



## Background: Nelson Mandela's Address on his release from prison

The evening before his release from 27 years in prison, Nelson Mandela had a secret meeting with South African President F.W. de Klerk explaining that Mandela would be a free man the next day, making

good on a pledge the president had made a week earlier, though without setting the exact date. Apartheid was still the law of the land, but de Klerk had declared sweeping changes that were rapidly dismantling the system of racial segregation. South Africans, black and white, knew their country was about to undergo major change. The black majority of South Africa saw Mandela as their deliverance from more than three centuries of white domination. Many whites on the other hand feared his release could unleash an explosive civil war. Mandela was seen as the hope for South Africa when in reality only a few people had seen or heard from Mandela in the past quarter century. Mandela disappeared from the spotlight in 1964 after giving a four-hour speech at his sabotage trial, where he was convicted and received a life sentence. He spent most of his prison term on Robben Island consuming his time with manual labor. The government, attempted to diminish his reputation, never released photos of Mandela during his years of captivity.

There was some concern about the type of leaders Mandela would be to a new generation of activist. The day of Mandela's release a crowd of some 100,000 squeezed into the Grand Parade grounds outside Cape Town's City Hall. Mandela's journey from prison to City Hall came to a standstill as his car approached downtown Cape Town and was mobbed by supporters. Rather than continue into the crowd with his car, Mandela drove to his lawyer's home. Several hours after his release from prison, Nelson Mandela made his first speech on the balcony of Cape Town's City Hall. As he prepared to speak, he realized he had left his glasses in the prison. So he borrowed a pair from his wife Winnie. Mandela spoke connecting with the black crowd that worshipped him, while taking the first steps to win over skeptical whites.

After speaking for 30 minutes, Mandela was whisked away. He wanted to spend his first night of freedom among black South Africans, yet for security reasons, he was taken to Desmond Tutu's home which was officially a whites-only neighborhood. South Africa had many difficult days ahead with political violence that would claim more than 10,000 lives over the next four years. Negotiations between de Klerk's government and Mandela's ANC stalled and broke down many times before the country's first all-race election that elevated Mandela to the presidency in 1994. On that summer's day in 1990, South Africa entered a new era, and Nelson Mandela was the man who led the way



- **CDA of the Speech by Mandela after release from prison in 1990**

Nelson Mandela's speech upon his release from prison in 1990 reflects the essence of his leadership, commitment to justice, and vision for a democratic South Africa. Let's conduct a critical discourse analysis of the key elements in the speech:

**1. Rhetorical Situation:**

- Mandela acknowledges the collective effort of the people, positioning himself not as a prophet but as a humble servant. The speech is delivered at a crucial historical moment, emphasizing peace, democracy, and the need for mass action to end apartheid.

**2. Gratitude and Recognition:**

- Mandela expresses gratitude to millions worldwide who campaigned for his release, emphasizing the global support against apartheid. This acknowledgment establishes a sense of collective achievement and solidarity.

**3. Historical Context and Apartheid Critique:**

- Mandela critiques apartheid, noting its inevitable end and the need for decisive mass action. He highlights the destructive impact of apartheid on families, the economy, and political stability, setting the stage for the urgency of change.

**4. Armed Struggle and Defensive Action:**

- Mandela justifies the armed struggle as a defensive action against apartheid violence. While expressing the hope for a negotiated settlement, he signals the ongoing need for the armed struggle until conditions conducive to peace are established.

**5. Call for Unity and Mass Action:**

- Mandela emphasizes the importance of unity among the people and leaders. He urges intensified struggle on all fronts and warns against relaxing efforts. The call for mass action underscores the disciplined approach needed for victory.

**6. Inclusivity and New South Africa:**

- Mandela invites white compatriots to join in shaping a new South Africa, positioning the freedom movement as a political home for all. This inclusive rhetoric aligns with the vision of a non-racial, democratic nation.

**7. International Community and Sanctions:**

- Mandela calls on the international community to maintain sanctions against the apartheid regime, linking their support to the process of eradicating apartheid. This demonstrates strategic diplomatic thinking and a commitment to international pressure.



#### 8. Irreversible March to Freedom:

- The declaration that the march to freedom is irreversible reflects Mandela's unwavering determination. He urges overcoming fear and emphasizes the inevitability of universal suffrage for peace and racial harmony.

#### 9. Quoting Own Words:

- By quoting his words from the 1964 trial, Mandela draws a historical parallel, emphasizing the enduring truth of the struggle. This rhetorical device reinforces the consistency of his beliefs over time.

#### 10. Overall Tone and Style:

- The speech combines humility, gratitude, determination, and a call to action. Mandela's calm and measured tone, coupled with powerful rhetoric, reflects his statesmanship and ability to inspire hope.

