



NAMIBIA UNIVERSITY OF SCIENCE AND TECHNOLOGY

Faculty of Human Sciences

Department of Communication

**A LINGUISTIC INVESTIGATION INTO SELECTED MEDIA CAMPAIGNS ON VOLUNTARY MEDICAL MALE
CIRCUMCISION IN NAMIBIA, 2018 –2019**

A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF

MASTERS OF ENGLISH AND APPLIED LINGUISTICS (09MEAL)

AT

THE NAMIBIA UNIVERSITY OF SCIENCE AND TECHNOLOGY

BY

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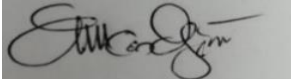
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SEPTEMBER 2021

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I, Emilie Kandjimi, hereby declare that the work contained in the thesis, entitled “**A linguistic investigation into selected media campaigns on voluntary medical male circumcision in Namibia, 2018 –2019**”, is my own original work and that I have not previously in its entirety or in part submitted it at any university or other higher educational institution for the award of a degree.



01 /03/2021

Emilie Kandjimi

Date

Certification

It is certified that the thesis titled **“A linguistic investigation into selected media campaigns on voluntary medical male circumcision in Namibia, 2018 –2019”**, submitted by Emilie Kandjimi towards partial fulfilment of the Degree of Masters in English and Applied Linguistics, is based on the investigation carried out under our guidance. The thesis has therefore not been submitted to the academic award at any other university or academic institution.

Prof. Rewai Makamani (Supervisor), Associate Professor, Department of Communication

Dedication

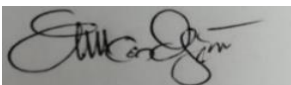
This thesis is dedicated to my family (my husband and my children), who have been there for me through the entire process. Because of them, I had the strength to push harder to finally be able to produce this piece.

Acknowledgements

First of all, I thank God our almighty for providing me with the strength to be able to complete this thesis. Without God, I could not have completed the entire thesis as planned. I thank also my family, especially my husband and my children, for the time that had been taken away from them for me to be able to complete this task. Last, but not least, without the succour of my supervisor Prof. Rewai Makamani on this thesis, nothing could be a success.

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ABSTRACT

Voluntary Medical Male Circumcision (VMMC) is a surgical procedure which involves the total removal of the foreskin of the penis, in order to reduce a man's risk of contracting HIV by 50-60% (MoHSS, 2018). Male circumcision is practiced by some communities as part of their traditional rituals (Kuyunde, 2017). The HIV prevalence rate in Namibia was still reported to be among the highest in the world, with an HIV prevalence rate of 12.6% among adults aged 15-64 years, and the low coverage of male circumcision was among the factors contributing to this (NAMPHIA, 2017, as cited in Stegman et al., 2019). Therefore, the purpose of this study was to investigate how language was used in the media campaigns on VMMC in Namibia, during the period of 2018 to 2019, in terms of the linguistic devices, the types of speech acts and Aristotle's rhetoric proofs that were incorporated in these VMMC campaign messages for persuasive purposes.

The study employed a quantitative, descriptive, exploratory design, where a purposive, non-random sampling method was used, in which a total of ten (10) online newspaper articles on VMMC campaigns published during the period of 2018 to 2019 were selected from the two Namibian newspapers, *The Namibian* and *New Era* newspaper, and eleven (11) printed commercials in the form of posters. A Content Analysis Checklist was used as a data collection tool and the collected data were analysed based on the checklist, which was made out of a collection of the linguistic devices used in advertisements, as well as data from the Speech Act Theory of Austin (1962) and Searle (1979), and Aristotle's rhetoric proofs. The findings of the research revealed that all (100%) printed commercials on VMMC campaigns in Namibia published during the period of 2018 to 2019, incorporated the formal features of advertisements such as the headline, signature and the slogan, and about 72% of the printed posters on VMMC campaigns incorporated the body copy, while 45% included some testimonials from the individuals who had gone through the "smart cut". However, the online media campaigns incorporated only the use of headlines and body copy. Moreover, the linguistic devices which were utilised in the printed commercials on the VMMC campaign messages in Namibia during the period of 2018 to 2019 included the use of short phrases (such as noun phrase, verb phrase and adjectival phrase), simple sentences, parallelism, rhythm, metaphors, second person's possessive pronouns, direct address, compound words, and poetic devices such as rhyme, alliteration, anaphora and intonation. However, more linguistic devices were utilised in the online articles published during the same period, and these included the use of simple sentences, metaphors especially on headlines, the use of colloquial language and simple diction, tone and hyperbole.

Furthermore, the findings also revealed that both the printed commercials and the online media campaigns on VMMC in Namibia utilised Austin (1962) and Searle (1979) speech Act Theory and Aristotle's rhetoric proofs adequately. The majority (42%) of the printed commercials on VMMC campaigns utilised the directive acts, and about 34% incorporated the assertive acts, while 16% included commissive acts. Furthermore, only about 8% of the printed commercials included declarative acts and none of the printed commercials included expressive acts. However, the online newspaper articles on the VMMC campaigns in Namibia published during the period of 2018-2019, incorporated more of the assertive acts, in the form of providing information or claims, and directive acts, in the form of suggestions and advice. Moreover, the findings also demonstrated that all Aristotle's rhetoric proofs were incorporated in both the printed commercials and the online articles. The results indicated that the printed commercials comprised of about 43.5% of the Aristotle's rhetoric appeal to emotions (pathos), 30.4% of the Aristotle's appeal to character (ethos) and 26.1% of Aristotle's appeal to logic (Logos). Other findings from the study were that the barriers to VMMC included cultural beliefs that male circumcision is not part of their culture and common myths that wounds do not heal in summer but winter.

Based on the findings of the research, the researcher made recommendations to the Ministry of Health and Social Services (MoHSS) to research more on the barriers that hinder the desired coverage of the VMMC program, in order for it to reach its 80% target, especially in communities where male circumcision is not part of their cultural practice. The second recommendation is that the MoHSS practitioners should strengthen the VMMC campaigns, especially in the communities where it is not a part of their cultural practice, and more posters on VMMC should be printed, as they are currently few, and should be in local languages as it may assist to persuade a larger audience. Lastly, the MoHSS should modify their VMMC campaign messages to include more of testimonials from various famous people in Namibia.

Key words: VMMC, PEPFAR, HIV, prevention, media, discourse

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CHAPTER ONE: INTRODUCTION

1.1 Background of the Study

Voluntary Medical Male Circumcision (VMMC) is a surgical procedure, which involves the total removal of the foreskin of the penis (The President's Emergency Plan For AIDS Relief [PEPFAR], 2016). VMMC is an initiative by the World Health Organisation (WHO) and the Joint United Nations Programme on HIV/AIDS (UNAIDS) as an addition to the comprehensive HIV prevention program (Ministry of Health and Social Services [MoHSS], 2013). VMMC is a highly effective HIV prevention intervention that “reduces a man’s risk of HIV acquisition by 50-60%” (MoHSS, 2018, p.19). In three background studies conducted in South Africa, Kenya, and Uganda, Male Circumcision (MC) was shown to reduce the risk of HIV infection in men by up to 60% (MoHSS, 2010). The VMMC program was initiated in 2009 in Namibia, and its goal was to reduce the HIV incidence among men by 50% by 2015/2016 (MoHSS, 2013). The target population for the VMMC program were identified as follows: boys and men in the age group 10-49 years, male neonates, and high-risk men (e.g. men with concurrent sexual partners, HIV-negative men with HIV-positive female sex partners) (MoHSS, 2010). Moreover, the coverage of the target population (neonatal, adolescent and adult males) was estimated to be 80% by 2015/2016, from a baseline of 21% (MoHSS, 2010). According to Stegman et al. (2019), though VMMC has been part of the prevention program of HIV in Namibia since 2009, in 2013 its coverage among 15- to 24-year-olds was estimated at less than 22%, and it was also reported that the uptake of VMMC below age 15 was lower than expected. It was further stated that “providing services to those under 15 could increase VMMC volume to 67%” (Stegman et al, 2019). Moreover, social cultural belief was one of the identified barriers to VMMC coverage (MoHSS, 2017).

