compliance of message 5

The Premier agrees that domestic violence and killings are existing and that there is a need to stop them. The way to stop them is to move away from activities that cause or force people to resolve on these activities as relieve mechanism from their frustration.

"One of the major contributing factors to these incidences stems from increasing levels of consumerism (expensive lifestyles which we are unable to afford). Many of us are competing and investing in less valuable and unaffordable commodities like flashy cars and clothes. The other tendency is to move into up market suburbs and buy very expensive houses thereby tying ourselves to unmanageable debts. The result of this tendency is to live and work for micro-lenders commonly known as *Bo-Machonisa* for the better part of our lives up to a point where we cannot take it any longer. Consequently, we would then be tempted to be involved in all sorts of graft and corruption. When it all fails, many of us will then resort to killing first our families and then ourselves. This calls into focus a need to foster social cohesion and restoration of family values in an endeavour to build a caring society. We are therefore called upon to step up our moral regeneration campaign"

f)   Compliance of message 6

The following paragraph from the speech indicates compliance:

Our provincial government has through its Limpopo Economic Growth and Development Strategy, identified amongst others, Agriculture as a key and potential instrument/vehicle to facilitate economic growth and development in the Province.

This means that the government needs to invest more resources, in Agricultural Sector, providing more funding to acquire land, equipments for farming, increased and comprehensive skills training and support to historically disadvantaged people, especially those men, women and youth who work the land to feed the nation.

g) Compliance of message 7

If communities are given information on their rights and all other information such as how to exercise their rights, they will also know it is their rigt to report crime hence assisting in curbing it. The following paragraph from the speech has reference: "Key to effective crime prevention is creating an environment that discourages criminal activity in all our localities, mobilising our communities through educational and awareness programmes and channeling energies of our youth to productive and developmental activities. This we also believe is linked to the noble project of restoring the moral fibre of our communities through moral regeneration programmes. A change of mindset from those who want to commit crime will assure us that crime will no longer be a thorn in our society".

h) Compliance of message 8

Building of the center and provision of the toll free number will assist and is in compliance with the persuasive message and the goal to be attained. The department also has other campaigns such as communication to make sure communities get educated.

The MEC has this to say on Communication and Advocacy programme, "Honourable Speaker, through this business unit the department continues to develop campaigns and projects aimed at creating awareness and educating our people about programmes we implement.

The unit is central to maximising public participation in crime prevention programmes the department implements. We will intensify public participation including the "Speak to your MEC campaign" as a way of mobilising our communities against crime"

i) Findings on compliance of all messages

For Thulamela community to raise funds for their electricity, they indicated that there is compliance in working with government to improve their lives. They collected money for their electricity after long waiting for the power supplier – ESKOM. Today there are other

communities that are starting projects through working with government. There is therefore compliance to message 1.

As stated that the community members should strive for excellence in message 2 community members raise issues they like or hate from government. During the imbizo's, people raise issues for the intervention of political leaders. They now can say that the houses or any other project from government need improvement and the government has to redress as it is in Batho Pele principle. The constitution of South Africa also favours them when they are ill treated.

Message 3 indicates that there is a lot that may be used for tourism and the attraction of investors domestically. The fact that more and more domestic marketing is done is the sign of compliance. The message goes on to mention Moria as a place to be promoted for tourism attraction. Moria is the head-quarters of the Zion Christian Church (ZCC). Message 4 is against fraud and corruption. This message argues for compliance to report fraud and corruption plus staying away from it. No person does corruption alone as there has to be a person committing fraud and the one accepting benefits of the same action. Fraud happens where there are two or more parties involved. The message goes on to call for the law to do its best in fighting these activities. In message 5, compliance is needed to make sure the saying eye for eye does not happen. People are requested to report the perpetrators and not victimize them. Although some people still think of taking the law into their hands, there are those who may arrest but hand to the police without any harm to the perpetrator. As demanded by message 6, women are getting more and more getting to decision making jobs. This will improve the lives of women, particularly young women. Message 7 need educations to people on their rights. This includes, as in message 8 also reporting corruption and other illegal issues through the toll free number.

Finally, there are other findings that can be added. The three speeches used are political speeches as they were presented by politicians. They all have elements of commanding or instructing but politely. They are conscious in the use of their language. They all do not accept completely that they might be failing to bring in control but share the problem and throw it back to the communities for joint solutions with government. All

the messages call for working relationships between the government institutions and the community. All the messages have an element of saying government is doing all in its power to create better life for the people but there are some members of the community delaying progress.

All the speeches make a call that government can do more if it gets support from the people. People should be part of their own development. All the messages focus again on building contract for better life between the government and its people. All the messages are about caring through involvement of all stakeholders.

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APPENDIX 1

State of the Province address by Mr. Sello Moloto, the Premier of Limpopo to the second sitting of the third democratic legislature of Limpopo.

17, February 2005

Mr Speaker and Deputy Speaker,

Honourable members of the House,

Executive Mayors, Mayors and Speakers of Municipalities,

Honourable members of the National Assembly and NCOP,

Members of the Judiciary,

Leaders of Opposition Parties,

Chairperson and members of the House of Traditional Leaders,

Our esteemed Majesties and Your Royal Highnesses present,

Former MPs and MPLs,

Our Director General and the senior management of our administration

Leadership of Chapter Institutions

Leadership of ANC and other political organisations,

Stalwarts and Veterans of our struggle,

Leadership of various religious denominations,

Youth, Women, Business, Labour and Community leaders present here,

Media representatives,

Distinguished guests, Ladies and gentlemen,

The people of Limpopo.

As we bid farewell to the past decade of freedom and democracy and confidently traverse through the beginning of the second decade, the challenges and strains that will eventually define our triumph remain real. The historical burden bestowed on us by our forebears has not fully disappeared.

The quest for humanity to be delivered from hunger, ignorance and despair is yet to be fulfilled. However, we find solace and inspiration in knowing that humanity will always conquer.

It is widely acknowledged that ours is a province of warriors who stay determined and relentless despite odds. Amongst us we can count cadres of our movement who are part of the generation that gave birth to the Freedom Charter which we are celebrating its 50th anniversary. These cadres include John Kgwana Nkadimeng, Lawrence Phokanoka, TT Cholo and Ike Maphoto who were instrumental in the founding of both the South African Congress of Trade Unions and Umkhontho we Sizwe. We also honour and pay homage to those of our stalwarts who continued to advance the ideals of our movement through involvement in the underground and various organs of people's power. These veterans some of whom are amongst us in this chamber include cadres such as Samson Ndou, Pharephare Mothupi, Nelson Diale, Mahwidi Phala and Rashaka Ratshitanga..

These outstanding leaders of our people never compromised in principle and got deterred in their commitment to fight for a just cause.

