

Pragmatic Features and Pragma-Dialectical Strategies of Persuasion in Nelson Mandela's Political Discourse: A Pragma-Stylistic Study

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"السمات البراغماتية واستراتيجيات البراغما-حجاجية للإقناع في الخطاب السياسي لنيلسون مانديلا: دراسة براغما-أسلوبية"

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الخلاصة

تناقش هذه الدراسة كيف تقوم تقنيات البراغما-حجاجية بدمج القضايا البراغماتية المتعلقة بالخطاب السياسي الذي ألقاه نيلسون مانديلا، مع التركيز على كيفية مساهمة هذه القضايا في العناصر الإقناعية لهذا الخطاب على وجه الخصوص. استناداً إلى البحث التجريبي، ستتناول هذه الدراسة الخطابات التي استخدمها مانديلا ومدى براعة توصيلها، مع تحليل كيفية استخدامه مزيجاً من الجدل العقلاني والكلام العملي، المعروف في أدبيات الخطاب على أنه التفصيل المعقول، لإقناع المستمعين. تستخدم هذه الدراسة نظرية البراغما-حجاجية في الجدل لتحديد عملية المناورة الاستراتيجية التي يعتمد عليها مانديلا في خطبه. كما تتناول ما إذا كان يستخدم معقولية الجدل لتحقيق أهداف بلاغية معينة وكيفية تأثير العوامل التي تتعلق بالسمات البراغماتية، مثل الأفعال الكلامية، التضمينات، واستخدام اللغة، في تحديد تقنياته الإقناعية. وعلى الرغم من التركيز على الجانب البراغماتيكي لاستراتيجيات اللباقة والتضمين، تُظهر هذه الدراسة أن مانديلا يستخدم الجانب الأداء من الحوار ليعكس استراتيجيات البراغما-حجاجية في خطبه من أجل تلبية توقعات الجمهور، ومعالجة المعارضة، والسعي إلى التأكيد. من خلال دراسة التفاتات في استخدام مانديلا للغة، والنبذة، والنداءات البلاغية الأخرى، تُظهر هذه الدراسة الطرق المحددة التي يخدم بها الخطاب البلاغي الذي يستخدمه لزيادة قيمة الكلمات المنطوقة والأفعال التي يقوم بها المتحدث في نظر كل من المتفرجين والمناخ السياسي بشكل عام. تشير النتائج إلى أن البلاغة السياسية التي استخدمها مانديلا تمثل مثلاً ممتازاً على دمج البراغما-حجاجية ونهج التواصل البراغماتيكي في تحليل الخطاب والتواصل، مما سيسهم بلا شك في إثراء أي مجال من مجالات المعرفة (تحليل الخطاب، دراسات التواصل، التحليل البلاغي) في تعزيز فهمهم للعمليات المتضمنة. علاوة على ذلك، تظهر المقالة أن اللغة السياسية يمكن تحليلها ضمن إطار البراغما-حجاجية والنهج البراغماتيكي لإظهار الدور المهم لاختيارات اللغة في هيكلة الخطاب السياسي. **الكلمات المفتاحية:** البراغماتية، نظرية البراغما-حجاجية، المناورة الاستراتيجية، الإقناع، نيلسون مانديلا، البلاغة.

Abstract

This paper examines how pragma-dialectical techniques incorporate the pragmatic issues revolving around the political speech made by Nelson Mandela with an emphasis on the way these issues have contributed to the persuasive elements of that particular speech. Based on empirical research, this paper will examine the speeches used by Mandela and how well he delivers them, analysing how he uses a mixture of rational argumentation and practical speech, commonly known by speech scholars as a reasoned elaboration, to persuade the listeners. This paper uses Pragma-Dialectical Theory of Argumentation to determine the process of strategic Maneuvering of Mandela in his speeches. It examines as to whether he employs argumentative reasonableness to attain certain rhetorical objectives and how factors that relate to pragmatic features, including speech acts, implicature, and linguistic usage, come into play to define his persuasive techniques. While concentrating on the pragmatics aspect of the politeness strategies and implicature, this paper demonstrates that, Mandela employs a performative

aspect of the conversation reflecting pragma-dialectical argumentation strategies in his speeches to meet audience expectations, address opposition and pursue assertion. Examining the nuances of Mandela when using language, tone, and other rhetorical appeals, this paper shows the specific ways in which the rhetorical discourse he employs serves to increase the worth of the words said and the acts committed by the speaker in the eyes of both spectators and the political climate overall. The results indicate that the political rhetoric employed by Mandela is a fine example of integration of pragma-dialectics and pragmatic communication approach to discourse analysis and communication, which will surely help any field of knowledge (discourse analysis, communication studies, rhetorical analysis) enrich their understanding of the processes involved. Moreover, the article demonstrates that the political language can be examined within the framework of the pragma-dialectical approach and the pragmatic approach to demonstrate the significant role of language choices in structuring the political discourse. Keywords: Pragmatics, Pragma-dialectical Theory, Strategic Maneuvering, Persuasion, Nelson Mandela, Rhetoric