Male circumcision is a phenomenon that had been around for ages and it is performed either as a traditional rite of passage, for religious reasons, or for health reasons (Kayunde, 2017). In some African cultures in Namibia, such as Hereros and Kavango, male circumcision is practiced as a traditional ritual (Kuyunde, 2017). However, there are significant barriers to VMMC provision in Namibia, especially in the northern regions (such as Omusati, Ohangwena, Oshana and Zambezi) as this practice is not within their social context, therefore promotion of VMMC is a continuous challenge in these parts of the country (Stegman, 2019). Furthermore, the VMMC campaign was

launched in 2016 country wide, under the theme '*Get the smart cut, it's easy, safe and simple*' (Hartman, 2018). The VMMC campaign is also known as the 'smart cut' campaign and its selling point is that it reduces the HIV infection by 60 percent (Hartman, 2018). Advertising campaign aims at convincing consumers to purchase a product or service (Srinivasan, 2018). The ambassador for the 'smart cut' campaign is the Namibian's well-known musician, Martin Morocky, known as *The Dogg*, now as *King Tee Dee*. The musician got himself circumcised in September 2016, and his aim was to set an example to the fellow Namibian men. Since then he has been travelling throughout the country, especially in the Khomas, Zambezi and Oshana regions, giving information at live performances and also doing social mobilisation at tertiary institutions, communities and shopping centres. His role as the official ambassador of the 'smart cut' campaign is to encourage Namibian men to undergo circumcision, which has been proven to decrease the transmission of the HIV virus by about 60% (Itamola, 2016). Various researches had been conducted on advertisements of different products and services in Namibia, but no research had been conducted on the language used in media campaigns on voluntary medical male circumcision. For example, Namwandi (2019) had conducted a stylistic analysis of language use in advertising on selected small to medium entrepreneurs in Oshana region, while Sindano (2014) had conducted a study on rhetorical devices used in selected car advertisements in *The Namibian* newspaper.

The U.S. Ambassador to Namibia, Lisa Johnson, during a VMMC milestone event in Namibia, stated that research has proven that being circumcised reduces one's risk of acquiring HIV by 60 percent, hence, VMMC is an evidence-based prevention strategy (U.S Embassy in Namibia, 2018). It is further observed that VMMC also protects the male sexual partners against other sexually transmitted diseases (such as Human Papilloma Virus-HPV, which can cause cervical cancer in women), and aids to cleanliness and hygiene, as well as increase sexual pleasure for both sexual partners (MoHSS, 2013).

Hence, this study was aimed at investigating how language is used in media campaigns of the voluntary medical male circumcision in Namibia to persuade people to partake in the service. "A campaign is a planned set of activities that people carry out over a period of time in order to achieve something, such as social or political change" (Collins Dictionary, n.d). In addition, a campaign aims at promoting a product, while creating awareness among the audience (Srinivasan, 2018). Hence, an advertising campaign aims at convincing consumers to purchase a product or service (Srinivasan, 2018). The term advertisement refers to "a picture, short film, song, etc., that

tries to persuade people to buy a product or service, or a piece of text that tells people about a job, etc.”, such as a television or newspaper advertisement of a new car (Cambridge Dictionary, n.d). The language of advertisement uses various linguistic features in order to convince people to buy the product, such as intonation, rhythm, and lexical stress, because of their emotional effect (Vasiloaia, 2009), however, with respect to VMMC campaigns, such strategies are not known. According to Berger (2011) and Goddard (1998) as cited in Qadafi and Wahyudi (2014, p. 2), the word advertisement is derived from the Latin verb *advertere*, meaning “to turn towards”, which could be true, as the advertisement texts is written or spoken in a way that it draws the public’s attention towards the product being sold. Advertisements are said to have a higher possibility in persuading the society to buy a product or take part in a service (Qadafi & Wahyudi, 2014). In addition, according to Raza (2018), the choice of words (diction) used in advertisement is very crucial. Therefore, the advertiser should avoid using highly technical and complex jargon or difficult words as the customers may have difficulties in understanding the message, thus will not be influenced to buy the product or contribute to the service. Instead, simple wording should be used (Raza, 2018).

According to Rodgers and Thorson (2012) as cited in Qadafi and Wahyudi (2014), advertisement can be through different forms of media, such as television commercials, and newspaper advertisements. Hence, this research study was based on information which was gathered from media reports such as online newspapers’ articles and printed commercials on VMMC awareness campaigns in Namibia. According to Kiyani (2014), discourse is defined as “the use of language both in written and spoken”, while media discourse is defined as the interaction that occurs through a broadcast platform, which can be spoken or written, where the discourse is oriented to a non-present reader, listener or viewer. The example of written discourse can be texts in newspapers and magazines, while the spoken discourse can be those on radio, television, news broadcasts and drama (Kiyani, 2014). However, in this study, the source of information was online newspapers articles and printed commercials.

1.2 Statement of the Problem

A problem statement is defined as “a brief overview of the issues or problems existing in the concerned area selected for the research” (Datt, Chetty & Sudeshna, 2016). The HIV prevalence

rate in Namibia is still reported to be among the highest in the world, with an HIV prevalence rate of 12.6% among adults aged 15-64 years according to the Namibia Population-Based HIV Impact Assessment (PHIA) conducted in 2017, and the low coverage of male circumcision was among the factors contributing to this (Stegman et al, 2019). Low coverage of male circumcision was among the factors contributing to the high HIV prevalence rate in the country (Stegman et al., 2019). Though the VMMC campaign was launched in 2016 in Namibia, its coverage was reported to be 36.4% nationally among 15 to 64 years-old males according to the 2017 PHIA report (Stegman et al., 2019, p. 1). However, the coverage of the target population was estimated to be 80% by 2015/2016, from a baseline of 21% (MoHSS, 2017). It has been emphasised that it will be impossible to achieve an AIDS-free generation without including men in HIV prevention, care, and treatment (PEPFAR, 2018). Although a study was done by Stegman et al. (2019) to assess the lower coverage of the VMMC program, the persuasive linguistics techniques used in the VMMC campaign messages have not been investigated yet to determine their effectiveness. Hence, this study is aimed at investigating the effectiveness of the VMMC campaign messages, in the lens of the linguistic devices, persuasive speech acts and rhetoric devices employed in the campaign messages.

1.3 Research Objectives

The general objective of the study was to investigate how language is used in media campaigns on VMMC in Namibia in terms of linguistic devices, speech acts and Aristotle's rhetoric proofs in order to persuade people to partake in the service.

The specific objectives of the study were to:

1. determine the persuasive linguistic devices used in the media campaigns on voluntary medical male circumcision in Namibia;
2. examine the types of speech acts used in media campaigns on voluntary medical male circumcision in Namibia;
3. analyse the rhetoric of linguistics devices used in media campaigns on voluntary medical male circumcision in Namibia.

1.4 Significance of the Research

The purpose of the study was to investigate how language was used in media campaigns on VMMC in Namibia, in order to persuade people to partake in the service. The findings of this study might: contribute to the existing body of knowledge on linguistic analysis of speech acts used in advertising campaigns of public services in Namibia, as VMMC is a public service; assist the hosts of the VMMC campaigns in Namibia to improve on their persuasive strategies in terms of language use in order to reach a broader population of men, hence, reduce the current HIV incidence among men in Namibia; act as a reference to the future researches on similar topics.