They live amongst us as torchbearers and their deeds continue to inspire us as we struggle to improve and better the living conditions of our people.

Mr Speaker

Just two months ago, the community of Thulamela Municipality was recognised by the Minister of Provincial and Local Government for being exemplary in complementing government in its delivery of social services. Through partnership with the municipality the community has made us proud by scooping the Vuna Special Performance Excellence Award. They proved that communities in dire straits can be able to access basic services such as electricity without having to be constrained by projected timelines.

Shouldering the responsibility for their own development, in partnership with organs of the state, and defying the helplessness characteristic of those who wait for delivery of

services only from the state, the people of Thulamela came together as a collective in the true spirit of Letšema and Vuk'uzenzele to aid their Municipality in the speedy delivery of electricity. Ten villages contributed about R4.2 million, and the Municipality contributed the remaining amount. As we speak today the electrification programme in these villages has been completed. The other group of eight villages has already contributed about R660 000 and the electrification process is due to be completed before the end of this financial year.

These communities understood that they cannot only be passive recipients of government services without active involvement.

They clearly understand that the reconstruction and development of this country require their active participation.

They obviously take cue from and advance the legacy of our forebearers and legends from this part of our country like warrior King Makhado, Phiriphiri Rasimphi Tshivhase, and a community leader and activist Alpheus Malivha who steadfastly and selflessly stood in defence of their birth right and commitment to the realisation of a better life for all.

We therefore would like to take this opportunity to congratulate the communities in Thulamela Municipality.

We hope and trust that this sense of community spirit and voluntarism which is prevailing in these communities would spread throughout the Province. We call upon all Municipalities in the Province and councillors in particular, to emulate this example of community participation and involvement in the delivery of services. Clearly this kind of initiative resonates with the letter and spirit of the Freedom Charter when it says, "*the people shall govern*".

Mr. Speaker

True to their nature and character of the people of Limpopo, that of being resilient, steadfast and always striving for excellence, the people of Limpopo have spent most of

the past nine months engaged in a concerted effort and process to redefine and clarify their development goals and objectives.

In all the strategic breakaways and sectoral summits you have dedicated more time in refocusing and redefining our development path through drawing on our important lessons from our past decade of freedom and democracy.

What emerged out of these elaborate and deeply intense consultative process was that you the people of the province have identified your priorities as follows:

1.	You reaffirmed that development is about people and therefore comfortable with a people-driven and people-centred development process in order to improve the quality of your lives.

2.	You said that there is a need to grow the economy in order to enhance the fight against poverty and create work.

3.	You have said that there is a need for the building of institutional capacity and efficiency in order to enhance innovation and competitiveness in service delivery.

4.	You have also said that there is a need for both social and economic regional integration in order to give effect to our strategic location as the heartland of SADC and gateway to the rest of Africa.

5.	You have said that we must continue to give attention to priority programmes like HIV and AIDS, Broad-Based Black Economic Empowerment, Small Medium and Micro Enterprise development including a better and improved implementation of Local Economic Development programmes.

Mr. Speaker

In October last year we adopted a new Provincial Growth and Development Strategy. The distinguishing feature of this strategy is anchored around the need for integration and clustering of projects or programmes. This approach is informed by the fact that development is multifaceted and recognises the urgency for convergence of all

developmental plans by all spheres of government.

Our strategy correctly identifies the need to establish working groups comprising business, labour and government at all levels including municipalities in each of the cluster value chains.

There is obviously a need to build a requisite infrastructure including provision of water, transport, electricity and appropriate information technology in order to improve integration, productivity and competitiveness within and across all the clusters. Our strategy also places a big premium on the need for proper research and development capacity within each cluster in order to maximise and promote new product opportunity development aimed at enhancing competitiveness and innovation within each cluster.

One major threat which has the potential to undermine and derail all of our efforts and endeavour to implement the Provincial Growth and Development Strategy, which emerged from both the sectoral summits and various interactions with all the stakeholders is the availability of appropriate and competent skills with the relevant capacity to implement this strategy. The Province has subsequently developed a human resource development strategy, which is an elaborate plan on how we are to tackle this potential obstacle. We envisage a more coherent and inclusive programme as we build adequate human resources for the future.

Mr. Speaker

The Provincial Growth and Development Strategy endorsed the seven major elements of the national mining charter. i.e

- The need for local procurement, particularly the non-core mining operations. These will include services such as security provision, gardening or landscaping, transportation, catering, cleaning and vending. These are the minimum services that should be provided by local people. It has to be emphasised that local people should not only be engaged as workers in the provision of these services, but also as owners and directors of the companies responsible.

- Human Resource Development – The mining houses should develop human resource capacity for both their employees, unemployed youth and learners through provision of training opportunities in programmes like learnerships and internships. As part of their social upliftment programmes, students should also be assisted with bursaries.

- Community Development – The common concerns of many communities around many mines have always been the increasing number of informal settlements, increasing levels of crime, health hazards like cracking houses, air and water pollution and increasing incidences of HIV and AIDS.

- The mining houses should obviously take keen interest in these matters in the spirit of good neighbourliness through their community development programmes.

- Beneficiation – It has been established that the labour absorption capacity of mining is very limited. There is a growing sense of a need to improve the value chain of our mining investments downstream in order to increase the capacity of this industry to create jobs.

- This can only be achieved if the mining companies are encouraged to be involved in the local beneficiation of their primary commodities.

- Research and Exploration – Our province has a great potential in mining. We are envisaging an increase in further investment in this sector due to the fact that the charter provides for incentives in research and exploration. We hope that continued research will provide solutions to even the challenges of beneficiation that we are facing.

- Ownership equity targets – We are equally envisaging a through-going transformation of the sector and entrance of the new players through the implementation of ownership equity targets. This will obviously happen within the context of Broad-Based Black Economic Empowerment framework.

- Employment equity targets – The mining sector is also required to comply with labour relations regime of our country, particularly in terms of employment equity, safety and environment. As a province, given our experience with the problem of Asbestosis in Penge and Mafefe, we take a particular interest in issues of mining safety and management of the environment. Similarly, we are particularly worried about the possibility of a threat of water pollution and earth cracks in Phalaborwa. The necessary interventions will be made to avoid such a disaster.

Mr. Speaker

The emotive dimension of land claims is identified in our Provincial Growth and Development Strategy as an issue that requires priority attention. There is a need for a balanced approach in order to retain and even improve productivity as we proceed to address the problem of land hunger through our Land redistribution process. Viable and less expensive models that provide win-win solutions for all the stakeholders involved in the dispute should therefore be found and pursued. The other issue which is receiving our priority attention is the security of both farmers and farm workers.

The issue of food security and support for both subsistence and emerging farmers should be incorporated into the agriculture cluster value chain. Rural feeder roads should also receive priority attention within a cluster context in order to facilitate access to markets.