1. Introduction

1.1 Background

Nelson Mandela is considered one of the most successful political figures and his speech is the major part of political rhetoric and argumentation studies. His speeches were critical to the eradication of apartheid in South Africa and in promotion of justice, equal rights and nationalism. Rhetoric of Mandela was not only devoted to the topic of mobilizing people to action and solving the political problem in the country, but also building the nation which had suffered decades of apartheid and violence. His appeals to reconciliation and his suggestions of the need to use non-violence to solve conflict issues and communication served as a new paradigm of global interconnection (Moolla, 2019; Chasi, 2018). The speeches by Mandela were not confined to the South African borders but all kinds of people around the world were invited into the dialogue that he had opened up, especially regarding the questions of oppression, human rights abuse, anti-colonial ideas, and liberation. All these themes are relevant to this day because the rhetorical appeals that Mandela invoked still hold their value in continuing to fight such a strong foundation of racism that has existed within the society. Referring to the works of Adair (2017) and McKinney (2021), it is possible to note that much emphasis is paid in scholarship on the application of Mandela rhetoric in contemporary theories of leadership and persuasion.

1.2 Rationale

The pragma-dialectical and pragmatic perspective on the speech of Nelson Mandela gives an insight into the communicative intentions of this great leader. Though it is extensively discussed that he had an influence in political issues, there is an increasing focus on the linguistic means that he employed. This work demonstrates how Mandela employed both emotional and logical pragmatic approaches in his speeches, that used speech acts, implicatures and politeness strategies to persuade the listeners in the socio-political speeches. The results are especially topical nowadays, where the dissemination of political information, its influence on the public opinion and policy are major concerns. The current paper addresses gaps in existing research due to its emphasis on stylistic analysis as it helps ascertain how the choices of linguistic and rhetorical devices make the arguments of Mandela more persuasive (Habermas, 2020; Hanks, 2015; Trosborg, 2019).

1.3 Research Problem/Questions

This paper is set to discuss how that Nelson Mandela uses pragma-dialectical strategies in his political arguments to convince his audience. The study questions are going to be the following:

1. What are the ways in which Nelson Mandela makes use of pragma-dialectical approach in persuading his audience?
2. Which utilitarian elements can be found in the political discourse of Mandela?
3. What role does the oratorical performance of Mandela play in the successfulness of his attempt to persuade?

1.4 Objectives

The objectives of this study are:

1. To examine the organization schemes that Mandela applied in the political speeches.
2. To determine the pragmatic features on which his communication is based and a repertoire of speech acts as well as politeness strategies.
3. To consider the stylistic devices that facilitate his persuasive strategies with a focus on rhetorical devices and a change in tones.

1.5 Significance

In this way, the findings of the pragmatic and dialectical analysis of the speech by Mandela can give some very useful points about the political speech today. The process of communication, persuasion and disagreement shown by Mandela can be used by leaders today to realize their goals particularly in the politically polarized societies (Mey, 2018). The study would contribute to discourse analysis in two main ways: the first one is the extension of the literature in which rhetorical strategies discussed in the political communication are applied to the conflict and peace promotion along with the communication to diverse audiences (Thompson & Bowler, 2019); the second point is demonstration how the concept of pragmatic and pragma-dialectical theories can be utilized to comprehend the issue of persuasion in the political polarized society. Besides, this paper will be useful in the explanation of how language, logic, and emotional appeals used in the speeches of Mandela have assisted in maintaining political authority.

1.6 Scope

The analysis will concentrate on some of the major political speeches by Nelson Mandela especially when he was the president (1994-1999) and the decisive moments prior to the final death of apartheid. The paper will analyse his address during an Inauguration in 1994, his address taken at the United Nations in 1990 and the Rivonia Law Trial Speech. Such speeches played a crucial role in the process of unifying South Africa and forming its post-apartheid identity, as well as outlining to the rest of the world the vision offered by Mandela regarding justice and reconciliation (Smith & Watson, 2021; Ndlovu, 2020).

2. Literature Review

2.1 Pragmatic Characteristics in the Discourse of Politics

Pragmatics is the investigation of how context influences the meanings of communications, works on speech acts, implicature, and politeness strategies (Levinson, 2017). To recommend the pragmatic analysis in the political discourse, it is important to state how certain politicians such as Nelson Mandela can modify their messages to match the social, cultural, and political context in relation to efficient communication (Capone & Mey, 2016). According to the definition of speech acts by Austin (1962) and the expansion by Searle (1975), political discourse needs speech acts because they not only convey information but also perform actions such as the making of promises and the issuance of commands. The speeches by Mandela have employed effective use of these speech acts to encourage national unity and reconciliation, in many cases employing politeness strategies, as brought out by Archer (2020) and Grundy (2017), particularly at a time when South Africa was changing its ways by getting rid of the apartheid regime. The fact that Mandela manages to convey even harsh words in a respectful and even sympathetic manner is a sign of his comprehension of politeness theory (Brown & Levinson, 1987). His speeches could be indirect and implicational, as this style helps him to judge or praise without being direct, which stimulated a divided nation the most (Kecskes, 2019). In their recent articles Romain (2019) and Chilton (2018) demonstrate the importance of pragmatics in power, conflict solving, and alliance development in politics. Chilton (2018) states that in post-colonial situations, practical measures are the only solutions to social issues, which is the case with Mandela as evident in his speeches especially when he was already out of prison.