1.5 Delimitations of the research

Delimitations are those characteristics that narrow the scope of the study by setting boundaries (Creswell, 2012). Although the study was a linguistic investigation into selected media campaigns on VMMC in Namibia, it only focused on the messages used in media campaigns of the VMMC in the online articles of the *New Era* and *The Namibian* newspapers, as well as on the printed commercials of the VMMC campaigns. Therefore, the findings from the study could not be generalised to VMMC campaigns as presented in other media outlets in Namibia.

1.6 Limitations of the Research

There was limited access to online material on Namibian subjects, such as VMMC, more especially in the Namibian newspapers. Initially the study targeted twenty online newspaper articles, whereby ten (10) could have been from *The Namibian* newspapers and another ten from the *New Era*. However, this did not materialise due to the limited online information on VMMC. Instead, the study analysed seven articles from the *New Era* online newspaper and only three from the *Namibian* online newspaper. However, the number of the printed commercials were achieved as per plan.

1.7 Definition of Key Terms

VMMC	: Stands for “Voluntary Medical Male Circumcision”, which refers to the total removal of the foreskin of the penis by surgical means” (PEPFAR, 2016)
PEPFAR	: Stands for “President’s Emergency Plan for AIDS Relief”, is the U.S. government’s response to the global HIV/AIDS epidemic and represents the largest commitment by any nation to address a single disease in history (What is PEPFAR?, 2018)
HIV prevention	: Is an infection caused by the Human immunodeficiency virus (HIV) that attacks the immune cells called CD4 cells, which are a type of T cell, increasing the risk and impact of other infections and diseases. Without treatment, the infection might progress to an advanced disease stage called AIDS (Felman, 2018)
Media	: Communication channels through which news, entertainment, education, data, or promotional messages are disseminated. Media includes every broadcasting and narrowcasting medium such as newspapers, magazines, TV, radio, billboards, direct mail, telephone, fax, and internet (Business Dictionary, n.d)
Discourse	: Any form of ‘language in use’ (Brown & Yule, 1983, as cited in Baker & Ellece, 2011)

1.8 Summary

This chapter mainly provides details on the background of the study. However, it also includes the statement of the problem, the research objectives, the significance of the study, as well as the delimitations and limitations of the study. Chapter 2 will focus on the literature review, as well as the theoretical framework that was employed in this study.

CHAPTER TWO: LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.1 LITERATURE REVIEW

This chapter covers a review of literature related to the study as well as a theoretical framework. According to Kumar (2014, p. 374), literature review is defined as “the process of searching the existing literature relating to your research problem to develop theoretical and conceptual frameworks for your study and to integrate your findings with what the literature says about them”. The aim of a literature review is to provide a foundation of knowledge on the topic under study from the findings of the previous researchers on similar topics. This is done for a better understanding on the research topic, as well as for identifications of gaps not covered by previous researchers (Kumar (2014). The chapter is divided into subheadings based on the research objectives.

2.1.1 The linguistic persuasive devices used in media advertising campaigns

According to Simpson and Mayr (2010, p. 34), advertising is “the promotion of goods and services through various media”, and that advertising comes in a number of different forms, through different linguistic strategies. According to Rotzoll (2011) it is stated that advertisement as a discourse has to be seen as paid, non-personal communication forms that are employed through various media with a persuasive intention. It was also further stated that advertisements are usually associated with the mass media, such as newspapers, magazines, television, radio, billboard and posters (Rotzoll, 2011). According to Dyer (1982) as cited in Khalis and Kadri (2017) advertisement can be defined as a method used to draw people’s attention, or notify or inform people about something (i.e. products or services).

The language of advertisement uses various linguistic devices in order to convince people to buy the advertised products, such as adjectives, imperative verbs, pronouns and compound nouns (Haulofu, 2017). Imperative verbs are verbs that command or order (Haulofu, 2014). Compound

words, on the other hand, are produced through a word formation process called ‘compounding’, which is a process that joins already existing words together to form new words, known as compound words (Akmajian et al., 2017). Examples of compound words are words such as: *wildfire*, from the words *wild* plus *fire*; *underarm*, from the words *under* plus *arm*; *blackboard*, from the words *black* plus *board*; and *sidewalk*, from the words *side* plus *walk* (Akmajian et al., 2017). Similarly, in advertisement, compound words are used because they are colloquial in form, which makes the reader to feel familiar with the term and create a fun tone to the reader. For example, “*better-than-leather-miracle-covering look at the oh-so-comfortable size give that oh-so-good-to-be alive feeling*” (Essays, UK, 2018, para. 15). According to Sindano (2014) hyphenated phrases are eye catching and they draw the customers’ attention while the price is in the background. In advertisements, the proper names (nouns) of the product or service are used as brand names (Christopher, 2013). In addition, advertisement language involves the use of comparative and superlative adjectives, to persuade the readers that the product advertised is second to none. For example, “*the best fashion design in town*”, in which *best* is a superlative adjective (Namwandi, 2019, p. 70). Moreover, there is also syntactic features of advertisements in English newspapers and magazines, where they use simple sentences, because they are quick and direct in transmitting the information and can be easily understood by the consumers, rather than complex sentences. For example, “Buy one, get one free”, instead of “If you buy one, you will get one free” (Essays, UK, 2018, para.17). According to Panda (2015), the language of advertisement has to be brief and simple, with short phrases and minimisation of technical words. In addition, personal pronouns, such as “we”, “you”, “yours”, are used to create a friendly atmosphere for the audience (Christopher, 2013).

According to De Lima (2014) as citecd in Salomo (2015), advertisements tend to use informal or colloquial language instead of formal language, for the purpose of attracting a wide range of audience, as in this case the message would be understood by many. The language used in advertisement is similar to those in poetic texts, where they include linguistic devices such as metaphors, rhyme, alliteration and assonance, which is done to influence the receiver of the advertisement to remember the text vividly (Prasad & Nagendra, 2017). According to Panda (2015), the language of advertisement has to be rhetorical, with possible use of metaphors, popular expressions and popular proverbs, and it has to be designed according to the goal and objectives of the product or item, such as its main point of concern, or its ingredients, or about its

functions. According to Bahri (2020), a metaphor is when a word is replaced with another word that is different from it, but because of their similar meanings, they are then used to denote an object and offer some striking characteristics. A metaphor demonstrates a resemblance of two contradictory or different objects based on a single or some common characteristics. For example, “He married her to have a trophy wife”. In this case, ‘beauty’ is compared to a ‘trophy’, or common metaphors, such as “life is a journey”, in which life is compared to a journey. According to Hidalgo-Downing and Kraljevic-Mujic (2017) metaphors are used in commercial advertisements because of its persuasive function to engage potential consumers and attracting their attention to the product, by appealing to their emotions and by supporting claims about the positive properties of the product, using creative strategies. According to Semino (2008) as cited in Hidalgo-Downing and Kraljevic-Mujic (2017), there are two functions of metaphors in advertising discourse: firstly, metaphors are used as attention-grabbing devices, especially when they involve visual images; secondly, metaphors can be used to present what is being advertised, in relation to other entities that have the characteristics which the advertises want to associate the product with. According to Kövecses (2017, p. 14) examples of linguistic metaphors include the following:

She was *burning* with anger.¹

She was *spitting fire*.²

In the first example, the word ‘burning’ is associated to the word ‘anger’.

In the second example, the word ‘fire’ is used as a correspondence to the word ‘anger’.