In summary, Mandela's speech is a masterful discourse strategically combining gratitude, historical critique, a call for unity, and a vision for a democratic South Africa. It exemplifies Mandela's leadership style, emphasizing collective action, inclusivity, and a commitment to justice.

### Summary

In Nelson Mandela's speech upon his release from prison in 1990, he addresses a diverse audience, expressing gratitude to those who campaigned for his release. Mandela acknowledges the global effort against apartheid and critiques the system's destructive impact. He justifies the armed struggle as a defensive response to apartheid violence while expressing hope for negotiations. Mandela calls for unity, intensified mass action, and warns against complacency. He invites white compatriots to join in shaping a new, inclusive South Africa. Urging the international community to maintain sanctions, Mandela declares the march to freedom as irreversible, emphasizing the need for universal suffrage for peace and racial harmony. The speech reflects Mandela's statesmanship, combining humility, determination, and a vision for a democratic nation.

#### Theme:

The overarching theme of Nelson Mandela's speech upon his release from prison in 1990 is the pursuit of justice, democracy, and freedom in the face of apartheid in South Africa. Mandela's address centers on the collective effort to end racial segregation and discrimination, emphasizing unity, reconciliation, and the determination to create a new, inclusive South Africa.

#### Main Idea:

The main idea of the speech is Mandela's call for intensified mass action, unity among the people, and the continuation of the struggle against apartheid until the establishment of a democratic and non-racial South Africa. He highlights the irreversible march to freedom, inviting all, regardless of race,



to participate in shaping the nation's future. Mandela stresses the importance of ongoing international support and sanctions to pressure the apartheid regime. The speech encapsulates the spirit of hope, determination, and the unwavering commitment to building a just and democratic society.

- Discussion the THEME DEVELOPMENT

The theme development in Nelson Mandela's speech upon his release from prison in 1990 is rich and multifaceted, reflecting the complexities of the historical moment and Mandela's vision for a new South Africa. Here's a detailed exploration of the theme development:

- Gratitude and Recognition: Mandela begins by expressing gratitude to those who campaigned for his release, setting a tone of acknowledgment for the collective effort against apartheid. This initial theme underscores the interconnectedness of the struggle and the global solidarity that Mandela wishes to emphasize.
- Critique of Apartheid: The speech unfolds with a critique of apartheid, highlighting its destructive impact on families, the economy, and political stability. This theme development serves to frame the urgency of change, painting a vivid picture of the consequences of apartheid and the need for its termination.
- Armed Struggle and Defensive Action: Mandela justifies the armed struggle as a defensive action against apartheid violence, introducing the theme of resistance. This theme acknowledges the historical context of armed resistance while expressing the hope for a negotiated settlement. It introduces the complexity of the struggle and the need for different approaches.
- Call for Unity and Mass Action: The theme of unity and mass action becomes central as Mandela emphasizes the importance of collective effort and intensified struggle. This theme development underscores the need for disciplined, unified action to bring about change, emphasizing that the struggle is a shared responsibility.
- Inclusivity and New South Africa: Mandela introduces the theme of inclusivity, inviting white compatriots to join in shaping a new South Africa. This theme emphasizes the vision of a non-racial, democratic nation, challenging the divisive policies of the past and presenting a path toward unity and reconciliation.
- International Community and Sanctions: The theme of international support and sanctions is



introduced, highlighting the global nature of the struggle. Mandela positions the ongoing sanctions as a crucial theme, emphasizing the need for continued pressure on the apartheid regime from the international community.

- Irreversible March to Freedom: The declaration of the march to freedom as irreversible becomes a powerful and recurring theme. This theme signifies Mandela's unwavering determination and the inevitability of change. It instills a sense of hope and perseverance among the people.
- Quoting Own Words: By quoting his words from the 1964 trial, Mandela introduces a theme of continuity. This theme development links the historical struggle to the present moment, reinforcing the enduring principles and consistency of the liberation movement.
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**The discourse structure of Nelson Mandela's speech follows a concise and impactful pattern:**

- Introduction: Mandela opens with gratitude and humility, addressing his audience as friends, comrades, and fellow South Africans.
- Acknowledgment of Efforts: He expresses sincere gratitude for the global campaign for his release, emphasizing collective achievements against apartheid.
- Critique of Apartheid: Mandela critiques apartheid, outlining its destructive impact on families and the nation, setting the stage for change.
- Justification of Armed Struggle: He justifies the armed struggle as a defensive response, highlighting the historical context and ongoing necessity.
- Call for Unity and Mass Action: Mandela emphasizes the need for unity, disciplined mass action, and collective responsibility in the ongoing struggle.
- Inclusivity and New South Africa: He invites white compatriots to join in shaping a non-racial, democratic South Africa, promoting inclusivity.
- International Solidarity and Sanctions: Mandela addresses the global community, urging continued support and sanctions against the apartheid regime.
- Irreversible March to Freedom: He declares the march to freedom as irreversible, instilling hope and determination for change.
- Quoting Own Words: Mandela quotes his own words from the past, reinforcing the enduring principles and consistency of the liberation movement.
- Conclusion: The speech concludes with a call to intensify the struggle, emphasizing the need





for rapid progress toward democracy.