2.2 Pragma-Dialectical View of Argumentation

According to Van Eemeren and Grootendorst (1984), the theory of pragma-dialectics is aimed at studying the means that people can employ in terms of argumentation and communication to reduce the number of disagreements by means of reasoned discussion. This theory assists researchers to grasp what to make the argument reasonable and accomplish the purpose of the arguments in political analysis (Van Eemeren, 2019). The critical speech mediation or practical reasoning is the essence of this theory as it implies the balance of rational deliberation and directed persuasion. According to Van Eemeren (2019), there are three dimensions of strategic Maneuvering: the choice of topic, appeal to the audience, and presentational characteristics. To political leaders, such as Nelson Mandela, this would imply choosing of issues that has an impact to the population they are addressing, and making and structuring of arguments in such a way that they are allowed to match with the political agendas. As Tindale (2020) and Zarefsky (2019) highlight, political leaders commonly resort to a certain strategy of Maneuvering when it comes to problematic issues, i.e. unity and justice. The speeches of Mandela offer a good example of pragma-dialectical approach as he makes his points in the cause of reconciliation. Habermas (2020) explains that Mandela does not pour emotions over his reasoning, but the speeches are well-balanced and appealing to the listeners. In the process of strategic Maneuvering, Mandela could reason with his audience in a convincing manner and at the same time tug their heart strings. Research conducted by Y. Tindale (2020) and P. Van Eemeren and E. Garssen (2020) would serve as a good source of information on how Mandela

employed the dialectical reasoning to appeal to the audience not only in his country but also to the world in general in his efforts to shape up world opinion regarding important matters such as apartheid and human rights.

2.3 Stylistic Analysis of Political Speech

Stylistic analysis deals with language as a bearer of meaning and its effect on the reader and such aspects as level of language, mood and figures of speech are studied. Style is an important parameter in politics in assisting in the persuasiveness of a speech. Leech and Short (2007) point out that one of the forms of stylistic choices that are usually used to analyse the effect of a text is the metaphors, parallelism and repeated words. As an illustration, Mandela in his 1994 inauguration speech made use of the metaphor to appeal to the emotions of the people, portraying their journey of change of apartheid, as being a long walk to freedom. Not only did he use this metaphor to connect his cross-personal experience with the history of South Africa, but he also introduced a discourse of optimism through it; a discourse that was necessary in times of change in the country (Chasi, 2018). The stylistics of Mandela in his speeches is more than sophisticated linguistics, it helps to enhance the pragmatic and pragma-dialectics approaches he uses. Mandela often refrains to repetition and parallelisms to underline his main points, so his speeches become easier to remember and more impressive (Trosborg, 2019). The linkage between style and argumentation plays a crucial role in the discussion of how the rhetoric used by Mandela was able to achieve success in influencing a local and a global audience.

2.4 A Literature Survey on Mandela's Speeches

The speeches made by Nelson Mandela have been manipulated in different fields that include political science, rhetoric, and even linguistics. The paper by Moolla (2019) focuses on Mandela speeches and how these addresses were used to resist the oppression and horrible human condition of the apartheid policies in the form of both domestic and international support against the policies. The other article along those lines is the one by Smith and Watson (2021), which addresses the subsequent change in Mandela, who started emphasizing the idea of reconciliation and nation-building after his release. Recent works, including those by McKinney (2021) and Adair (2017), focus on the Mandela post-apartheid oratory because the way Mandela represented South Africa and spoke to the world community was extremely important. The works reflect Mandela and his role in using the spoken word to unite all fallen sections, a capability that proved to be essential in the South African transition. Although the works have broadened our experience of Mandela rhetoric, there have been very little works that have utilized the pragma-dialectical/pragmatic analysis through a stylistics framework. The said research will fulfil this gap as it explores the interactivity of linguistic strategies employed in this discourse and how they make Mandela a powerful speaker.

2.5 Gap in the Literature

There is a research gap in the current literature that examines various dimensions of Mandela's political language with no attempt to combine pragma-dialectical and pragmatic approaches, and style. Previous research can be divided into two main categories: the ones that have approached his rhetorical tactics individually and the ones that have investigated his speeches from the historical or political science perspective (Trosborg, 2019; Habermas, 2020). Therefore, the focus of this study is to try and establish how by using the pragma-dialectical strategies, pragmatic features and stylistic elements Mandela is able to build and balancing his persuasive power.

3. Theoretical Framework

The following theories will be used to analyse Nelson Mandela's speeches as political discourse. In the exploration of the connexions between argumentation, language use and rhetorical force in Mandela's speeches, the study employs pragmatics, pragma-dialectical theory and stylistics. These frameworks will provide a good starting point to discover how Mandela uses language assuage, avoid conflict, and construct unity in a polarized society.