According to Pogacar, Shrum and Lowrey, (2018) communicators sometimes use linguistic devices to make their claim more persuasive. For example, rhyme and alliteration may be used to enhance memory and ease of processing. Rhyme and alliteration may appear in multiple word brand names, or in slogans and tag lines (Pogacar et al., 2018). Rhyme is more of sound than spelling (Dubovičienė & Skorupa, 2014). Rhyming slogans are more persuasive as they are easier to remember (Fulkuková & Klempe, 2013). According to Jakobson (1960, p. 14) rhyme refers to “a regular occurrence of equivalence phonemes or phonemic groups”, with a semantic relationship between rhyming units. The aim of advertising is to make it easy for the consumers to remember the product being sold. According to Pogacar et al. (2018, p. 5), rhyme is a “repetition of the same

or similar sound in multiple words, usually in the final syllables". Rhyme can be found in brand names and slogans as well, for the purpose of acting as a memory cue that enhances recall of the product, and also influence product evaluation and choice. According to Kumari (2014, p. 94) rhyme is a pattern of "identity of sounds between words or verse-lines extending from the end to the last fully accented vowel and not further". Examples of the use of rhyme in advertisements are as follows:

Freshen-up with 7 up (an advert for 7-up)

Eye it-try it- buy it (Ford)

Fly the friendly sky (United Airlines)

(Dubovičienė & Skorupa, 2014, p. 67)

Alliteration on the other hand, is "a figure of speech in which consonants, especially at the beginning of words or stressed syllables, are repeated" (Cuddon, 2013, p. 22). In simple terms, alliteration is repeating the same letter, and are more commonly used in poetry, in the verses of the stanzas. According to Pogacar et al. (2018, p. 5) alliteration refers to "the repetition of the first (or sometimes second) sound of a stressed syllabus, usually a consonant, in a series of successive syllabus or words", and it can occur in brand names, such as *PayPal*, or longer word passages such as slogans and sentences like "Britain's Best Business Bank". Alliteration has quiet some beneficial effects in advertising because it acts as a memory cue, which is more effective than other memory cues such as imagery, and it also has other consumers-related judgements, such as it favours products that has their brand names alliterated than those that do not., such as Sepsop vs. Sepfut (Pogacar et al., 2018).

According to Cuddon (2013, p. 56) *assonance* refers to "the repetition of similar vowel sounds, usually close together, to achieve a particular effect of euphony". An example of assonance below is drawn from Tennyson's *Lotos Eaters*:

The Lotos blooms below the barren peak;

The Lotos blows by every winding creek;

Other linguistic features used in advertisements includes intonation, rhythm and lexical stress, because of their emotional effect (Vasiloaia, 2009). Intonation refers to how the voice rises and falls in speech, and there are three main patterns of intonation in the English language, and they are as follows: falling intonation, rising intonation and fall-rise intonation. Examples of falling intonation is as follows:

Where's the nearest post-office?

I think we are completely lost.

(Cambridge Dictionary, n.d, para. 1)

Rising intonation on the other hand refers to how the voice rises at the end of a sentence, and is common in *yes-no* questions (Cambridge Dictionary, n.d). For example:

Are you tired?

Is that the new Doctor you have been talking about?

According to Kumari (2014) rhythm is used in advertising because it makes an advert easy to remember and because it has a great emotional and mnemonic effect on the reader just like other features such as intonation and lexical stress. The main aim is for the text to be memorable. If the rhythm has some regularity in it, it is then termed as meter (Kumari, 2014). A meter "is a pattern composed of rhythm groups (feet) consisting similar or identical patterns of stressed and unstressed syllabus" (Kumari, 2014, p. p. 92). The most important metrical feet is an iamb (an unstressed syllables followed by a stressed syllable). Examples of words with iambic meters are as follows:

May I befriend my friend,

and hate and harm ... my enemy ...

(Hawkins, 2014, p. 12).

In addition, advertisements employ a range of formal properties, of which many have become established patterns for copywriters, who are the people who design the ads in marketing campaigns (Simpson & Mayr, 2010). Moreover, according to Brierley (1995) as cited in Simpson and Mayr (2010) professional copywriters attempt to ascribe to a 'Unique Selling Proposition' in the developmental stages of an advertising campaign. This includes incorporating the five features of a formal design of an advertisement, namely: headline, body copy, signature, slogan and testimonial (Simpson & Mayr, 2010). According to Romanenko (2014, p. 4) a headline is defined as "the words in the leading position of an advertisement" and are portrayed in a larger type font that stands out graphically. The headline is designed to attract the readers' or viewers' attention, and is often complemented with the visual image of the ad and works as an "attention-getting device" (Simpson & Mayr, 2010, p. 36). It was further mentioned by Simpson and Mayr (2010) that mostly headlines are used to illustrate a problem or a need, using questions and commands in direct address to the consumer, such as: "*Have you thought about your car insurance?*", or, "*Stop paying over the odds for your internet provider*" (p. 36). However, the body copy is designed for the delivery of information and persuasion purposes. The body copy usually offers solution to the problem posed in the headlines and is commonly written in the first person's voice, providing reasons for buying the product (Simpson & Mayr, 2010). The signature, on the other hand, "is a small picture of the product itself or a graphic bearing the trade name of the product and/or company" (Simpson & Mayr, 2010, p. 36). Usually a slogan accompanies the signature, and it is normally made up of memorable phrases or line, such as "Cos you're worth it" from L'auore, or "Every little counts" from Tesco (Simpson & Mayr, 2010, p. 36). According to Trehan (2006) as cited in Romanenko (2014, p. 4) a slogan is "a simple phrase or a catchy sentence which is easy to remember, sweet, easily pronounceable and pleasing to the ear" and it increases the memory value of advertisements, and that sometimes slogans can act like headlines. In addition to that, Simpson and Mayr (2010) added that sometimes ads are supported by the testimonials from a famous actor, media personality or figure of authority. Simpson and Mayr (2010, p. 36) stated that "Linguistic innovation and striking verbal play work as mnemonic aids in helping to make products and brands more memorable".

Furthermore, advertisement is drawn on a large range of linguistic strategies in order to reach potential consumer groups (Simpson & Mayr, 2010). "Persuasion is human communication designed to influence the autonomous judgments and actions of others" and it is "a form of attempted influence in the sense that it seeks to alter the way others think, feel, or act" (Simons, 1976, p. 7). According to Raza (2018), the tone is considered very important in marketing campaigns, as it may either build or break a business (Raza, 2018). According to Cuddon (2013) a tone is defined as the author's or writer's attitude towards a subject or his audience. According to Roell (2019,) the author's tone can be witty (humorous or funny), serious, dreary (boring or lifeless), warm, playful, outraged (annoyed or irritated), neutral, polished, wistful, reserved. For example, if the writer or author writes in a serious tone, he or she will not use figurative language or anomatopoeia, but instead will be quite frank and may use tougher vocabulary and more complex sentences. However, if the writer want to be witty, will use sensory language, such as sound, smell, taste, etc., or grammatical incorrect sentences and dialogue (Roell, 2019).

In addition, the choice of words (diction) used in advertisement is very crucial, as it is aimed to persuade people to buy a product (Widyahening, 2015). The term 'diction' is defined as "the selection and use of words or the manner of expression" (Nordquist, 2018, para. 1). The diction to be used is selected based on the type of the audience the author or writer wants to address, or based on the author's purpose for writing that certain piece of writing (Widyahening, 2015). However, the advertiser should avoid using highly technical and complex jargon or difficult words as the customers may have difficulties in understanding the message, thus will not be influenced to buy the product or contribute to the service (Raza, 2018). Instead, simple wording should be used (Raza, 2018).