The Province has got a high potential for downstream agro-processing investment opportunities. We produce 45% of citrus, 57% of macadamia, 60% of tomatoes and 70% of mangoes of South African market. Trade and Investment Limpopo is facilitating the process of enhancing this potential of the agro-processing industry. On the other hand, Provincial Government is pursuing the process of establishing a Fresh Produce Market, which is aimed at capturing even the SADC market.

Mr. Speaker

We have said in many forums that our tourism promotion strategy has always been focusing on the outside world, particularly Europe. There is a need for our strategy to

embrace a stronger domestic content and regional focus in order to reaffirm our status of being the heartland of SADC and a gateway to Africa. We have argued for a stronger assertion and the necessary prominence to be given to MORIA City and the annual ZCC pilgrimage like it is done and happens with MECCA of Saudi Arabia and the Vatican City of Rome.

Mr. Speaker,

Our plans to build an International Convention Centre in Polokwane are at an advanced stage. The Limpopo Provincial Government has, in collaboration with Polokwane Municipality, concluded a feasibility study on the International Convention Centre. The feasibility study has confirmed that, what is needed is a middle size, high tech centre with a post-modernist African look and feel. We are in this regard partnering with the Durban International Convention Centre who are assisting and providing us with support in drawing the architectural design, marketing and operational plans.

The idea of bidding for the seat of the Pan African Parliament is taking root and receiving overwhelming support. All political parties, business and various organs of civil society in the province have come out in support of this initiative. The provincial government will continue to engage the relevant stakeholders and other provinces for the ultimate realisation of this initiative.

Mr. Speaker

Our Expanded Public Works Programme is beginning to take shape. We are now at the stage where the programme is extended to municipalities. As a measure of expanding this programme and responding adequately to the issue of poverty and unemployment, we have recommitted ourselves that all developmental programmes of government at all levels should employ labour intensive methods.

A drawback which we have observed with this programme has been the fact that contractors and/or suppliers which we are engaging are not adequately adhering to the principles of this programme.

The programme is also undermined by the fact that there are delays in the payment of workers and in certain instances there is underpayment or non-payment of workers at all.

Government is equally not exonerated in this tendency because of the delays in the payment of contractors.

We therefore recommit ourselves to ensuring that the payment cycle in government remains within thirty days. As we correct weaknesses on the government side, we will not tolerate any contractor/supplier who does business with government and continue to exploit workers.

Mr. Speaker

The third objective of our Provincial Growth and Development Strategy is the building of a clean, efficient and effective government.

Like it has always been consistently raised by President Thabo Mbeki, the issue of capacity within the public service to implement government policies and programmes requires constant monitoring and evaluation.

Despite our impressive record of service delivery achievements and transformation endeavours since the inception of our democratic government, there are persistent weaknesses and deficiencies within our public administration. Amongst the major concerns is the outcry about allegations of graft and corruption within the public service. The Auditor-General's reports tacitly allude to these allegations. The reports point out the disturbing fact that government procures goods and services at prices far above the market value, i.e. sometimes tender prices are inflated more than five times the actual value. In some instances government pays for the same service more than once, i.e. there are instances of multiple payments occurring.

Government's immediate response to this challenge was the decentralisation of procurement services to respective departments as announced last year. This was meant to make the HODs or accounting officers to take direct responsibility for the funds

appropriated in their departments.

Departments have also been directed to implement the new policy on supply chain management. Given the concerns raised in both the Auditor-General and SCOPA reports, departments have further been directed to develop guidelines that are aimed at establishing acceptable benchmarks in order to curb this tendency of inflated tender prices. It is expected that these guidelines should have been completed in the next three months.

The Executive Council has also taken a decision directing the executing authorities (i.e. MECs) to take keen interest in ensuring that all queries raised by the Auditor-General are attended to and quarterly reports are presented to the Executive Council in order to ensure that proactive measures aimed at avoiding the recurrences of this tendency are taken.

We have also provided adequate internal administrative systems that are meant to deal with the challenges stated above. These units will include the internal audit and risk management units whose aim is to provide the necessary checks and balances.

The focus for this year is to ensure that adequate capacity for these units is provided to achieve the purpose they are created for, i.e. early detection of defaults and weaknesses in our administrative system. It is government's responsibility to continue to strengthen these units and streamline their activities in order to allow for sharing of expertise, knowledge and experience, particularly at the level of Municipalities.

Mr. Speaker

Without running the risk of overstating the obvious, we have said last year in this house that in any corrupt activity, there is always more than one party involved. This will then mean that the battle against this malaise cannot be won from only one front. The cooperation and determination from the other party is required i.e. the need for business to help us root out this anti-people tendency cannot be overemphasised.

The other area that requires government's urgent attention is the issue of contract

management. Government continues to lose many cases in court due to this weakness. We are currently considering various ways of strengthening our legal services in order to be able to adequately respond to this challenge.

As government, we are equally concerned about the level of theft, pilferage and wastage that is taking place in many of our government institutions like government offices, schools, hospitals and clinics.

Despite the fact that we have provided security in most of these institutions, we still lose valuable items like computers, linen, medicines, and groceries from our hospitals. Most of the classrooms in our schools are without chairs and tables. We expect that within six months, government should have developed an elaborate plan on how both the security and asset management plans are improved in order to curb this tendency. We call on all organs of civil society, be it labour, business, churches and community-based organisations to assist us in bringing this wastage to an end.

We say so because in many instances the culprits are known within our communities. Government's efforts to provide security and improved asset management will come to naught if there is no co-operation from the community.

Mr. Speaker

Social security grants remain one of the most direct poverty alleviation interventions in our communities. We are disturbed by unscrupulous elements who continue to undermine this intervention by abusing and accessing these grants illegally.

The national Department of Social Development has even begun an indemnity process for culprits who would like to freely come out to declare their illegal receipt of the grants. We would want to reiterate this call by appealing to people to come forward so that funds recovered could be directed to other areas of need. All South Africans of goodwill must come forward to blow the whistle on these fraudsters.

In this regard government is convening the provincial anti-corruption summit on the 17th of March as a build-up to the national one announced by the President. The convening

of this summit will go a long way in building a strong partnership in dealing with graft and impropriety both in the public and private sectors.

Mr. Speaker

The Planning and Coordination Unit in the Office of the Premier is beginning to take shape and it is aimed at integrating all our planning processes. We can confidently say, at this stage, that our planning endeavours are beginning to show signs of integration at all levels, i.e. our IDPs in municipalities are beginning to contribute to the realisation of our Provincial Growth and Development Strategy.

The area in which we are found wanting is that of monitoring and evaluation, hence the inability to determine the impact of our policies and programmes.