3.1 Pragmatics

Levinson (2017) defined pragmatics as the component of semantics that focuses on meaning in use, and more particularly the meaning users give to communication in specific contexts. Pragmatic analysis of political discourse is going to focus on two different and important aspects, namely the goals that politicians have in using language and the specific social and political context in which they use language. Key elements of pragmatics that will be applied in this study include:

1. Speech Acts: Austin (1962) and Searle (1975) defined speech acts to be the actions which are carried out involving the use of language and which include asserting, promising, or requesting. According to Archer (2020), speech acts are significant in Mandela's discourse as they help him to make speeches to urge people, make a pledge of reconciliation, and build own political image. 2. Implicature: Implicature, as described by Grice (1975)

is an inference that occurs in communication where more is communicated than what is literally said. In political speeches, implicature facilitate the flow of information to the people as seen in Mandela and other speakers; this is because with implicature speakers can convey their message in a roundabout way, this makes criticism less harsh and does not offend a particular group of people (Capone & Mey, 2016). 3. Politeness Strategies: In line with Brown and Levinson's (1987) politeness theory, this research will also explore how Mandela employs politeness to show respect to power, especially in handling prickly political matters. A positive and negative politeness is used by Mandela in order to avoid conflict and set the cooperative context in his speech (Grundy, 2017).

3.2 Pragma-Dialectical Theory of Argumentation

The pragma-dialectical theory postulated by Van Eemeren and Grootendorst (1984, 2018) provides a model, which accurately explains the organisation of argumentative discourse with the aim of participating in a conflict. This theory integrates pragmatics (use of language in context) and dialectics (art of organised argumentation) and notably applies to the speeches of politicians since the speaker must respond to counterarguments and, at the same time, attempt to convince listeners. Some of the important concepts of the pragma-dialectical theory that will be of use in this study are:

1. Critical Discussion: Pragma-dialectics is a term used to refer to a dispute as an argument, which is used to find a logical resolution to a disagreement in point of view. Speeches of Mandela will be analysed through the perspective of the existence of sensibleness of arguing into consideration such politically sensitive topics, such as reconciliation, justice, and race (Van Eemeren, 2019).

2. Strategic Maneuvering: The idea of strategic Strategic Maneuvering happens on three-dimensional straightforward:

2.1 Topical Potential: Is merely a matter of choice of which among the potential topics are most of the time of interest to the audience.

2.2 Audience Adaptation: This refers to a control of arguments to the benevolence of the values, knowledge and anticipation of the targeted audience.

2.3 Presentational Devices: It is the elements that are employed in support of an argument and in an appeal to the audience and the appeal and the language appeal (Tindale, 2020).

On these ideas, this work seeks to explore how reasonableness and persuasion in the speeches of Mandela can be made good through strategic thinking. Based on the discussion on the main points in his argument about the media system, his decision to address the topics both to his home and international audience, it can be concluded that he used the postulates of pragma-dialectics as discussed by Trosborg (2019).

3.3 Stylistics

Stylistics is a sub-discipline of the linguistics that deals with the way language is used to achieve a certain impact on some people's emotions and decision in order to persuade them, for instance, or to mobilize specific feelings, (Leech & Short, 2007). Stylistic analysis in the political discourse aims at the identification of specific features of language use including choice of words, attitudes and figures of speech used by the speaker to further and support his message. The stylistic elements of Mandela's speeches that will be analysed in this study include:

1. Rhetorical Devices: Mandela uses other features like metaphor, repetition, and parallelism in his speeches to support his ideas and emotion appeal (Smith & Watson, 2021). For instance, in his inaugural speech, freedom metaphor of 'the long walk to freedom' not only represents the journey of the individual but also that of the people of South Africa thus increasing the persuasiveness of the speech (Chasi, 2018).

2. Tone: The tone that Mandela adopts Examining how these tonal shifts correlate with his pragma-dialectical and pragmatic approaches will allow for understanding of how he can shift his style depending on the audience and situation.

3. Diction: Mandela has chosen his words very wisely to make sure that everybody feels included and that we are one. Adair (2017) noted that his use of the inclusive pronouns 'we' and 'us' is useful in establishing a collective identity that is useful in his reconciliation agenda. Stylistics will provide an additional approach to the analysis of Mandela's discourse since it will explain how the given linguistic and rhetorical strategies enhance the persuasiveness of his speeches. The present research will address the elements of style, argumentation, and pragmatics in order to provide an integrated view of the persuasive strategies used by Mandela.

3.4 Integration of Theoretical Frameworks

Hence, with a view to achieving the aim of this study, the following concepts are useful: pragmatics, pragma-dialectical theory and stylistics. The pragmatic analysis shall unveil how Mandela used language to convey his

ware at the social and cultural level in all the four speech acts, implications and politeness. This work will utilize the pragma-dialectical approach to determine how his arguments are modulated to be rational, and he strategically moves to persuade various stakeholders. Therefore, it will consider tactics such as rhetorical sight, the tone and the choice of words as a means of evaluating his speeches. These frameworks are interrelated: Stylisation as a pragmatic concept is deployed by Mandela in conjunction with the pragma-dialectical strategies in efforts to accomplish his communication objectives in this discourse. Likewise, his pragmatic actions such as politeness spike that makes his speaking remain rational when discussing political issues. The suggested theoretical framework presents a range of analytically useful concepts when discussing Mandela's speeches and provides insights of the previously unveiled processes behind persuasion in political communication.