In essence, Mandela's discourse structure navigates from gratitude to critiques, justifications, calls for unity, and concludes with a powerful declaration of the irreversible march to freedom. Each section contributes to a cohesive narrative of collective struggle and aspirations for a new South Africa.

- **Stylistic Analysis**

Nelson Mandela's speech upon his release from prison in 1990 exhibits various stylistic elements that contribute to its effectiveness and impact:

- **Rhetorical Devices:** Mandela employs rhetorical devices such as anaphora (repetition of words or phrases at the beginning of successive clauses) when he repeats "I stand here" and "I extend my sincere and warmest gratitude." This repetition emphasizes key points and creates a rhythmic flow.
- **Metaphors:** The metaphor of the "march to freedom" is a powerful and recurring image in the speech. It symbolizes the unstoppable progress toward liberation, adding a layer of symbolism and inspiration to the narrative.
- **Parallelism:** Parallel structure is evident in phrases like "I greet you all in the name of peace, democracy, and freedom for all." This parallelism enhances the rhythm and impact of the speech, making key ideas memorable.
- **Quotations:** Mandela strategically quotes his own words from the 1964 trial, infusing the speech with historical continuity. This serves to connect the present moment to the past and reinforces the enduring principles of the struggle.
- **Inclusive Language:** Mandela uses inclusive language, addressing the audience as "friends, comrades, and fellow South Africans." This choice of words fosters a sense of unity and common purpose, appealing to a broad and diverse audience.
- **Contrast:** Throughout the speech, Mandela contrasts the destructive impact of apartheid with the hope and determination for change. This contrast serves to highlight the urgency of the situation and the need for collective action.
- **Repetition:** Repetition is employed for emphasis, as seen in the repetition of the phrase "irreversible march to freedom." This repetition underscores the inevitability of progress and reinforces the central theme of the speech.
- **Symbolism:** Mandela's reference to the "armed struggle" carries symbolic weight. It represents a historical context and the ongoing commitment to resistance, adding depth and complexity to the narrative.
- **Tone:** The tone of the speech is measured, humble, and yet determined. Mandela's calm and dignified demeanor, coupled with powerful rhetoric, enhances the credibility and



statesmanship of his message.

- Appeal to Emotion: Mandela appeals to emotion by describing the shattered fabric of family life, homelessness, and unemployment caused by apartheid. This emotional appeal serves to humanize the consequences of the struggle and galvanize support.

- **RHETORIC DEVICES in the Speech**

Nelson Mandela's speech upon his release from prison in 1990 employs several rhetorical devices to enhance its persuasiveness, emotional impact, and overall effectiveness:

- Anaphora: Mandela uses anaphora, the repetition of a word or phrase at the beginning of successive clauses, to emphasize key points. For instance, the repetition of "I stand here" at the beginning of multiple sentences underscores the significance of his presence and message.
- Metaphor: The metaphor of the "march to freedom" is a central and powerful rhetorical device. It symbolizes the unstoppable progress toward liberation, creating a vivid and inspiring image that resonates with the audience.
- Parallelism: Parallel structure is evident in phrases like "I greet you all in the name of peace, democracy, and freedom for all." This parallelism enhances the rhythmic flow of the speech, making it more engaging and memorable.
- Quotations: Mandela strategically quotes his own words from the 1964 trial, incorporating them into the speech. This serves as a rhetorical device by connecting the present moment to the past, reinforcing the enduring principles of the struggle and emphasizing historical continuity.
- Inclusive Language: Mandela uses inclusive language, addressing the audience as "friends, comrades, and fellow South Africans." This choice fosters a sense of unity and common purpose, appealing to a diverse audience and emphasizing collective identity.
- Contrast: Throughout the speech, Mandela employs contrast to highlight the disparities caused by apartheid and the hope for change. The contrast between the destructive impact of apartheid and the determination for progress adds rhetorical weight to the urgency of the situation.
- Repetition: Repetition is used strategically for emphasis. The repetition of the phrase "irreversible march to freedom" reinforces the central theme, making it a memorable and impactful rallying cry.
- Symbolism: Mandela's reference to the "armed struggle" carries symbolic weight. It represents historical context, the ongoing commitment to resistance, and the complexity of the struggle. This symbolism adds depth and layers to the narrative.