According to Simpson and Mayr (2010), other linguistic features in advertising includes: direct address; repetition; disjunctive syntax; and parallelism. Direct address refers to the use of second-person personal and possessive pronouns, such as 'you' and 'yours' for both ideological and practical reasons (Kaur, Arumugam & Yunus, 2013). An example of ideological is an advertisement statement, such as "*Your skin looks bland and lifeless?*" (Simpson & Mayr, 2010, p. 90), or "*Because you're worth it*" (Kaur et al., 2013). The ideological purpose in advertisements is aimed

to target a mass audience. According to Kaur et al., (2013), personal and possessive pronouns are used in advertisements because they are direct and personal, thus may influence a larger audience. Disjunctive syntax, on the other hand, refers to the conversational style in advertisements, in which sentences without verbs or subjects are used, or the use of sentences consisting of one or two grammatical elements only, such as “Volum’ express” (an advert for the Maybelline mascara) or “Full brilliance” (an advert for the lip gloss) (Kaur et al., 2013, p. 64). In addition, the use of adjectives in an advert conveys a positive or negative affective meaning, which displays the speaker’s or writer’s positive or negative evaluation about the item being referred to, such as the use of the adjectives *blind*, *grey* and *lifeless* (Delin, 2000, as cited in Simpson & Mayr, 2010). Repetition is also a linguistic device used in advertisements with the purpose of persuasion (Simpson Mayr, 2010). The advertising language uses a high degree of repetition and parallelism (Prasad & Negendra, 2017). According to Kumari (2014, p111), parallelism can be defined as “repetition of formal patterns”, in which there is a “parallel presentation of two or more than two similar or relevant ideas in similar structural forms.” Below, is an example of parallelism of clause with the same structural pattern:

“Tips for a good night’s sleep: Drink less caffeine. Take warm baths” (Kumari, 2014, p.111)

The example above illustrates that each clause has the same idea and structure, as each began with a verb in imperative, followed by direct object (Kumari, 2014). According to Jakobson in Caton (1987), parallelism “results when the principle of equivalence is projected from the axis of selection into the axis of combination” (p. 240). According to Jakobson, the poet selects from the axis of paradigmatic a pair of words that are similar in sound and semantic category, and project them in regular fashion on the axis of combination, which is syntagmatic axis (Caton, 1987). Example of parallelism from the last two verses of Shakespeare’s Sonnet 129:

All this the world well knows; yet none knows well

To shun the heaven that leads men to his hell

(Caton, 1987, p. 240)

Parallelism is frequently accompanied by *anaphora* “the repetition of the same word or group of words at the beginning of several consecutive sentences or verses to emphasize an image or concept” (Kumari, 2014, p.111). Example: “Explore the hills. Explore the rivers. Explore the

mountains. Explore the sea” (Kumari, 2014, p.111). According to Kumari (2014) parallelism is a rhetoric device which is used to intensify the emotional tone of the message, which is vital in advertisements. In addition, hyperbole (which is exaggeration of certain ideas or points) and parallelism were also found to be used in the advertisements of the Namibia’s two telecommunication companies (MTC and TN mobile) providers (Haulofu, 2017). According to Jakobson in Caton (1987) parallelism is accompanied by rhyming units.

According to Panda (2015) the purpose of the language of advertisement is to advertise the product or item of a company or an institution or an organisation, in order to attract the customers towards it or convince them to buy it.

2.1.2 The types of speech acts used in media advertising campaigns

According to Searle (1969, p. 18) “The speech act or acts performed in the utterance of a sentence are in general a function of the meaning of a sentence”. Speech acts are a set of actions that are performed through an utterance with an aim of conveying a particular meaning (Philosophy of language: Speech act theory Essay, 2019). According to Austin (1962) the uttering of a sentence is (or is part of) the doing of an action Austin (1960). According to Mithun (2015, p. 12), “the study of speech in its full discourse contexts can reveal cross linguistic differences at all levels that may not be obvious when grammatical analyses focus on one level of structure at a time, each in isolation from the others”. There is a relationship between discourse and grammar, in which grammar directs information packaging. However, how information is package depends on the discourse context, the flow of thought, the communicative and social goals, as well as the presumed knowledge state of the audience (Mithun, 2015). -

There are three types of speech acts as classified by Austin (1962), namely: locutionary, illocutionary and perlocutionary. According to Austin (1962, p. 94) a locutionary act refers to “the act of saying something in full normal sense”. However, the purpose or intention of the utterance, i.e. advising, suggesting, ordering, announcing, etc., is what is termed as illocutionary act (Austin,

1962). The perlocutionary act refers to the consequential effect of an utterance upon the feelings, thoughts and action of the audience (Austin, 1962). According to Austin (1978), performing a locutionary act is just like uttering a specific sentence with a certain sense (traditional sense or meaning) and reference, while performing illocutionary acts is like performing an utterance with a specific function in mind, such as to inform, order, warn, undertake, etc., and they are referred to as utterances that have a certain conventional force. John Searle (1989) stated that a person has to have a reason for speaking, and that reason is referred to as an illocutionary act. In short, locutionary acts are mainly normal sentences, aimed at conveying a particular meaning, while illocutionary acts are those statements that carry some characteristic of force (such as warning and ordering), and perlocutionary acts are the end results of utterances or what is achieved as a consequence of saying something, i.e. convincing, persuading or surprising (Austin, 1962). The Perlocutionary act or effect can be intended or unintended (SIL Glossary of Linguistic Terms, 2019). Other examples of perlocutionary acts include scaring, insulting and getting the addressee to do something (SIL Glossary of Linguistic Terms, 2019).

Searle (1975) further classified the illocutionary speech acts into the following taxonomy: assertives (or representatives); directives; commissives; expressives; and declaratives (Baker & Ellece, 2011). *Assertives (or representatives)*, are “acts that commit the speaker to the truth of a proposition” (Baker & Ellece, 2011, p. 138), and uses words such as affirm, believe, conclude, deny, report, state, etc., and are displayed through sentences, such as *The earth is round*, or *Summer is a hot season* (Soomro, Tunio & Bhatti, 2015). *Directives*, on the other hand, refers to “acts that cause the hearer to do something” (Baker & Ellece, 2011, p. 138), and are illustrated through the use of words such as ask, order, command, request, beg, plead, pray, entreat, invite, permit, advice, demand, etc., and displayed through statements such as *Give me your pen*, or *Leave the room immediately* (Soomro, 2015). However, *commissives*, are defined as “acts that commit the speaker to do something in the future” (Baker & Ellece, 2011, p. 138), and are illustrated through the use of words, such as guarantee, promise, swear, refuse, threaten, etc., and displayed through sentences, such as *I will repay the money*, or *I swear to tell the truth* (Soomro, 2015). Moreover, *expressives*, are defined as “acts that express the speaker’s feelings towards something” (Baker & Ellece, 2011, p. 138), and consist of verbs that aim to congratulate, thank, apologise, praise, as displayed in the following sentence: *I am sorry for being late*. Last, but not least, *declarations*, are defined as “acts that change reality (such as pronouncing someone

guilty etc.)” (Baker & Ellece, 2011, p. 138), and includes statements such as *We find the defendant guilty*, or, in statements such as *Class dismissed* (Soomro, 2015). According to George Yule (1996), the most important of the three speech acts (locutionary, illocutionary, and perlocutionary) is the illocutionary, because it describes the intended meaning of the speaker and how it is perceived by the hearer (Khalis & Kadri, 2017).