We have already put in place measures to strengthen our Monitoring and Evaluation Unit. We have also advertised vacant posts in this Unit and our expectation is that the incumbents will commence work within the next two months.

Mr. Speaker

When we opened this house nine months ago, we undertook to recognise and start remunerating all Headmen in the Province. In keeping with this commitment, today we are happy to announce that out of the total number of 1742 Headmen who were supposed to be appointed, 1646 have now been appointed. The appointment of the remaining 96 will be finalised before the end of March.

Mr. Speaker

Last year we went through a very successful traditional circumcision season. Disputes were very minimal and we have seen a significant reduction on fatalities in this regard.

We would therefore like to take this opportunity to thank all stakeholders, particularly Kgoshi Setlamorago Thobejane, the provincial House of Traditional leaders and CONTRALESA who were in the forefront of ensuring that we record this remarkable success.

The provincial House of Traditional Leaders is in the process of organising a conference before the commencement of the next traditional circumcision season.

Mr. Speaker

In our assessment of service delivery through travelling the length and breadth of the province, engaging in such outreach programmes as Executive Council Meets the People, Batho-Pele Roadshows and Government IMBIZOs we have discovered that issues that are commonly raised by our people include lack of roads, water, electricity, and shabby treatment by public servants in various service delivery institutions. We acknowledge these challenges and are doing everything in our power to improve the situation.

With regard to electricity, the process has indeed been painstakingly slow and our people's patience is gradually waning, as it cannot be unlimited. We have however been engaging ESKOM and the Department of Minerals and Energy in order to resolve the impasse of capacity and other weaknesses in the electrification programme.

Mr. Speaker

When it comes to water provision, it must be noted that due to the unfavourable climatic conditions of our province, a dire need exists for all of us to use water sparingly. Whilst we would be continuing to provide reticulation from ground water, we believe that the long-term and lasting solution to this problem is the building of more dams in the province. In the meantime, we call upon our people to recommit themselves to the efficient utilisation and conservation of water.

We are convening a Water Summit next week on the 21st of February, to interrogate in more detail, the challenges of water provision and find an adequate response to the need for a better and efficient water harvesting and conservation methods, given our otherwise dry and rain-starved weather and geographic location.

Mr. Speaker

Government is involved in a process of looking at the manner in which it is structured.

This is aimed at reducing bureaucracy, increasing capacity of public service at service points and, more importantly, improve its responsiveness to the needs of our people. We are in the process of rationalising district offices in order to build capacity closest to the people. This initiative is taken in order to advance and realise the principles of Batho-Pele that government cherishes.

Mr. Speaker

Our inter-governmental relations programme has been faced with the challenges of our municipalities. The Premier-Mayor's Forum continues to pursue creative and innovative ways of improving the financial, administrative and service delivery capacity of our municipalities.

The majority of our municipalities have succeeded in establishing ward committees throughout the province. There is a need for us to strengthen these structures in order to bridge the gap between government planning and programmes implementation on the one hand, and community involvement on the other hand.

 The daunting task of provision of free basic services can only be completed through partnerships and cooperation of all stakeholders. This will immensely contribute towards improving the credibility and integrity of our planning processes; i.e. Integrated Development Plans and Local Economic Development projects.

We hope and trust that the nationally led Project Consolidate will assist us in making our municipalities equal the task of service delivery imperatives, particularly in the area of project planning and implementation, financial management and revenue generation.

The other area which our municipalities should focus on is the town planning responsibilities and land use challenges.

We would like to contend that it may well be that our towns are in the state in which they are partly because of the fact that there is no greater attention given to the town planning challenges.

Mr. Speaker

We have noted that despite the remarkable achievements we have made in housing delivery since 1994, government is still confronted with general concerns around such matters as allegations of corruption and nepotism in the allocation of houses, utilisation of these houses for purposes unintended, illegal disposal of these properties, building of sub-standard or poor quality houses by unscrupulous developers.

Government is surely determined to see an end to these mal-practices, hence we call upon everybody to report these illegal activities to authorities wherever they happen. As you will be aware, we will continue to act on the allegations made against government officials and developers implicated in the housing corruption scams. We are glad that the Task Team appointed to investigate this matter is making substantial progress and we are confident that the findings will help us correct whatever weaknesses identified.

Mr. Speaker

We have finally found an appropriate identity, which is grounded in our rich history and cultural heritage. The Mapungubwe Arts Festival which was launched late last year was indeed a resounding success that showcased many of Limpopo's talents and succeeded in attracting the best artists from all over South Africa and the continent.

This festival has clearly put Limpopo on the arts and cultural map of our continent. We are confident that future events would even be much better and bigger.

Mr. Speaker

Consistent with the historical journey we undertook a decade ago, this government is continuing with efforts to reclaim and assert the pride of its people and their heritage as a free nation. When we began our term last year we committed ourselves to celebrate the lives and honour the spirits of our historical icons. These are represented by our warrior kings such as Sekhukhune 1, Tshilwavhusiku Makhado and Nghunghunyane. To this end we have constructed and unveiled the statue of King Sekhukhune I in Tjate and are on course with the building of the statues of Makhado and Nghunghunyane before the end of this year.

Mr. Speaker

Our Arrive Alive Campaign message is beginning to bear the required results. This is evidenced by significant reduction in accidents and fatalities on our roads. In the last festive season, we have seen a decline of about 20% in fatalities on our roads from the previous one.

We have also identified the need for intense mass education and awareness campaign to the general public as there seems not to be the same decline in pedestrian accidents. We are considering extending the road safety campaign to schools and related institutions. It is therefore befitting to take this opportunity to salute and congratulate our men and women in uniform from all law enforcement agencies for the sterling work done.

Once more, the international community will be converging in our province as we will be hosting the International Transport Convention in May this year. Clearly this is once again an expression of confidence by the international community in our country and the province.

Mr. Speaker

Our Province is renowned for tranquility and being at peace with itself, hence it is being dubbed the "Home of peace". It is in this context that we have over the years thought that we have won the battle over ritual killings, racial and witchcraft related crimes. The recent emergence and resurgence of these types of heinous crimes in the past weeks and months is a source of great concern to us. We have learned through experience that witch-hunt violence and suspicions of witchcraft are the cause of instability in our communities.

We call on all our communities not to take the law into their own hands as only the South African Police Service and other law enforcement agencies have the capacity and authority to deal with such matters.

The other worrying phenomenon gripping our Province is the increasing levels of

domestic violence and suicides. One of the major contributing factors to these incidences stems from increasing levels of consumerism (expensive lifestyles which we are unable to afford).