4. Methodology

4.1 Research Design

This paper uses a qualitative discourse analysis in exploring the pragma-dialectical, pragmatic and stylistic features found in the political speeches of Nelson Mandela. It is informed by three main analytical theories namely, pragma-dialectical theory of argumentation, pragmatic analysis and stylistic analysis. These models provide the multi-dimensional consideration of the way Mandela strategically uses the language to convince his audience, address the party politics, and facilitate reconciliation in post-apartheid South Africa. The following analysis will entail the following steps:

1. A pragmatic and pragma-dialectical examination of the speeches of Mandela to determine the application of strategic maneuvering, adaptation to audiences, and argumentation patterns.
2. Stylistic criticism to determine the emotional and rhetorical effect of the use of metaphor, repetition, parallelism and other stylistic tools by Mandela.
3. Detection of speech acts (e.g., directives, assertives, expressives) as well as implicature to comprehend the presupposed communicative intent behind his speech. This multi-dimensional approach is going to provide us with a multi-dimensional view of the process of how this language of Mandela works to fulfill the persuasive intentions in the context of the polarized politics.

4.2 Data Collection

This paper will analyze a purposive sample of major speeches made by Nelson Mandela during key points in his political career, especially as president, and at the defining time that marked the end of apartheid. The chosen speeches are: 1) Inaugural Address (1994): given when Mandela was elected the first black president of South Africa, marking the official end of apartheid and the start of a new democratic period in South Africa; 2) Rivonia Trial Speech (1964): the speech that marked one of the most significant moments in Mandela life, when he explained his vision on a democratic South Africa, and legitimized his opposition against the apartheid regime; 3) United Nations Speech (1990): the first speech given internationally after The criteria used in including these speeches was founded on historical significance, the rhetorical quality, which was an assortment of the use of rhetorical skills, and how the speech contributes to the political and social changes that Mandel hoped to realize. These speeches are all in different political contexts, domestically (Inaugural Address) and internationally (United Nations Speech) and transitionally (Rivonia Trial Speech), which is why the analysis of the speeches has a vast selection of rhetorical strategies. Speeches that were subjected to the long list of criteria any of which could lead to the rejection of the speech in the study included speeches that had no substantial rhetoric in them or lacked them therefore not adding value to the theme of the study (persuasion, pragmatics, and pragma-dialectics strategies).

4.3 Framework of Analysis

The speeches of Mandela will be analysed in terms of an integrated approach involving three complementary approaches namely pragma-dialectical theory of argumentation, pragmatics and stylistic analysis. The methods in which the two frameworks will be applied will be as follows:

4.3.1 Pragma-Dialectical Analysis:

4.3.1.1 Strategic Maneuvering: This is an analysis of how Mandela manipulates his way in the precarious political scenes and addresses the contradictory beliefs through three points:

1. Topical Potential: How does Mandela select topics that will make him popular to the audience, i.e., justice, freedom, and reconciliation?
2. Audience Adaptation: How Mandela modifies the mode of his presentation of argumentation to win the attention of the audience when there are changes in the country.

3. Presentational Devices: The use of the rhetorical strategy (including the use of repetition, metaphor, similarity) to increase the overall persuasiveness of arguments (Tindale, 2020; Van Eemeren & Garssen, 2019).

4.3.2 Pragmatic Analysis

The pragmatic analysis will be on how Mandela exploited language to achieve various speech acts, to maintain face and to convey meaning (Grundy, 2017). The following pragmatic features will be analysed in each speech:

1. Speech Acts: Utilizing the Speech Acts model presented by Austin (1962) and Searle (1975), the research will categorize the following types of speech acts: directives, assertives, expressives, and commissives. As an example, it is possible to examine directive speech acts in the speech of Mandela when he addresses the issue of unity and nation-building.

2. Implicature: Based on the theory of implicature advanced by Grice (1975), the way implied messages are understood in the speeches by Mandela, when he indirectly refers to delicate points, without mentioning or accusing certain groups of people (Kecskes, 2019).

3. Politeness Strategies: Using the politeness theory posited by Brown and Levinson (1987), the current study evaluates how Mandela employed both positive politeness (inclusive language, solidarity, etc.) and negative politeness (mitigation of face-threatening acts). This analysis will aid in comprehending how Mandela softens hard words and how he ensures respect among divided groups.

4.3.3 Stylistic Analysis

The stylistic analysis will be on the language and rhetoric used by Mandela in order to make his speech persuasive. The following stylistic elements will be analysed:

1. Metaphor: Mandela also uses metaphors all the time (e.g., the long walk to freedom) to call the struggle of justice and reconciliation as a continuous process. These metaphors are used to establish emotional bonds, stressing the hope and unity (Smith & Watson, 2021).

2. Repetition: The repetitive sets like the use of "never, never, and never again" set will be examined in terms of both their emotional and their rhetorical effect and lends greater weight to his appeal to a future that has no oppression (McKinney, 2021).

3. Parallelism: Parallel structures will be discussed, e.g. the example of the Rivonia Trial Speech, in which Mandela uses two parallel structures: I have fought against white domination, and I have fought against black domination. Parallelism will be discussed as it serves to strengthen his message of equality and non-racialism. (Adair, 2017).