Lakkof (1982) defined persuasive discourse in Lin (2005) as “the non-reciprocal attempt or intention of one party to change the behavior, feelings, intentions, or viewpoint of another by communicative means” (Pishghadam and Navari, 2012, p. 163). Moreover, Reardon (1991) in Pishghadam and Navari (2012), stated that persuasive discourse can be divided into three types, namely: interpersonal persuasion, organization persuasion, and mass media persuasion such as advertisement. According to Taillard (2000), persuading someone is performing and using language as a form of communication, hence, persuasion constitutes a “speech act,” an act performed in, or by speaking. According to Searle (1970) as cited in Pishghadam and Navari (2012, p. 161) advertisement is seen as “some sort of a directive speech act”, which aims at persuading and encouraging people to buy the product, and that advertisers utilises different language techniques to achieve their aim. According to Leech (1983) as cited in Pishghadam and Navari (2012, p. 162), “the speaker uses language in order to produce a particular effect in the mind of hearer”. According to Pishghadam and Navari (2012) print advertisements or commercials are classified as persuasive discourse.

Simon and Dejica-Cartis (2014), identified 16 speech acts in written advertisements, derived from Searle’s (1969) five speech acts, and are as follows: assertion, information, claim, suggestion, advice, argument, evaluation, denial, accusation, directions, persuasion, offer, promise, surprise, thanking, and warning. According to Larca-Badura (2013) the findings of the research on ‘Realisation of Indirect Speech Acts in Online Job Advertisement’ indicated that representative illocutionary acts were the most commonly used in online job advertisement, because they play a role of informing potential candidates about the requirements and responsibilities of the position advertised. However, commissive illocutionary acts were also found to be used to encourage / persuade the most valuable candidates to apply, and promising benefits aligned with the position.

Moreover, directive illocutionary acts were also found in providing instructions regarding the application procedure.

According to Jodes (1992) as cited in Gass and Neu (2009) indirection in speech acts is used as one of the persuasive strategies in advertisements “to present messages that emphasize the benefits and minimise the costs to the buyer”, in which the price may or may not be mentioned. According to Morgan (1977), speech acts can be direct and indirect. Morgan gave an example of an utterance such as “*can you pass the salt*”, which is literally a question of whether you are physically fit to pass the salt, and needs a yes-no answer. However, this might not be the intention of the speaker. The speaker’s intention might be to make a *request*. This indicates that speakers have different intentions when they utter an utterance. The example above illustrates that the utterance “*can you pass the salt*” is part of an indirect speech act, as it has both a literal meaning (are you physically able to pass the salt?) and an indirect meaning (a request for you to pass the salt over to me) (Clark, 1979).

According to Scheidel (1967) as cited in Altikriti (2016, p. 48) persuasion is defined as “the activity in which the speaker and the listener are conjoined and in which the speaker consciously attempts to influence the behavior of the listener by transmitting audible and visible symbolic”. Persuading someone is performing and using language as a form of communication, hence, persuasion constitutes a “speech act,” an act performed in, or by speaking (Taillard, 2000). In this case, persuasion rests on two aspects: communication and intention to persuade the audience. According to Searle (1969) as cited in Altikriti (2016), persuasion can also be viewed as “a directive speech act in which the speaker intends to make the hearers perform some form of action” (Altikriti , 2016, p. 52).

According to Bach and Harnish (1979) as cited in Altikriti, 2016) speech acts can be easily misinterpreted, because of the differences in cultural background and how that would affect the speaker’s performed illocutionary act. This means that this is “Successful only if the speaker’s illocutionary intention is recognized by the hearer” (Bach and Harnish, 1979, as cited in Altikriti, 2016, p. 53).

According to Simon and Dejica-Cartis (2015) speech acts in advertisement were identified as follows: *Assertive*, which are positive statements or claims about the world, product or service or issue or addresser, addressee or other facts, usually made without evidence; *information*, which refers to facts or knowledge about the product or service or issue, addresser, addressee, etc.; *claims*, which are assertions of truth or statements of facts concerning the advertised product or service or issue, addresser, addressee and supported by evidence; *suggestions*, which are statements or arguments presented in an indirect mode; *advice*, which is an opinion expressed by the addresser with respect to how the addressee should behave or what she or he should do; *arguments*, which are statements put forth as proof or evidence for claims; *evaluations*, which are final appraisals of the value of something or someone made only if there is an evaluative premise; *denials*, which are objections to previous utterances; *accusations*, which are charges, usually negative, against similar products or services or issues; *surprise*, which is marked by the use of expressions uttered when something unexpected or unusual happens; *thanking*, which resorts to expressions of gratitude; *warnings*, which are statements about what might happen in the future, usually with unpleasant connotations; *directions*, which are requests for an action or information; *persuasion*, which refers to the act of persuading, of convincing by emphasising the credibility and attractiveness of the addresser or endorser, of the advertised product or service or issue, by appealing to the addressee's feelings, emotions, needs, wishes, desires, to the friendly relationship established between addresser and addressee, and, finally, by using plenty of directions.

However, all these means of persuasion may be repeated several times in the same advertisement, thus increasing the persuading degree of the advertisement in question, such as *offers*, which refer to the addresser's commitment and capability to stand to the information presented in the advertisement (Simon & Dejica-Cartis, 2015). It was also further mentioned by Simon and Dejica-Cartis (2015) that steady offers are expressed through the use of the modal auxiliary verb '*can*', to show capability to fulfil a need, and by using figures to refer to price, guarantee, etc. Offers may be used in words by giving very specific details about the advertised product or service or issue, details that can be easily checked out by the addressee. In addition, *promises*, which are commitments of the addresser that something will happen in the future, may

also be used as a persuasive device, and most firm promises are expressed through the modal auxiliary verb *will* (Simon & Dejica-Cartis, 2015).

According to Sornig (1989, p. 96) persuasive behaviour is always communicative behavior in its nature, and that “persuasion pre-eminently be seen as stylistic procedure”. Rhetoric acts, that are aimed at the perlocutionary effect on rhetorician’s audience and elicit certain behavior patterns in the listeners, are intrinsic in nature. However, in speech act event, certain semantic features of a given utterances are focused on, while others are obscured by the semantic elements that surround them, such as by their contextual environment.

According to Austin (1962) as cited in Ghazani (2016, p. 633), “Speech Act Theory provides a tool to assist in the pragmatic analysis of discourse”. Only a good knowledge of the context of the utterance may reveal the intended illocutionary act, which is the essence of pragmatics as the study of language within its context (Fairclough, 2001, as cited in Atikriti, 2016, p. 633).

2.1.3 The rhetoric linguistic devices used in media advertising campaigns

Aristotle, the famous Greek scholar, defined the word rhetoric as “the faculty of observing in any given case the available means of persuasion”, and that rhetoric is an art that emphasizes the process of discovering means of persuasion, and not just the achievement of the persuasive effect (Self, 1979, p. 132). In his rhetoric theory, Aristotle identified the three techniques or proofs to the art of persuasion, namely: *ethos*, *pathos* and *logos* (Raap, 2011). *Ethos*, refers to the persuasion in the character of the speaker, while *pathos* refers to the persuasion in the emotional state of the hearer, and *logos* refers to the persuasion in the argument itself (Raap, 2011). According to Raap (2011) in rhetoric, the speaker has to be persuasive enough in terms of displaying practical intelligence, a virtuous character, and good will. However, if that is not displayed, the audience might have doubts to whether the aims of the speaker are good. Moreover, “Aristotle’s principles of persuasion were derived from his observations of speeches” (Ting, 2018, p. 234).

According to Murthy (2014, p. 240) “rhetoric is the art of using language with persuasion effect”, and that it can be used to persuade masses. Logos, ethos and pathos are the central parts of Aristotle’s Rhetoric, where *logos* is the word derived from Greek, meaning thoughts with reasoning actions from the speaker’s side through the intended message. Aristotle, in his rhetoric, defined ethos as “an ability for doing good”, and it refers to perception of the audience regarding the speaker’s credibility and authority over the subject he is speaking (Murthy, 2014). Moreover, pathos is an ancient word, meaning suffering or experience, and it is also known as pathetic appeal to the audience and describes the speaker’s appeal to his/her audience’s sense of emotions and their interests (Murthy, 2014).