Many of us are competing and investing in less valuable and unaffordable commodities like flashy cars and clothes. The other tendency is to move into upmarket suburbs and buy very expensive houses thereby tying ourselves to unmanageable debts. The result of this tendency is to live and work for micro-lenders commonly known as (Bo-Machonisa) for the better part of our lives up to a point where we cannot take it any longer. Consequently, we would then be tempted to be involved in all sorts of graft and corruption.

When it all fails, many of us will then resort to killing first our families and then ourselves. This calls into focus a need to foster social cohesion and restoration of family values in an endeavour to build a caring society. We are therefore called upon to step up our moral regeneration campaign.

Mr. Speaker

HIV and AIDS epidemic continues to be a source of great concern to this government. In this regard, our comprehensive HIV and AIDS prevention and treatment campaign is well under way.

Our eight accredited sites are implementing the comprehensive HIV and AIDS management plan. Our aim is to expand this comprehensive response to as many health institutions as possible, as and when they get accredited.

However, the key government message of prevention remains the cornerstone of our response to the scourge of HIV and AIDS. Although government has and can do whatever possible within its means and powers, the ultimate responsibility rests with our people to take care of themselves.

Mr. Speaker

Like we have said before, the youth of our country are our wealth and future. The

democratic government has invested immense resources in youth development programmes and interventions. We call upon all of our youth in their various formations to seize these opportunities in order to secure a better future for themselves.

Our government will continue to pursue its progressive policies of focusing on designated groupings and special programmes like the youth, women, people with disabilities, children and the elderly. We are confident that when the review process commences as announced by the President, we would have comfortably reached the targets in all respects.

Mr. Speaker

Our Legacy project of the World Summit on Sustainable Development, i.e the HP i-Community in Mogalakwena is now in the third phase, i.e replication phase.

In line with its objective of bridging the digital divide, the project has succeeded in developing an IT model which is capable of responding to the needs of rural communities. Apart from exposing the community to the values and virtues of IT, the project also makes it possible for the community to access other government services electronically. We are presently considering the idea of turning the centre into Information Technology Institute.

We firmly believe that with proper conception and planning around this idea, this centre could become an IT hub for the whole country and the SADC region.

Mr. Speaker

We note with concern our inability to overcome the problem of backlog in classroom provisioning. The President has rightfully directed that this anomaly would have been wiped out by the end of this financial year. However, it appears that we would not be succeeding in realising this policy directive due to various factors.

There is a sense that in an effort by parents and learners to look for best performing schools, the best performing become overcrowded, whilst the under-performing schools get under-populated. This skewed development makes it very difficult for government to

be in a position to quantify the extent of the problem of classroom shortage. In this regard, the Department of Education must make a thorough audit of available space as against the need for classroom accommodation in order to eliminate this anomaly.

The other challenge the government will have to deal with as a matter of extreme urgency, is the proper equipping of these schools through provisioning of furniture and learner support materials in order to create a conducive learning environment.

Mr. Speaker

Another matter of great concern to this government has and continues to be the persistent issue of temporary educators. Every year at the beginning of an academic programme we are confronted with the problem of shortage of qualified educators and termination of contracts of those employed on temporary basis. It is high time that these issues should be resolved, and therefore the government must find a permanent solution to this recurring problem.

Despite all these problems, the province continues to record an increasing matric pass rate and remarkable performance in Mathematics and related Natural Sciences. We would like to take this opportunity to congratulate our learners and educators for the job well done.

All these achievements are possible due to the continued cooperation of all stakeholders, including parents, educators and learners. We appeal to all of you to continue to do this excellent job.

Mr. Speaker

Building on these impressive and remarkable achievements of some of our schools in Maths and Sciences, the Department of Education should explore the possibility of establishing "Centres of Excellence" in every district. This will ensure that government gets the opportunity to make the necessary intervention earlier to galvanise the momentum of producing good results, particularly in Maths and Science as we meet the demands and skills needs of our economy.

Mr. Speaker

As a gesture of goodwill and a sign that our collective efforts are indeed bearing fruit, we received a written message of appreciation from the community of *Ga-Kibi* through Kgoshi Lebogo, some few months after holding a successful Imbizo in their area late last year.

The letter reads thus:

"***We would like to thank the Premier together with the Provincial Cabinet for the visit at our area last year 11th of August 2004. We are also thankful that the Imbizo was not just a visit for the sake of it as we can now see that some of our people's priorities are receiving your utmost attention. Examples of the fruits of your visit include amongst others, imminent renovation of Mabotha School, the continued provision of low cost houses and chiefly the upgrading of the Schiermonikoog Road which is at design stage.***"

These words of encouragement and many others we have received in the past nine months, only serve to attest to the fact that our government's commitment to the course of addressing the plight of the poorest of the poor is unwavering.

Mr. Speaker

We would like to take this opportunity to congratulate patriots of our neighbouring lands who like true Africans, saw it fit to allow the will of the people to prevail. The democratic electoral successes in Botswana including change of guard in both Namibia and Mozambique bears testimony to the fact that Africa's road to peace is within reach. We are therefore looking forward with great optimism to witness the realisation of yet another successful election in Zimbabwe scheduled for next month.

We hope, pray and wish that our neighbours north of the border would find one another in resolving problems of their nation during this crucial period in their history. For indeed, the only long lasting solution to their political conflict rests with the Zimbabweans themselves.

Mr. Speaker

Two months ago, the world witnessed one of the worst natural disasters yet to befall humanity.

The Tsunami tidal waves that have left many people of South East Asia and East Africa destitute have been met with an equalled and unprecedented world solidarity which was mobilised in response to the mayhem following the sea quake. We therefore take this opportunity to express our profound sympathies and condolences to the families of those who have lost their loved ones and wish those who were emotionally and physically injured a speedy recovery. At the same time we wish to also express our sincere gratitude to the millions of the citizens of the world and the hundreds of thousands of Limpopo citizens and South Africa as a whole who pledged solidarity by supporting the established disaster relief funds. Your actions bear testimony to the fact that indeed there are great prospects and possibilities to develop a generous, caring and humane world.

Mr. Speaker

We are confident that, as they have done before, the people of this province do not only want to see Limpopo achieve its development objectives, but also have what it takes to accelerate this process. You are distinguished by your optimism, humbleness and above all your determination and courage to turn any untenable situation to your advantage and favour. The horizon is clear, go for it.

Ndaa !

APPENDIX 2

Presentation made by the Chairperson of the Limpopo Youth Commission at the Agricultural –Black Economic Empowerment (Agri –BEE) Summit on the 17 November 2005.

Theme: **Sustaining grounds for Youth and women in agricultural sector.**

Protocol: Programme Director

Chairperson of portfolio Committee on Agriculture

Mr. Mongwe of ABSA

Mr. Dagada of Department of Agriculture

Professor Mashele –University of Limpopo

Mr. Nchabeleng-Head of Government Relations

Delegates to the Summits

Firstly I should express my highest and revolutionary regard and appreciation to each one of you attending this historical gathering.