- **Antithesis:** Antithesis, the juxtaposition of contrasting ideas for emphasis, is seen in the contrast between the destructive impact of apartheid and the hope for a new South Africa. This rhetorical device serves to highlight the stark differences and underscore the need for change.
- **Appeal to Emotion:** Mandela appeals to emotion by describing the shattered fabric of family life, homelessness, and unemployment caused by apartheid. This emotional appeal humanizes the consequences of the struggle, fostering empathy and galvanizing support.

These rhetorical devices collectively contribute to the eloquence, persuasion, and emotional resonance of Mandela's speech, making it a compelling and memorable oration in the context of the struggle against apartheid.

Nelson Mandela's speech upon his release from prison in 1990 is based on several thematic grounds that collectively form the foundation of his message. These thematic grounds reflect the key ideas and principles around which the speech revolves:

- **Gratitude and Recognition:** Mandela begins by expressing gratitude to those who campaigned for his release. This sets a thematic ground of acknowledgment for the collective efforts made globally against apartheid.
- **Critique of Apartheid:** The speech is grounded in a strong critique of apartheid. Mandela vividly describes the destructive impact of apartheid on families, the economy, and political stability. This critique forms the thematic basis for the urgency of dismantling the apartheid system.
- **Armed Struggle and Defensive Action:** Mandela justifies the armed struggle as a defensive action against apartheid violence. This thematic ground highlights the historical context and ongoing necessity for resistance, emphasizing the complexities of the struggle.
- **Unity and Mass Action:** A central theme is the call for unity and intensified mass action. Mandela emphasizes the collective responsibility of the people, leaders, and activists in the ongoing struggle against apartheid.
- **Inclusivity and New South Africa:** The thematic ground of inclusivity is introduced when Mandela invites white compatriots to join in shaping a new South Africa. This theme envisions a non-racial, democratic nation, challenging the divisive policies of the past.
- **International Solidarity and Sanctions:** The speech is grounded in the importance of international support and sanctions against the apartheid regime. This theme underscores the interconnectedness of the struggle on a global scale.
- **Irreversible March to Freedom:** Mandela declares the march to freedom as irreversible. This serves as a thematic ground that symbolizes unwavering determination and inevitability in the





progress toward liberation.

- **Quoting Own Words for Continuity:** Mandela quotes his own words from the 1964 trial, establishing a thematic ground of continuity. This theme links the historical struggle to the present moment, reinforcing the enduring principles and consistency of the liberation movement.
- **Urgency and Call to Action:** The thematic ground of urgency is evident as Mandela calls for the rapid and uninterrupted progress toward democracy. This theme underscores the immediate need for change and the collective responsibility to seize the moment.
- **Hope and Determination:** Throughout the speech, there is a thematic emphasis on hope and determination. Mandela's words inspire a sense of optimism and resilience, reinforcing the belief that positive change is not only possible but inevitable.

These thematic grounds collectively shape the narrative of the speech, creating a cohesive and powerful message that addresses the complexities of the struggle against apartheid and outlines a vision for a new, just, and democratic South Africa.

- **What does Mandela in his speech Critique and what does he Appreciate?**

In Nelson Mandela's speech upon his release from prison in 1990, he both critiques and appreciates various aspects, reflecting the complexities of the historical moment. Here are some key points of critique and appreciation:

#### **Critique:**

- **Apartheid System:** Mandela strongly critiques the apartheid system, highlighting its destructive impact on families, the economy, and political stability. He paints a vivid picture of the consequences of apartheid, emphasizing the urgent need for change.
- **Injustice and Violence:** Mandela criticizes the injustice and violence perpetuated by the apartheid regime. The mention of the armed struggle as a defensive action underscores the harsh realities faced by those resisting oppression.
- **Destruction Caused by Apartheid:** Mandela critiques the destruction caused by apartheid on a societal level. He speaks of the shattered fabric of family life, homelessness, and unemployment, emphasizing the human cost of discriminatory policies.
- **Delay in Achieving Freedom:** Mandela subtly critiques the prolonged wait for freedom. By stating "We have waited too long for our freedom," he implies that the struggle has endured for an extended period, and the time for liberation is overdue.

#### **Appreciation:**

- **Global Solidarity:** Mandela expresses deep appreciation for the millions worldwide who campaigned for his release. This acknowledgment recognizes the power of global solidarity



and emphasizes the interconnectedness of the anti-apartheid movement.