According to Toye (2013), the term ‘rhetoric’ encompasses writing as well as speech (oratory). Rhetoric can only be fully understood if language is placed in its social, political and cultural context, and that the meaning of a given word cannot be analysed in isolation from the context where it was derived from and mediated (Toye, 2013). According to Edlund (2014) advertising is drizzled with rhetoric devices, and this is because the main goal of advertisement is not only to inform, but to persuade as well. Most advertisement campaigns employ rhetoric figures. Edlund (2014) stated that the three ways to persuasion in advertisement are through ethos, pathos and logos. According to Aristotle, ethos, refers to the speaker’s character as it appears to the hearer, and this includes that the speaker should be concerned about the image he/she wants to portray to the hearer and the kind of words to avoid, that may harm his image (Edlund (2014). According to Ting (2018, p. 234) “persuasion is used in advertisements to convince customers to purchase products and services”. Ting (2018) states that advertisements also rely on emotional appeal and it is link to the consumers general believe about the product being advertised.

With regard to ethos, building your credibility depends on whether as a speaker, the audience respect you, believes in you, trust you (trustworthy), or believe that you own an authority on this speech topic (Dlugan, 2010). For logos, as a speaker, one has to consider if the message makes sense, and that is it “based on fact, statistics or evidence, and if the speaker’s call-to-action leads to the desired outcome of the promise (Duglan, 2010). With pathos, the quality of the persuasive presentation that appeals to the audience emotions should be given much considerations, and this involves whether the choice of words used by the speaker evoke the feeling of love, empathy,

fear, passion, etc. (Duglan, 2010). In addition, pathos also includes if the visual of the speaker evokes feelings of compassion, or envy, or it evokes a feeling of hate (Duglan, 2010).

According to Lazovic (2014) the language of advertisements plays an exceptional vital role in promoting different products, as it informs and attract the attention of the audience, as well as persuades them to buy what is being advertised. Elmo Lewis developed a cognitive marketing concept, with the acronym AIDA, which stands for (attracting) Attention, (raising) Interest, (establishing) Desire and (initiating) Action. AIDA describes the mental process that occurs in the individual's audience mind when they see the advertisement (Lazovic, 2014). The advertisement is aimed to evoke emotions and feelings in the audience by promising them to gain pleasure if they purchase or possess a product (Dyer, 1982, as cited in Lazovic, 2014). In addition, advertisements attempt to create desires in the audience that did not exist in order to manipulate the audience into buying the product or participating in the service (Lazovic, 2014).

In conclusion, Aristotle's rhetoric approach indicates how a speaker uses persuasion to influence their intended audience, through the use of rhetoric linguistic devices.

2.2 RESEARCH GAP

Though a study was done to assess the lower coverage of the VMMC program; the persuasive linguistics techniques used in the VMMC campaign messages have not been investigated yet to determine their effectiveness. Similarly, though several studies had been conducted on linguistic devices, persuasive speech acts and rhetoric devices in advertisements and speeches, no linguistic studies had been conducted on the persuasive linguistic devices used in the media campaigns on VMMC in Namibia. Hence, the intended study will investigate the linguistic persuasive devices used in media campaigns on VMMC in Namibia to persuade the Namibian men to participate in the campaign. This is crucial, since the study will identify whether the lower coverage of the VMMC campaign is due to the lack or inadequate use of the linguistics persuasive devices, speech acts and rhetoric devices, or not.

2.3 THEORETICAL FRAMEWORK

A theoretical framework is a guide for the research, through the use of an existing theory in the field of an inquiry or study that supports the ideas of the research which is being conducted (Vinz, 2015). It discusses theories and models that are related to the research. According to Burns (2018), a theoretical framework describes the project and its purpose. In addition, Vinz (2017) mentioned that the goal of the theoretical framework is to identify the research problem statement and research question(s), and determine what theories and ideas exist in relation to the chosen subject. In summary, Vinz (2017) assured that a research framework provides the researcher with guidance on how to continue to different stages of the intended project, and that it also justifies one's research as being grounded or based on scientific theory. Hence, the theoretical framework of this study will cover the two theories, namely: The speech Act Theory by Austin (1962) and Searle (1969) and Aristotle's Rhetoric Theory.

2.3.1 Speech Act theory

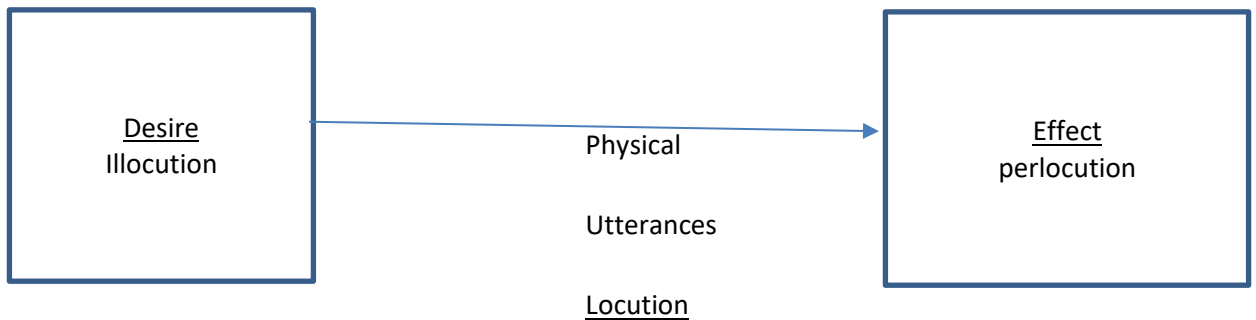
In this study, the researcher employed a Pragmatic linguistics approach, in particular, the 'Speech Act Theory' of John Austin (1962) and John Searle (1969). Pragmatic linguistics looks at the differences between the linguistic meaning (what words literally mean), and the meanings that particular utterances can convey in context (what speakers may use these words to mean) (Chapman & Clark, 2014). The 'Speech Act Theory' was initially developed by John Austin (one of the founders of pragmatics) and published around 1962. John Austin (1962) in his Speech Act theory, divides the speech acts into three categories, There are three types of speech acts as classified by Austin (1962), namely locutionary (the actual utterance), illocutionary (the intention or desire of the speaker) and perlocutionary (the effect of the utterance on the audience). Moreover, John Searle (1969) advanced the 'Speech Act Theory', in which he classified the illocutionary act into five basic types, namely: representative/assertive, directive; commissive; declarative; and expressive. Both language philosophers Austin and Searle, believe that language is not only used to inform or to describe things, but often used 'to do things', or to perform acts (Soomro, 2015). It is mentioned that usually people form an utterance with some kind of function in mind. This communicative force of an utterance is what is termed as locutionary act. According

to Austin (1978) "Performing a locutionary act ... is roughly equivalent to uttering a certain sentence with a certain sense and reference, which is again equivalent to meaning in the traditional sense" (Philosophy of language: Speech act theory Essay, 2019). In other words, locutionary act refers to the basic act of an utterance, or of producing a meaningful linguistic expression. In this case, a locutionary act is explained as simply performing an act of saying something, or the physical utterance of words (Austin, 1962, as cited in Soomro, 2015). However, an illocutionary act is referred to as an intention or desire of the speaker, on what he or she want the hearer or audience to do. Perlocutionary act, on the other hand, refers to the effect produced on the listener upon hearing the locutionary act or the utterance (Austin, 1969, as cited in Soomro, 2015).