Land and agriculture development is of particular importance in the post colonial-apartheid South Africa and continent as a whole. Land is of central importance in determining women's economic, social and political position in society. Land and secondary industry around it have been significantly influenced by many years of colonialism and patriarchy. And therefore as an asset, land is critical for the economic well-being, social status and economic self reliance amongst women and youth.

While the links between property and class relations are well established in political economy, the link between property and gender relations is ignored.

Therefore these gathering represents a progressive step in redressing the historic imbalances in South Africa and beyond, with regard to land ownership for agricultural development. As part of securing our historic responsibility, we need to take stock of the progress and challenges that confront us today. We need to examine the historic role of

women in society in context of the need to accelerate their social and economic empowerment.

Historically, the mass dispossession of African people from their land has created very particular trends in the present political economy.

It is the same trends and patterns that have informed our government's programmes of action in the past ten years, to take practical steps in redressing imbalances in land ownership. In the past, the majority of people, especially youth and women were excluded from mainstream economy, for women, who are faced with the burden of caring for their families and producing food, the system created and produced new patterns of subordination and led to new forms of poverty. The challenge in the present dispensation is how we effectively maximize the participation of youth and women in processes of social and economic transformation.

The attainment of democracy in April 1994 heralded an enormous and complex process of transformation.

The promulgation of our new Constitution in 1996 is perhaps the most significant development in the history of South Africa, its people and institutions of governance.

New principles and values of social and economic justice and the democratic right and freedoms of people I South Africa, especially women and youth, necessitates a critical reflection and analysis of the progress and challenges to date. The change in policy and the new legislative frameworks, practically abolishes discrimination, enabling all those who live and belong in South Africa to enjoy equal access to resources and other development opportunities, including ownership and use of land for agricultural purposes.

How far are we? Are our programmes to redistribute land succeeding? How many women are leading and owning agricultural and commercial farms, especially black women? How many youth, are owning and successfully managing agri –businesses in the Province, especially black youth?

Our provincial government has through its Limpopo Economic Growth and Development Strategy, identified amongst others, Agriculture as a key and potential instrument/vehicle to facilitate economic growth and development in the Province.

This means that the government needs to invest more resources, in Agricultural Sector, providing more funding to acquire land, equipments for farming, increased and comprehensive skills training and support to historically disadvantaged people, especially those men, women and youth who work the land to feed the nation.

To sustain such an investment in people and for them to take active advantage in these economic developments, we need to popularize, localize and cascade more information about the Land Redistribution for Agricultural Development Program, and other agricultural development programmes and opportunities in local municipalities.

This will empower youth and women, and people with disabilities, with heightened access to agricultural farming opportunities and resources in their communities and the Province as a whole, thus advancing Local Economic Development through agricultural activity in the quest to create a better life for all.

Agriculture Cooperatives need to be encouraged as part of ensuring that many people benefit. Cooperatives can become economic / social / cultural vehicles of transformation. This model is member based and puts people first, with community development a major concern. Food supply and security and sustainable livelihoods should be at the centre of our discussions and planning.

As the Limpopo Youth Commission we are prepared to join hands, in action, with the Isikhalo , to actively engage and support young men and women to initiate agricultural project in their respective communities , aimed at creating jobs and fighting against poverty . To build and strengthen private and public partnership, ensuring that more women and youth are given the necessary skills to manage and run successful, profitable and sustainable agricultural businesses.

Every revolution needs revolutionaries, and therefore youth and women especially those aspirants and in the forefront of a broad based struggle for economic transformation and

development should be empowered to do so, without any fear of failure.

We are therefore saying" The time may come when, if you want to continue to enjoy the garden, you must either take on the task of the gardener yourself or get someone to do it.

You cannot sit idly by; otherwise your garden will be taken over by weeds.

That is the spirit and energy that must inform the struggle for women and youth to actively participate in processes of political, social and economic governance.

Thank you.

APPENDIX 3

Budget speech presented by the MEC for Safety, Security and Liaison, Ms Machene Rosina Semenya at the Provincial Legislature , Lebowakgomo on 3 May 2005.

The Honourable Speaker

Honourable Premier

Members of the Executive Council

Honourable members of the Legislature

Portfolio Committee on Safety, Security & Public Administration

Provincial Commissioner Sengani and SAPS management

Representatives of the justice cluster

The provincial CPF board

The media

Distinguished guests

Comrades

Ladies and gentlemen

On the 27 of April this year, the people of Limpopo joined the whole country in celebrating freedom day marking eleven years of democratic rule. These celebrations bear testimony to protracted struggles we fought to liberate South Africa. It also bears testimony to a present characterized by respect for human rights enshrined in our world-renowned constitution and the bill of rights. We have spent the first decade of freedom ensuring that our people benefit from this landmark achievement as an ANC-led government.

This we have done because of our unwavering commitment to building a non-racial, non-sexist, democratic and prosperous South Africa. A South Africa that truly belongs to all who live in it as a visionary statement captured in the Freedom Charter. The continued transformation of our law enforcement agencies including the SAPS is directed towards achieving this strategic objective.

Honourable speaker, it is within this context that we would like to dedicate the tabling of this budget speech to celebrating the 50th anniversary of the Freedom Charter. The mobilization of our people to realise the vision of the freedom charter is a precursor for programmes the department will embark on in the financial year 2005/2006. To this end, as the department of Safety, Security and Liaison we would like reaffirm our commitment to making South Africa a safe place for all who live in it and this includes maintaining Limpopo as the heartland of Southern Africa.

To us, the notion of Limpopo being the hearland of Southern Africa means the following:

- Our children going to and from school and play grounds without fear of being kidnapped, abused, raped, killed and violated against

- Our women free to go about normal life activities without fear of being kidnapped, abused, raped, killed and violated against

- Our business men and women being able to go about their daily business without fear of being robbed and killed

- Visitors to the province including tourists and investors being able to appreciate opportunities and the beauty of Limpopo without fear

- The future of our youth not being destroyed by exposure and in some instances forced intake of drugs and other harmful substances

To us, this is a mandate we continue to fulfill on daily basis working together with law enforcement agencies, business, civil society and our people. The fulfillment of this mandate is also rooted in responding to the clarion call made by the President of the ANC and our country, Mr Thabo Mbeki, during the occasion of presenting the ANC January 8 Statement when he said "that we should endeavour to educate communities about their rights, how they can be exercised and what recourse they have if their rights have been violated.

That we need to mobilize our communities in the fight against crime, and work to

strengthen partnerships between communities and the law enforcement agencies. That our people should be encouraged to become police reservists and campaigns should be conducted to motivate people to provide police with information about criminal activities and to discourage people from buying stolen goods."