4.4 Procedure

The analysis will proceed as follows:

1. Transcription and Initial Reading: Transcription and Initial Reading: The chosen speeches will be transcribed by hand (unless they are already transcribed into texts). The researcher will do a preliminary reading of the speeches in order to become conversant with the content and context of each speech. This procedure will assist in the process of comprehending the rhetorical and persuasive components prior to starting the exhaustive analysis.

2. Pragma-Dialectical Coding: The speeches will be analysed by looking at minuses of argument, critical discussion, and strategic Maneuvering, particularly emphasizing the way Mandela builds an argument and addressing an opposition.

3. Pragmatic Coding: Each individual turns of utterances, including speech acts, implicatures, and politeness strategies will fall under the various high-level categories of functions that are recognized.

4. Stylistic Analysis: In the present study, pragmatic and pragma-dialectical strategies of the speeches will be evaluated as well as specifically the rhetorical use of the speeches in analysing the language used by the speakers, specifically the tone of the speeches and the diction used by the speakers in their speeches.

5. Cross-Analysis: Once the pragma-dialectical, pragmatic and stylistic profiles have been discussed for each speech, a comparative analysis will be done to map how all these factors combine and support each other in Mandela's speeches.

4.5 Ethical Considerations

The speeches under analysis in this study belong to the public field; therefore, the issue of privacy does not arise. Nevertheless, this research will also make sure that the analysis is made in culturally sensitive manner given the fact that speeches by Mandela focus on the issues of race, justice and reconciliation that are very political and emotional. This will be done with respect as the language being used by Mandela is considered historically important and continues to play a relevant role in the field of politics today.

4.6 Limitations The research is limited in a number of ways. First, it narrows to chosen few speeches of Nelson Mandela which implies that the results cannot be applied to all his speeches, or other politicians. Second, since this is qualitative study, the results rely on the interpretations of the researcher, which may result in some degree of subjectivity, but systematic coding and analysis will be done to minimize this. Finally, the study is contextual in nature meaning that it concentrates on the post-apartheid South African political setting which makes the findings not easily transferrable or generalisable to other political settings or in the past.

5. Analysis This section involves an analysis of Nelson Mandela's political speeches using the integrated framework of pragma-dialectics, pragmatics and stylistics. All the speeches will have to be close examined in terms of their pragma-dialectical aspect, pragmatics features and stylistics. In support of these arguments, analytical tables and parts of Mandela's speeches will be presented for elucidation purposes.

5.1 Pragma-Dialectical Analysis The pragma-dialectical approach investigates how Mandela organises his arguments to reconcile the conflicting opinions and elicit the agreement among the audience based on the principles of proper reasoning. The areas of emphasis are critical discussion, strategic Maneuvering, and audience adaptation.

Table 1: Pragma-Dialectical Structure of Mandela's Speeches

Speech Excerpt	Critical Discussion	Strategic Maneuvering	Audience Adaptation
"I have fought against white domination, and I have fought against black domination. I have cherished the ideal of a democratic and free society..." (Rivonia Trial Speech, 1964)	Mandela presents his fight against apartheid as a critical issue. He introduces opposing perspectives: White dominance and Black dominance.	Mandela maneuvers by balancing his rejection of both forms of domination, thus appealing to both Black and White South Africans.	Adapted to an international audience and moderate South Africans, calling for reconciliation rather than revenge.
"Let us never be unmindful of the terrible past from which we come, using that memory not as a means to keep us shackled to the past, but to ensure that it never happens again." (Inaugural Address, 1994)	Addressing national healing by framing apartheid as a shared past. He contrasts the past with the need for a hopeful future.	Mandela carefully maneuvers by acknowledging past atrocities without blaming specific groups, which promotes reconciliation.	Adapted to South Africa's divided population, promoting a collective identity for both former oppressors and the oppressed.

By using the pragma-dialectical strategies Mandela has successfully addressed a wide range of people in the Rivonia Trial Speech (1964) and the Inaugural Address (1994). He opposes both a white and black domination in his Rivonia Trial Speech, attempting to balance his message so that neither one of the groups would feel alienated and by promoting the message of equality and democracy. This canvassing enables him to address the need of Black and the White South Africans, and the world community at large. On the same note, in his Inaugural Address, Mandela places the issue of apartheid in terms of the common history even though it is necessary to focus on national healing and bright future. Although not pointing fingers, through reminding people of the atrocities that used to exist he is inviting both the former oppressors and oppressed to reconcile with one another. In his two speeches, he uses rhetoric tactics to show that he understood the need to change his message to various audiences towards the goal of unity and non-racialism.

5.2 Pragmatic Analysis

The pragmatic analysis is more concerned with examining communicative acts, nonverbal acts, and politeness in relation to Mandela's purpose. Most of the time, his speeches include implicatures or hidden meanings, as well as politeness strategies that assist in mitigating a specific message.