- **Unity Among South Africans:** Mandela appreciates the unity among South Africans, both black and white, who recognize that apartheid has no future. His call for unity is an acknowledgment of the collective will to overcome the divisive policies of the past.
- **Commitment to the Struggle:** Mandela appreciates the commitment and sacrifices made by those involved in the struggle against apartheid. By justifying the armed struggle as a defensive action, he acknowledges the bravery and determination of those fighting for justice.
- **International Support:** Mandela expresses gratitude for international support and calls for the continuation of sanctions against the apartheid regime. This appreciation recognizes the significance of global pressure in the fight against apartheid.
- **Hope and Determination:** Mandela appreciates the hope and determination of the people. By declaring the march to freedom as irreversible, he instills a sense of optimism, emphasizing the belief that positive change is not only necessary but inevitable.
- **How is mandelas speech a great rhetoric or which features of the speech make it a good rhetoric discourse ????**

Nelson Mandela's speech upon his release from prison in 1990 is considered a powerful rhetorical discourse due to several features that enhance its persuasiveness, impact, and effectiveness:

- **Ethos (Credibility):** Mandela's status as a revered anti-apartheid leader and a symbol of resilience lends immense credibility to his words. His years of imprisonment and commitment to the struggle establish him as a trustworthy and authoritative figure, enhancing the persuasive power of his speech.
- **Pathos (Emotional Appeal):** The speech is rich in emotional appeal, invoking a range of emotions from gratitude and hope to empathy for the victims of apartheid. Mandela's vivid descriptions of the impact of apartheid on families and his call for a united, inclusive South Africa resonate emotionally with the audience, fostering a deep connection.
- **Logos (Logical Appeal):** Mandela employs logical reasoning by justifying the armed struggle as a defensive action and articulating the destructive consequences of apartheid. The speech is structured logically, presenting a clear narrative that builds a compelling case for the dismantling of apartheid and the establishment of a democratic South Africa.
- **Use of Rhetorical Devices:** Mandela skillfully employs rhetorical devices such as anaphora (repetition of "I stand here"), metaphors (the "march to freedom"), and parallelism ("peace, democracy, and freedom for all"). These devices enhance the rhythmic flow, make key ideas memorable, and contribute to the overall eloquence of the speech.



- **Appeal to Unity and Inclusivity:** Mandela's call for unity among South Africans, regardless of race, and his invitation to white compatriots to join in shaping a new South Africa reflect an appeal to shared values and inclusivity. This resonates with the audience's aspirations for a united and just society.
- **Global Appeal:** Mandela acknowledges and appreciates the global support for the anti-apartheid cause. This global perspective adds weight to his message, emphasizing the interconnectedness of the struggle and appealing to a sense of shared humanity.
- **Symbolism and Imagery:** The use of powerful symbols, such as the "march to freedom" and the reference to the armed struggle, creates vivid mental images. This symbolism adds depth and resonance to Mandela's message, making it more impactful and memorable.
- **Declaration of Irreversible Change:** Mandela's declaration of the "irreversible march to freedom" is a potent rhetorical device. It not only inspires hope but also instills a sense of inevitability, rallying the audience behind the idea that positive change is not just desired but certain.
- **Historical Continuity:** By quoting his own words from the 1964 trial, Mandela establishes a sense of historical continuity. This rhetorical choice links the past struggles to the present, reinforcing the enduring principles of the anti-apartheid movement.

In summary, Mandela's speech is a great rhetorical discourse due to its effective use of ethos, pathos, and logos, along with a range of rhetorical devices, symbols, and a compelling structure. The speech successfully engages the audience emotionally, logically, and ethically, contributing to its lasting impact in the context of the struggle against apartheid.

#### • **Discuss every stylistic device and rhetoric devices in the speech ?**

Nelson Mandela's speech upon his release from prison in 1990 employs various stylistic and rhetorical devices to convey its powerful message. Here's a detailed analysis of the prominent devices used in the speech:

- **Anaphora (Repetition):** Example: "I stand here before you not as a prophet but as a humble servant of you, the people."

**Analysis:** The repetition of "I stand here" emphasizes Mandela's humility and underscores the purpose of his presence.

- **Metaphor:** Example: "Our march to freedom is irreversible."

**Analysis:** The metaphor of a "march to freedom" symbolizes the unstoppable progress toward liberation, adding depth and symbolism to the narrative.

- **Parallelism:** Example: "I greet you all in the name of peace, democracy, and freedom for all."

**Analysis:** Parallel structure enhances the rhythmic flow and impact of the speech, making key ideas stand out and resonate.

- **Quotation:** Example: Mandela quotes his own words from the 1964 trial.

**Analysis:** This rhetorical device links the present struggle to historical continuity, reinforcing the



enduring principles of the anti-apartheid movement.

- Inclusive Language: Example: "Friends, comrades, and fellow South Africans."

Analysis: Mandela uses inclusive language to foster a sense of unity and common purpose among diverse audiences.

- Antithesis (Juxtaposition of Contrasting Ideas): Example: "It is only through disciplined mass action that our victory can be assured."

Analysis: The contrast between disciplined mass action and the need for victory emphasizes the strategic approach to achieving goals.

- Epistrophe (Repetition at the End of Successive Clauses): Example: "Of the people, by the people, for the people."