This we believe will give effect to realising objectives of the freedom charter in particular ensuring that all are equal before the law, all enjoy equal human rights, that there shall be security and comfort and that there shall be peace and friendship.

Mr Speaker and the house

A snap analysis of crime patterns in Limpopo informs us that as a province, we have done well in preventing and combating other forms of crime except for social fabric crimes that continue to rear its ugly head. This was also singled out as a challenge by the Honourable Premier in his state of the province address.

We are also acutely aware of the emergence of a tendency by established crime rings to advance towards largely rural provinces like ours as they run away from highly policed affluent areas.

The drive to accelerate economic growth in the province through industrial value chain economic activities presents a challenge of a possible eruption of criminal activities linked to these economic developments. The problem of a rise in criminal activities in Burgersfort town and areas bordering developing mining activities can be mentioned as examples.

We have spent the past months visiting police stations and holding cells interacting with communities and stakeholder organisations including community police forums (CPFs) as part of the speak to your Member of Executive Council (MEC) campaigns.

Challenges we picked up during these interactions include:

- The increasing number of juvenile prisoners

- The apparent backlogs in the justice system evident in the increasing number of cases remanded for a long time

- Lack of knowledge by our people on how to access the justice system and how it operates

Mr Speaker

As the department, we want to assure the people of Limpopo that we are alive to this safety and security challenges hence we have consciously appraised our ability and capacity to respond to them. We want to submit to this house that we have identified the following strategic and structural areas of improvement:

- Broadening public participation in the conception, implementation and review of our crime prevention programmes

- Addressing staff shortage problems and building capacity of our current employees, thus moving away from the consultant driven service delivery mode

These improvements will position the department to better fulfill its mandate as bestowed by the constitution and legislation. These improvements will enable the department to remain versatile in responding to future challenges and tasks including contributing to create a safe and secure environment for hosting the 2010 world cup soccer games.

Honourable speaker, we want to submit to this house that the budget speech for the Department of Safety, Security and Liaison in Limpopo for the financial year 2005/2006 should be viewed within the context of consolidating on what we have achieved through eleven years of democratic rule and continuing to create a transformed South African Police Service.

Honourable members, we are pleased to indicate a 67,2% increase in our budget allocation from R14,1 million to R23, 674 million. We believe that this substantial increase is as a result of a growing sense of realisation that the safety and security of

our people and belongings as a province are of outmost importance. To this end, we would like to thank the entire provincial government and treasury in particular for responding positively in addressing our challenge of lack of resources. We hope that this trend will continue as part of growth and development efforts in the province.

We are confident that this increase in our budget will go an extra mile in ensuring that we continue to fulfill our constitutional mandate effectively and efficiently.

We therefore table our vote as follows:

ON PROGAMME 1: ADMINISTRATION

For costs related to support programmes and systems we have budgeted R 14, 948 million. We will dedicate the financial year 2005/6 to increasing our staff complement as part of a continued process of building the department's capacity to fulfill its mandate.

Honourable speaker, we would also want to thank our management team and all staff members for the good work they continue to do, this is evidenced by the Standing Committee On Public Accounts (SCOPA) Award the department has won for consistency in financial management.

ON PROGRAMME 2:   CRIME PREVENTION AND
**   COMMUNITY RELATIONS**

Key to effective crime prevention is creating an environment that discourages criminal activity in all our localities, mobilising our communities through educational and awareness programmes and channeling energies of our youth to productive and developmental activities. This we also believe is linked to the noble project of restoring the moral fibre of our communities through moral regeneration programmes. A change of mindset from those who want to commit crime will assure us that crime will no longer be a thorn in our society.

Hence, all our crime prevention programmes will be underlined by awareness and educational messages aimed at rebuilding a culture of responsibility, respect for human rights and ubuntu.

On community police forums

In the past financial year, we facilitated the process of re-electing CPFs throughout the province in line with their constitutional stipulations and this culminated into a re-establishment of a provincial board in September 2004. These structures continue to play a pivotal role in mobilising the community to work together with law enforcement agencies in preventing and combating crime. In line with our quest to provide support to these structures we will host a provincial conference of Community Police Forums during this financial year.

This conference will provide our stakeholders with a platform to share best practices with regard to the initiation and coordination of crime prevention programmes. We will provide this platform to CPF`s in the province on an annual basis.

On sports against crime

Together with the SAPS and CPFs we have succeeded in providing constructive recreational activities including the sports against crime programmes for children as opposed to roaming the streets. This programme is already showing signs of sustainability as most of the teams that participated continue to exist and are in a process of being assimilated into provincial sports initiatives under the Department of Sports Arts and Culture (SAC) including the OR Tambo games.

On Victim Empowerment Centres

Through the funding we received from the European Union (EU) via the SAPS, we were able to supply 15 victim empowerment centres in the province with furniture to the tune of R 171 435.00. Together with the department of Health and Social Development we will be looking into other areas of providing resource capacity to these centres in the new financial year through a continuation of fundraising programmes.

The safer schools programme

The safer schools programme undertaken in partnership with the Department of Education and SAPS provided us with an opportunity to identify four crime-infested

schools in the Mopani and Capricorn districts. These schools are currently part of the adopt a school project, that sees to it that there is a police officer allocated to each school to facilitate awareness and anti-crime campaigns for learners. In the new financial year, we will work closely with our partners in increasing the number of adopted schools to ten per area. The participation of communities through school governing bodies in this programme is of utmost importance.

On youth empowerment

Honourable speaker, we also registered a major breakthrough in the implementation of empowerment programmes for youth at risk through the launch of the Manyeleti Youth Academy. This academy is another beacon of hope to the marginalised and unemployed youth in our province. To this end, we are thankful to the Flemish government and the provincial department of health and social development for the financial and strategic management support they have contributed to the project. The first intake of participants is currently undergoing training. We are confident that the life and trade skills that the participants will acquire will go a long way in establishing them in the economic mainstream.

On Community safety forums

We will also accelerate the process of establishing community safety forums as part of an integrated strategy to maximize public participation in crime prevention programmes.

We are confident that this multi-agency structure will assist in streamlining contributions of municipalities, CPF`s, correctional services, justice and other government departments in developmental and situational crime prevention. We will resume the process of establishing these forums in all localities in the province during this financial year.

We will continue to work with municipalities to ensure that integrated developmental plans have local crime prevention strategies. We have also commenced with the implementation of the municipal social crime prevention capacity building programmes to the tune of R1 million received from the Royal Danish Government.

On the provincial crime prevention strategy

From the 26--27 of this month the department will host a provincial crime prevention summit. To us, this summit will serve as a long-term strategic intervention in the safety and security environment in the province by bringing together all stakeholders in focused discussions that will produce a provincial crime prevention strategy.