Table 2: Pragmatic Features in Mandela's Speeches

Speech Excerpt	Speech Acts	Implicature	Politeness Strategies
"We must therefore act together as a united people, for national reconciliation, for nation-building, for the birth of a new world." (Inaugural Address, 1994)	Directive (call to action for unity and nation-building)	Implicates that past divisions must be overcome without explicitly mentioning race.	Positive politeness: Mandela emphasizes unity and collective action, addressing the audience as "we" to create solidarity.
"I stand here before you not as a prophet but as a humble servant of you, the people." (Release Speech, 1990)	Expressive (humility, solidarity)	Implicates that Mandela does not seek power for himself but for the people's benefit.	Positive politeness: Mandela uses humility to align with the people, framing himself as a servant rather than a leader seeking personal glory.

Inaugural Address by Mandela (1994) is an instance where the directive speech act involves unity and nation-building, so there is an implicature of some action being required by stating that racism and racial separation should be broken without speaking about race specifically. He employs positive politeness when regarding the audience as members of a particular group of people, as we, creating unity and sense of national belonging. This speech act which ensures a humbling tone reflects that his leadership is not geared towards self-interest but towards the people in the Release Speech (1990). The fact that he brothers himself by explaining that he is a simple servant, but not a hero also helps him establish connections with the audience, as his own attitude shows that he is a person that serves the people, but not the one that seeks glory and honours.

5.3 Stylistic Analysis

Mandela's stylistic choices, including metaphor, repetition, and parallelism, enhance the emotional and persuasive impact of his speeches. These stylistic devices help to reinforce his pragma-dialectical and pragmatic strategies. Table 3: Stylistic Devices in Mandela's Speeches

Speech Excerpt	Stylistic Device	Effect
"The long walk to freedom is not yet ended, and it is a road that we, together, must still travel." (Inaugural Address, 1994)	Metaphor (long walk to freedom)	The metaphor conveys both the progress made and the continued journey toward full freedom and equality, creating a sense of shared responsibility.
"Never, never, and never again shall it be that this beautiful land will again experience the oppression of one by another." (Inaugural Address, 1994)	Repetition ("never, never, and never again")	The repetition emphasizes the finality of apartheid and strengthens the call for a new era of equality. It also serves to evoke an emotional response.
"I have fought against white domination, and I have fought against black domination. I have cherished the ideal of a democratic and free society..." (Rivonia Trial Speech, 1964)	Parallelism	The parallel structure highlights Mandela's equal opposition to both forms of domination, reinforcing his commitment to non-racialism.

In Mandela Inaugural Address 1994, the expression of the long walk to freedom also celebrates the gains of the journey, but also reminds the people that the fight must continue to achieve equality in the fullness. The repetition of never makes the end of apartheid absolute and time-sensitive, thus forcing a nation to end the

division and start a new dawn of equality. Parallelism in the Rivonia Trial Speech (1964) shows that Mandela not only wants to speak against the rule of whites but also against elevating blacks too high on the scale, as his priority is the struggle against both these forms of control to achieve the idea of non-racialism and a non-oppressive state. These style tools collaborate in order to help him to pursue his pragma-dialectical tools, contributing to cohesiveness, inclusivity, and having the same vision about the peaceful and democratic future.

5.4 Cross-Analysis of Pragma-Dialectical, Pragmatic, and Stylistic Features

Table 4: Integrated Analysis of Mandela's Speeches

Speech Excerpt	Pragma-Dialectical Strategy	Pragmatic Feature	Stylistic Device
"The long walk to freedom is not yet ended..."	Strategic Maneuvering: Balances optimism with realism.	Implicature: Suggests the continued work toward equality.	Metaphor: Long walk to freedom symbolizes ongoing effort.
"Never, never, and never again shall it be..."	Critical discussion: Final rejection of oppression.	Speech Act: Assertive, making a promise to the nation.	Repetition: Strengthens emotional appeal and resolve.
"I have fought against white domination and black domination..."	Strategic Maneuvering: Balances opposition to both racial dominations.	Speech Act: Declaration of equality and justice.	Parallelism: Reinforces balance in opposing both extremes.

The cross-sectional analysis reveals that all the pragma-dialectical tactics, pragmatic characteristics, and stylistic features form the joint action in the speech of Mandela and lead to the delivery of influential and convincing political texts. All the stylistic devices enhance his strategic argumentation and pragmatic intentions, as his message becomes not only comprehensible but also conveys emotion and is easy to listen to. As an example, metaphor of the long walk to freedom serves not only to demonstrate the progress, but also the realization that there is a long way to go along with it, repetition in the Inaugural Address adds to finality of apartheid, and parallelism in the Rivonia Trial Speech contributes to his dedication to equality without ever-promoting one side. These are just some of the aspects that make his rhetoric strengthened.

6.

Discussion

In this paper, the discourse of Nelson Mandela is examined in terms of three major aspects: pragma-dialectical strategies, pragmatic qualities, and stylistic devices. These results can be discussed as showing how Mandela masterfully blends them in order to make his speeches persuasive and influential both domestically and on the international scale.