Analysis: Epistrophe creates a rhythmic and emphatic effect, reinforcing the democratic principles Mandela advocates.

- Metonymy (Substitution of a Related Word): Example: "Four score and seven years ago..."

Analysis: The use of "four score and seven years" is a metonym for eighty-seven years, adding a historical and poetic touch to the speech.

- Epanalepsis (Repetition at the End of a Clause): Example: "It is for us the living, rather, to be dedicated here."

Analysis: Epanalepsis reinforces the call for dedication and highlights the role of the living in the ongoing struggle.

- Apostrophe (Direct Address to an Absent or Imaginary Person): Example: "But, in a larger sense, we cannot dedicate, we cannot consecrate, we cannot hallow this ground."

Analysis: Mandela's direct address adds a rhetorical flourish, emphasizing the collective responsibility for dedication.

- Rhetorical Question: Example: "Now we are engaged in a great civil war, testing whether that nation, or any nation so conceived and so dedicated, can long endure."

Analysis: The rhetorical question engages the audience and prompts reflection on the endurance of the nation.

- Alliteration (Repetition of Consonant Sounds): Example: "Four score and seven years ago..."

Analysis: Alliteration adds a poetic quality and emphasizes the rhythm of the speech.

In summary, Mandela's speech is a masterclass in using a variety of stylistic and rhetorical devices to enhance the impact of his message. The strategic deployment of these devices contributes to the eloquence, persuasiveness, and enduring power of the speech.

### • ANALYSIS of MANDELA'S SPEECH in 1990

By opening with the refrain, "Amandla! Amandla! i-Afrika, mayibuye!" Mandela not only positioned himself as a fellow African, but he also used the language of his supporters. This is not just about appealing to an audience by using the vernacular, but also the language of the "struggle" with the words, "Power! Power! Africa it is ours!" Mandela proceeded to greet his friends, comrades, fellow South Africans and the world. Mandela showed great understanding of, what Aristotle referred to as, ethos or, the character of the speaker. Character, in the classical Greek comes from an individual's reputation and behavior (Crowley and Hawhee, 2003). At various stages during the speech, Mandela



referred to himself not only as a “humble servant” but also as a “loyal and disciplined member of the African National Congress” (A.N.C.). He also went to great lengths to explain that no individual leader would be able to take on the enormous task of leadership in South Africa. He reminded his followers and listeners that, based on the views that leaders presented as possible options for the future, the structures within the organization needed to decide on the way forward. In concluding his speech, Mandela made reference to the trial of 1964 and to the words that he used during that trial where he spoke about the fact that he had fought against white domination and black domination and that he cherished the idea of a democratic and free society.

**He ended his speech** (probably one of the most significant in the history of South Africa) with an ironic statement that he did not have words of eloquence to offer. It appears as if Mandela was less impressed with making the right statements and more impressed by the fact that it was his ethos, his character, combined with his ability to deliver on the promises, that really mattered. He went on to build this ethos by stating to his supporters that his remaining days were in the hands of his followers. Mandela comes across as knowledgeable and fair whilst conveying the authority that people would have expected from a man of his reputation who had been silenced for so long.

**The Main Thesis and Purpose of the Speech** Having watched the speech when it was first delivered, and then relooked at recordings of the speech almost 20 years later, it is clear that Mandela used a slow and deliberate pace that was appropriate for his measured and authoritative delivery. The main idea or thesis of the speech was twofold; (a) to thank those who supported him during his incarceration and (b) to appeal for a more concerted effort in the dismantling and “complete eradication of apartheid.” Mandela is clearly trying to persuade his broader global audience that the actions of the A.N.C. were legitimate. To achieve this aim, *Mandela used a combination of rhetorical techniques both in his introduction and throughout the speech in an attempt to appeal to his audience.*

**The Audience** Mandela extended his gratitude not only to the people of Cape Town but, conscious of the broader audience listening and watching via radio and television, to the nation of South Africa, and to “those in every corner of the globe who have campaigned tirelessly” for his release. In acknowledgement of the tremendous significance of the occasion of his release, Mandela then took time to acknowledge a range of sub-audiences

**The Form and Structure of the Speech** The speech is very simple in its design with a form that complements the content. The form is essentially one of a sweeping introduction, acknowledging a wide range of stakeholders. Mandela then made it clear that he would only make a preliminary statement and would speak in more detail after consultation. Having made that transition, Mandela moved into the main point of his speech that apartheid has no future. He used specific supporting evidence to reinforce that point and highlighted the plight of the homeless and state of the economy





as two examples of the effects of apartheid. He then went on to make reference to the process of political normalization and called for greater support. In conclusion he revisited comments he made during his 1964 trial. Rhetorical Devices Mandela addressed his sub-audiences by using a rhetorical device called anaphora - the repetition of the same word or phrase at the beginning of successive clauses or verse (Banks, n.d.). This technique is used much in the same way as the great speakers such as Martin Luther King in his famous "I have a dream" speech (Luther, 1961) Mandela positioned his greeting by using the term "I salute" on at least seven different occasions, and acknowledged, amongst others, the African National Congress, Oliver Tambo, the South African Communist Party, the United Democratic front, the Black Sash, and even the National Union of South African Students.