Hence, the theme of the summit reads:

"MOBILISING OUR PEOPLE TO MAKE LIMPOPO A CRIME FREE PROVINCE".

The summit will cover pertinent topics including rural safety, social fabric crime, cross-border crime, crime and the economy, community policing and improving multi agency cooperation. Focused workshops with relevant stakeholders on the above- mentioned topics will take place prior to the summit to develop proposals to be concretised at the summit. The summit will contribute to the provincial planning landscape by providing impetus to the provincial growth and development strategy (PGDS) through engaging economic diversification, poverty alleviation and job creation issues.

Honourable speaker, for the financial year 2005/2006 we have budgeted R 3, 080 million and eighty thousand rands for crime prevention and community relations.

ON PROGRAMME 3: MONITORING AND EVALUATION

Honourable members, our work in this area is in line with our constitutional mandate to monitor police conduct, to oversee the effectiveness and efficiency of police service including receiving reports on the police service and assessing the effectiveness of visible policing in the province as the department.

At this stage, we would like to congratulate our policemen and women in the province for the good work they continue to do regardless of limitations imposed by lack of material and human resources. These men and women in blue operate in a highly threatening environment on a daily basis and their bravery cannot be underestimated.

We would like to thank their families for the support they continue to offer, even though

they understand the dangers associated with this type of work. We want to acknowledge the role played by our officers who lost their lives in the line of duty in making our province a safe place to live in.

Let me also congratulate the SAPS for swiftly responding to an escape incident by 28 prisoners from the Sekhukhune Police Station by apprehending 22 of them.

Six escapees are still at large and we would like to request our people to continue providing us with information that would lead to their apprehension.

We also want to reaffirm our commitment to a transformed police service that respects human rights and work closely with communities in combating and preventing crime. We are aware that we still have a lot to do in rehabilitating our police service from an authoritarian law and order responses to a caring police service rooted in creating a safe and secure environment for our people.

Once more we would like to commend those police officers who have seen reason and joined the rest of the country in this transformation crusade.

To those who continue to resist change we would like to make them aware that their resistance is at their own peril.

We will continue to support all initiatives by the SAPS aimed at improving service delivery including offering professional services to victims of crime in line with the international victims rights charter, properly conducted investigations and cooperation with prosecutors, rooting-out corruption in the police services and creating better working conditions.

In the financial year 2004/2005 the number of prioritised police stations in the province will increase from four to seventeen. This is because of the high level of contact crimes prevalent in their localities. The affected areas are:

- Thohoyandou
- Mankweng
- Mahwelereng

- Seshego
- Polokwane
- Giyani
- Tzaneen
- Bolobedu
- Ga-Maake
- Lebowakgomo
- Callcuta
- Bushbuckridge
- Letsitele
- Makhado
- Malamulele
- Bela – Bela
- Tubatse

Our work in this area during the financial year 2005/2006 will include:

- Assist in developing service delivery improvement plans
- Continuous site evaluations of service delivery systems; and
- Responding to complaints from members of the community about police service delivery

This we are confident will contribute to reducing crime rate in these areas, thus reducing the number of these prioritised stations over the years.

On the 28 February 2005, we launched a call centre with a toll- free line aimed at receiving and responding to complaints and compliments from members of the public about police service delivery.

We also view this as a ground-breaking development in the monitoring and evaluation field because it gives our people, particularly those that reside in less affluent areas like villages, the poor and the unemployed a free lifeline.

However, this centre still lacks the much-needed human and material resources for it to

operate to its maximum potential. Hence, we will focus on building its human resources capacity. We will also upgrade technological apparatus in the centre and provide more specialised skills to operators. However, it is important to note that the centre is currently operational and able to provide the necessary service.

ONCE MORE WE WANT TO URGE OUR PEOPLE TO UTILISE THIS NUMBER ANYTIME: 0800 546 767.

We also hosted the third annual police service excellence awards on 1 April 2005. This is yet another innovative way of show-casting good practices in police service delivery and facilitating learning networks between police stations. These awards serve as a motivational instrument and moral booster to our men and women in blue throughout the province.

To this end, we would continue to motivate and encourage all police stations in the province to take active part in this process. We will also like to congratulate those men and women in blue who made us proud by winning prizes in different categories.

We will also establish an electronic service delivery complaints recording system that would capture the nature of complaints and how they were resolved. This will assist us to identify problematic areas and attend to them accordingly. It will also assist us to measure the effectiveness of our monitoring systems.

Honourable speaker, the department would like to submit that the amount allocated to monitoring and evaluation in the financial year 2005/2006 is R 2, 892 million.

PROGRAMME 4: RESEARCH STRATEGIC BUSINESS UNIT

As mentioned earlier in the introduction, this business unit is the hub of information gathering, analysis and processing that would provide us with knowledge about causes and patterns of crime in the province and factors that inhibit service delivery.

To this end, this unit continues to analyse crime statistics and information and facilitate the implementation of recommendations from the Centre for Scientific and Industrial Research (CSIR) final report on social fabric crime in the province. This unit will also

make a meaningful contribution to the departmental planning processes.

In the coming financial year, the unit will facilitate research on the possible role that traditional leaders can play in reducing crime in the province. It will also continue to collaborate with the Institute for Security Studies (ISS) and the Centre for Study of Violence and Reconciliation (CSVR).

These include concretising research projects to be undertaken in partnership with higher education institutions and other Non Governmental Organisations (NGOs) in the province.

For this responsibility, the department budgeted R 1, 463 million.

PROGRAMME 5: COMMUNICATIONS AND ADVOCACY

Honourable Speaker, through this business unit the department continues to develop campaigns and projects aimed at creating awareness and educating our people about programmes we implement.

The unit is central to maximising public participation in crime prevention programmes the department implements. We will intensify public participation including the "Speak to your MEC campaign" as a way of mobilising our communities against crime.

Honourable speaker, we have budgeted R 1,291 million for this responsibility in the financial year 2005/2006.

In conclusion honourable speaker and members of the house, we would like to submit that we view the 2005/2006 vote 10 budget presentation as part of an incremental process of addressing safety and security challenges that our province continue to face.

In line with the President's assertion that "during each one of the years that make up our second decade of liberation, including this one we must achieve new and decisive advances towards securing the safety and security of all our people and that amongst others this objective constitute the central architecture of our policies and programmes intended to ensure that South Africa truly belongs to all who live in it black and white".

We will work tirelessly to ensure that those who thrive out of criminal activities are apprehended and sentenced accordingly.

Once more we call upon those who are in possession of illegal firearms and ammunition to hand them over to the nearest police station during this extended amnesty period that ends on the 30 June this year.

We would like to reaffirm our commitment to working together with our people in ensuring that Limpopo becomes a crime free province.

I thank you