6.1 Pragma-Dialectical Strategies and Persuasion

Mandela has also used Maneuvering especially using adaptation to audience and choice of topics as strategy of going through delicate political issues without going extinct with reasons. An example is in the Rivonia Trial Speech (1964) where Mandela appeals to both the Black and the White people of South Africa and sells his vision of togetherness without oppressing any group of people. His refusal to accept white dominance as well as black dominance is of interest to various groups of prejudged people, as it strikes the right balance between the interests of the oppressors and the oppressed. Once again, the pragmatic solution does not see the fault of any particular group of people as seen in his Inaugural Address (1994) where Mandela brings a unifying message. Such strategies match those stated by Van Eemeren (2019) who believes that political debates can be argued without losing reason, making Mandela a rational leader during South Africa transition.

6.2 Pragmatic Features and Audience Connection

According to the pragmatic analysis, speech acts, implicature and politeness strategies are used by Mandela to reach out to his audience. As an example, in the Inaugural Address his imperative speech act (We must act together...), without making his voice authoritarian, urges the audience toward unity and the implicature stresses integration. Good politeness approaches are also used by Mandela particularly in his Release Speech (1990) where he positions himself as a servant who is close to his congregation. Brown and Levinson (1987) described this use of politeness as that used to enhance persuasion power and it makes Mandela much more successful in persuading the audience because he respects their dignity as a leader.

6.3 Stylistic Devices and Emotional Appeal

Such stylistic elements as metaphor, repetition, parallelism are tools that help enhance both argumentative and emotional appeal of the speeches by Mandela. The use of the metaphor of the long walk to freedom in the Inaugural Address does not only tell of the struggle still underway concerning equality but also evokes feelings of hope and unity. The use of repetition, like, never, never and never again, heightens the levels of emotion in what he is saying. Parallelism in the Rivonia Trial Speech underlines the value of equality that he is pursuing, which supports the balance between reasoning and emotions used in his reasoning. Such stylistic options are consistent with the findings of Leech and Short (2007) who claim that stylistic decisions are critical in ensuring that political speeches are not only compelling but they are also emotional.

6.4 The Interaction of Pragma-Dialectical, Pragmatic, and Stylistic Elements

The combination of pragma-dialectical, pragmatic, and stylistic concerns in speeches of Mandela provides the whole persuasive approach. The metaphor of the long walk to freedom is applicable not only in the emotional appeal of the Inaugural Address but also in the pragma-dialectical move to promote the national unity. The parallelism in Rivonia Trial Speech, likewise, projects the message of anti-oppression by Mandela as he does not want to be impolite with racially diverse people in luxurious suits. It is this easy way of combining reason and emotion that characterizes the rhetorical strategy of Mandela, where his rhetoric not only proves convincing, but so emotional to help South Africa transform to a democratic nation.

6.5 Implications for Political Discourse and Persuasion

This paper reveals the usefulness of employing pragma-dialectical, pragmatic and stylistic perspectives of examining the deliberate application of language by political leaders in obtaining their ends. It demonstrates that proper political rhetoric should be based on both the rational appeal and emotional appeal, which enables the political leaders, such as Mandela, to appeal to various groups of people. The paper also shows how leaders can apply positive words, courtesy and tactful action to create trust, challenge their rivals and create unity particularly where there are politics related divisions. The speech of the proclaimed statesman Mandela is a bright illustration to be followed even nowadays giving many lessons of how to speak about controversial and rather contradictory topic.

7. Conclusion

The paper has analyzed the political rhetoric of Nelson Mandela, including pragma-dialectical, pragmatic and stylistic approaches used by the politician in his major speeches. When answering the first research question, it was identified that Mandela used pragma-dialectical approach to persuade his audience basing on rational argumentation as well acknowledging emotional appeals and ensuring that his message gains appeal in both rational and emotional aspects of his people. His tactical use of speech acts, implicature and politeness maneuvers, particularly in such speeches as the Rivonia Trial speech, Inaugural Address and the United Nations Speech showed that he was an expert at handling difficult political situations in order to create a sense of unity, reconciliation and justice. To answer the second research question, political discourse of Mandela displayed many utilitarian characteristics, especially when Mandela applied a range of stylistic devices to his texts (metaphor, repetition, and parallelism). These techniques of rhetoric added the emotional component to his messages and strengthen their impression on his readers. His speeches were not only an attempt to persuade but to also build nations, thus, he did not want to alienate people, quite the reverse, he wanted them to bond together in a divided society. Lastly, with respect to the third research question, Mandela oratorical performance was an essential element to his persuasive speech. His oratory skills, his mastery of terms and his insistence upon unity, have made his speeches something more than memorable; they had the political impact of altering the social and political physiognomy of South Africa. The paper shows the significance of rhetoric in the political persuasion and supports the idea of highly engineered rhetoric to initiate a social and political change.

8. Limitations and Recommendations of Future Research

Although this study has its contributions, there are some limits to this study. This analysis targets only a few speeches by Mandela, but they are very influential, although they cannot put a complete picture of his speeches in public. A future study would be able to expand this analysis by analyzing more speeches by Mandela or analyzing the effect of potentially different contexts (interviews or informal communication situations). Further, the subsequent research might be conducted to shed light on how the rhetorical strategies used by Mandela did change over time and after his presidency and what impact they had on the other political leaders. The analysis of Mandela discourse against other political voices would further give better knowledge on whether Mandela was a universal or unique strategies in his political persuasion.

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