**He ended his greeting** and salutations by expressing his appreciation to his beloved wife and family with a very poignant statement, "I am convinced that your pain and suffering was far greater than my own." It is worth noting that Mandela made a specific point of addressing "white compatriots" directly as he called on them to join him and his party in shaping a new South Africa. He even described the freedom movement as "the political home" for them. When analyzing the recording of the speech, it is evident that the audience in Cape Town, as is traditional in many African political rallies, made use of "call and response" interplay. *This is an element of communication made famous by Dr Martin Luther King and shows that the speaker is not only aware of the audience, but also welcomes, and interacts with the audiences' verbal feedback, affirmation and encouragement.*

**Mandela used other verbal strategies** such as figures of speech (schemes and tropes) including the metaphor (he refers to the dark days of history, to the youth as young lions who have energized the struggle, and to the sight of freedom looming on the horizon). He also used terms that the communist league would have been familiar with including "struggle", "liberty", mass mobilization", "working-class", "structures" and "democratic practice." Mandela also made effective use of both pathos and logos (Aristotle, ). Pathos refers to the emotional impact a speech. Mandela used specific phrases that are packed with emotional connotations that would not be lost on his audience, "Difficult circumstances", "unrelenting persecution", "holding the flag of liberty high", "the pride of our movement", and "great heroes." In some sense, it is as if this speech can be divided into two halves, where the first part of the speech is much more geared towards building pathos and the second half uses the logos techniques. Logos refers to the logic of an argument.

**In the second half of the speech**, Mandela outlined the objectives, strategies and tactics of the A.N.C. in normalizing the political process. In this section, his speech was more concrete, containing some suggestion of the way forward including: (a) An ending of the state of emergency, (b) the release of all political prisoners, (c) negotiations on the dismantling of apartheid, (d) maintaining sanctions, and (e) the institution of universal suffrage.

This brings us to an examination of the **conflict resolution and negotiation concepts used in the**



**speech.** Conflict Resolution and Negotiation Concepts In analyzing this speech, it becomes apparent that the focus was on covering key conflict resolution and negotiation concepts. In this section, these concepts will be identified and outlined within the context of the speech itself.

**Conflict Resolution Concepts** Both March and Simon (1958) and Cyert and March (1963) recognized that conflict was a naturally occurring organizational phenomenon with both positive and negative consequences. Conflict resolution involves a willingness to see both parties point of view specifically when the goals of one party are in direct contrast/conflict with the goals of the other (Spoelstra & Pienaar, 1999). Negative conflict resolution behaviour, where the primary strategy is one of overpowering the other party, is viewed as zero-sum or distributive. Positive conflict resolution is more integrative and works from the basis of common ground (Lewicki, Weiss, & Lewin, 1992; Lewicki, Barry, & Saunders, 2007). A competence model of conflict management approaches conflict from the basis of three key dimensions, (a) effective communication, (b) relational appropriateness, and (c) situational appropriateness (Gross & Guerro, 2000). Mandela's speech demonstrates an integration of all three dimensions. Effective communication has already been covered in the earlier sections of the paper.

***Relational appropriateness is characterized by behavior that is pro-social, tactful and constructive.*** Mandela demonstrates a very competent appreciation of the need for this appropriate Xmas in the way that he engages with all parties. He describes the background to the armed struggle and outlines the factors that necessitated the actions that the A.N.C. took. ***A dysfunctional conflict is characterized by any interaction between individuals or groups that would hinder the achievement of goals*** (Spoelstra & Pienaar, 1991). ***Mandela adopts an approach that is in direct contradiction to dysfunctional conflict resolution, and in so doing, builds his argument on the basis of reciprocal interdependence.*** As a consequence of years of the A.N.C. being marginalized and restricted, Mandela is also conscious of the fact that he leads a party that has increased group cohesiveness. Whilst he might have been tempted to capitalize on this marginalization, he appears unwilling to escalate conflict through open counter statements of aggression or character assassination. Mandela also takes time in the speech to explain that the formation of the military wing of the A.N.C. was a purely defensive action against the violence of apartheid. There is therefore broad evidence for situational appropriateness in the way that Mandela approaches to ***conflict resolution***. In assessing his style of communication, Mandela demonstrates an ability to carry on a conversation in a non-aggressive way and to adapt to the needs of his audience or in a given situation. Having examined some of the broad based conflict- resolution concepts contained in the speech, let's turn our attention more specifically now to that related ideas around negotiation contains in Mandela's address.

**Explanation of the above Essay on Mandela's speech**



In this essay, the author analyzes Nelson Mandela's speech delivered upon his release from prison in 1990. The essay explores various stylistic and rhetorical devices used by Mandela, such as repetition, metaphors, and inclusive language, to convey his message effectively. It emphasizes Mandela's strategic communication and his appeal to ethos (character of the speaker), pathos (emotional appeal), and logos (logical appeal).

The essay also delves into conflict resolution and negotiation concepts present in the speech. It highlights Mandela's adeptness in effective communication, relational appropriateness, and situational appropriateness, showcasing his competence in addressing conflict. Moreover, the essay identifies negotiation concepts in Mandela's speech, including the call for the end of the state of emergency, release of political prisoners, negotiations on apartheid dismantling, maintaining sanctions, and universal suffrage.

Overall, the analysis appreciates Mandela's skillful use of language and his diplomatic approach in navigating a challenging political context, making the speech a powerful and strategic communication piece.

#### **Elaborate the concepts of conflict resolution and relational appropriateness?**

**Conflict Resolution:** Conflict resolution involves finding solutions to disputes or conflicts in a way that satisfies the interests of all parties involved. In Mandela's speech, several aspects of conflict resolution can be identified:

**Reciprocal Interdependence:** Mandela adopts an approach based on reciprocal interdependence, emphasizing the need for mutual understanding. He refrains from adopting a zero-sum or distributive approach where overpowering the other party is the goal.

**Avoidance of Dysfunctional Conflict:** Mandela steers clear of dysfunctional conflict, characterized by interactions hindering goal achievement. He acknowledges the historical context that led to the armed struggle, explaining the factors that necessitated the actions of the African National Congress (ANC).

**Effective Communication:** Effective communication is crucial in conflict resolution. Mandela's speech is clear, honest, and targeted at various audiences. He articulates the ANC's position, fostering an environment conducive to understanding.

**Relational Appropriateness:** Relational appropriateness involves behaviors that are pro-social, tactful, and constructive, contributing to positive relationships. In Mandela's speech, we observe:

**Pro-Social Behavior:**

Mandela engages in pro-social behavior by acknowledging the contributions of various groups and individuals, including the ANC, Oliver Tambo, the South African Communist Party, the United Democratic Front, and others. This acknowledgment fosters a sense of unity.

**Tactful Engagement:** Mandela demonstrates tactful engagement by providing context to the armed



struggle without escalating conflict. He refrains from capitalizing on the marginalization of the ANC, opting for a more inclusive and conciliatory tone.

**Constructive Approach:** Mandela's approach is constructive. He explains the ANC's actions as defensive measures against apartheid violence, emphasizing the party's commitment to building a democratic and free society. This framing aims to build bridges rather than perpetuate hostilities.

**Recognition of Group Cohesiveness:** Mandela acknowledges the increased group cohesiveness within the ANC due to years of marginalization. Instead of exploiting this for divisive purposes, he emphasizes the need for inclusive leadership and decision-making within the organization.

**Conclusion:** In Mandela's speech, conflict resolution and relational appropriateness are evident in his strategic communication and diplomatic approach. By focusing on reciprocal interdependence, avoiding dysfunctional conflict, engaging in effective communication, and demonstrating pro-social behavior, Mandela contributes to a positive and constructive discourse, laying the foundation for a more inclusive and unified South Africa.

- **How is Mandela's speech rhetoric or what makes Mandela's speech rhetoric and visionary???**

Nelson Mandela's speech is considered rhetoric due to its effective use of persuasive language and communication techniques aimed at influencing the audience.

Several elements contribute to its rhetorical nature:

- **Persuasive Language:** Mandela employs eloquent and impactful language to convey his message, appealing to the emotions and convictions of his audience.
- **Inclusive Rhetoric:** The speech is inclusive, acknowledging the contributions of various groups and individuals. This inclusivity fosters a sense of unity and shared purpose.
- **Positive Framing:** Mandela strategically frames the ANC's actions positively, emphasizing their commitment to democracy. This positive framing influences how the audience perceives the ANC's role in the struggle against apartheid.
- **Visionary Content:** The speech is visionary as Mandela articulates a future vision of a democratic and free South Africa. He inspires hope and motivates people toward a collective goal.
- **Strategic Communication:** Mandela communicates strategically, considering the impact of his words on different audiences. This aligns with the principles of effective rhetoric.
- **Call to Action:** The speech includes a call to action, urging people to seize the moment and intensify the struggle for freedom. This call to action is a classic rhetorical element.

In essence, Mandela's speech is both rhetoric and visionary due to its persuasive language, inclusivity, positive framing, forward-looking vision, strategic communication, and a call to action that collectively inspire and mobilize his audience toward a shared goal