Pragmatics is more concerned about speaker's meaning of an utterance than sentence-meaning (Hickey, 1993). An illocutionary act is a particular intention in making the utterance that requires the hearer to do something. One utterance may be understood into two different ways. Searle divided the illocutionary acts into five groups, such as: *assertive/representative*, *directive*, *commissive*, *expressive*, and *declarative*. In *assertive/representative* speech act, the speaker asserts a proposition to be true, through the use of verbs such as affirm, believe, conclude, deny, report, state, announce, insist, allege, assert, forecast, predict, etc., while in *directive* speech act, the speaker tries to make the hearer to do something, through requests, questions/asks, command, demand, beg, bid, recommend, invite, permit, advice, etc. Moreover, in *commissive* speech acts, the speaker commits himself/herself to the future, using verbs such as guarantee, promise, swear, refuse, threaten, vow, volunteer, offer, appreciating, etc., whereas, in *expressive* speech acts, the speaker expresses an attitude to or about a state of affair, using verbs such as thanks, congratulations, apologise, praise, excuse, pardon. For the *declarative* acts, the speaker declares on something, through using declarative statements, such as 'Meeting adjourned!' (Austin, 1962, Searle, 1969, as cited in Soomro et al, 2015).

Fig. 2.1

John Austin's 'Speech Act Theory' (1962)



Note: adapted from Soomro's slide show. (<https://www.slideshare.net/anglophilia70/speech-act-theory-54652418>). Copyright 2015, by Soomro et al.

In summary of the figure above, locutionary act refers to the basic act utterances or the act of saying something in the full normal sense or the producing of a meaningful linguistic expression (*physical utterances*), while illocutionary act refers to a *communicative force* of an utterances and this is the *desire* or the intention of the speaker, i.e. whether he wants to inform, order, warn, etc. Perlocutionary act, on the other hand, refers to the *effect* produced on the listener when they listen to a locutionary act, and this is the hearer's response (Soomro et al., 2015). Moreover, speech acts may indirectly do one thing while appearing to do something else. For example, a question may function as a request, and a statement may act as a command (Austin 1962, as cited in Hickey, 1993).

2.3.2 Aristotle's Theory of Rhetoric

As it was mentioned earlier that the study will employ Aristotles' rhetoric theory, Aristotle defines rhetoric as "the faculty of finding in each case the existing means of persuasion" (Garver, 1986, p. 1). Persuasion is defined as a form of influence and a way of getting people to agree with an idea, attitude, or action by rational or emotional means (Poddar, 2016).The English word *rhetoric* is derived from the Greek word '*rhētorikē*, which refers to 'the civic art of public speaking', and came into use in the circle of Socrates in the fifth century and appeared in Plato's dialogue *Gorgias*,

which was written about 385 B.C. (Kennedy, 2009). However, before 400 B.C., Aristotle (a Greek philosopher) compiled a work called *Synagōgē Technōn*, a survey of the history of rhetoric in Greece, as his contribution to the persuasion in Greece literature (Kennedy, 2009). The word “*rhetoric*” is defined as “the art of persuasion, and the study of the art of persuasion, as well the individual act of persuasion” (Williams, 2015, para. 3). In this case, the *rhetor* then refers to someone who attempts to persuade the people, while the *audience* refers to the targeted people of the persuasion (Williams, 2015). Aristotle identified three ‘modes of persuasion’ or proofs, which are also referred to as ‘rhetorical appeals’, namely: *ethos*, *pathos*, and *logos*. *Ethos* is the Greek term for ‘ethics’, while *pathos*, is the Greek term for ‘emotions’, and *logos* is the Greek term for ‘logic’ (The Rhetorical appeals, 2019). These are what Aristotle believe as the means of persuading others to believe a particular point of view, and these rhetorical appeals are mostly used in speech writing and advertising, with the purpose of swaying the audience (Your Dictionary, n.d.).

According to Fortenbaugh (1991), Aristotle’s *ethos* is about persuasion through character (good character). *Ethos* is sometimes called ‘appeal to ethics’, and is normally used as a means of convincing an audience through the authority or credibility of the persuader, be it a notable or experienced figure in the field or even a popular celebrity (Examples of Ethos, pathos and Logos, 2019). According to Aristotle, as cited in Fortenbaugh (1991), the speaker should present a good character as a way of winning goodwill for himself. The orator (speaker/persuader) should also abide to the three things, namely: goodwill towards the citizens, wisdom in offering advice and virtuous character (Fortenbaugh, 1991). The focus of *ethos* should be on credibility, in which the “persuasion through character aims at making the speaker worthy of believing” (Fortenbaugh, 1991, p. 154).

Pathos, on the other hand, is about persuasion through emotional appeal (Fortenbaugh, 1991). According to Aristotle, the orator should be able to arouse positive and friendly feelings in the audience (Fortenbaugh, 1991). The appeal to emotion is granted on belief. According to Copeland (2014), Aristotle’s appeal to emotions involves all that the speaker or writer uses to arouse emotions in the audience, and these include that are relevant to persuasion, such as satisfaction, friendliness, calmness, pity, envy, passion and all their opposites. Aristotle further mentioned that

“an orator may use the introductory portion of a speech to remove or create prejudices, secure goodwill or arouse anger” (Fortenbaugh, 1991, p. 154).

Moreover, logos is the persuasion through argumentation. It is about the appeal to logic. The orator should be able to persuade the audience based on facts. This means that the speaker or orator needs to reason with the audience and provide them with facts and statistics (Fortenbaugh, 1991).

2.4 Conclusion

In conclusion, Aristotle’s *rhetoric* is a comprehensive discourse on the art of persuasive speech. Moreover, both Aristotle’s ‘*Rhetoric Theory*’ and Austin ‘*Speech Act Theory*’ aids to persuasion. ‘*Rhetoric Theory*’ appeals to the character of the speaker, the feelings that the speech may arouse in the audience, as well as the reasons and facts that comes with the persuasive message. However, the ‘*Speech act Theory*’ deals with the three speech acts of an utterance: the locutionary act, which is the physical act of an utterance; the illocutionary act, refers to the desire or intention of the speaker for making the utterance; and the perlocutionary is the effect that the locutionary act produce in the listener (Soomro et al., 2015). Hence, the research findings were analysed using the above mentioned theoretical frameworks.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

The purpose of this study was to conduct a linguistic investigation into selected media campaigns on voluntary medical male circumcision in Namibia, during the period of 2018 to 2019. This chapter provides an overview of the methodology used when this study was conducted. According to Somekh and Lewin (2005) as research methodology is defined as the collection of methods in a particular piece of research, including the principles, theories and values that underpins to the specific approach chosen for that particular research (Mackenzie & Knipe, 2006). The content in this chapter is outlined as follows: the research design, research paradigm, research approach, study population, sampling procedures and sample size, research instrument, data analysis, pilot study, ethical considerations, validity and reliability. A research method is defined as “a systematic plan for conducting research” and it includes all the methods and techniques that are used in the conduction of the research (Moffitt, 2013, para. 1). The study was guided by the following objectives:

1. To determine the linguistic devices used in the media campaigns on voluntary medical male circumcision in Namibia;
2. To examine the types of speech acts used in media campaigns on voluntary medical male circumcision in Namibia;
3. To analyse the rhetoric of linguistics devices used in media campaigns on voluntary medical male circumcision in Namibia.

3.2 Research Design

A research design is an “overall plan for addressing a research question, including specifications for enhancing the study’s integrity” (Polit and Beck, 2012, p. 741). In this study, the researcher adopted an exploratory research design. The exploratory research design is used to explore the research questions in a study and to determine the nature of the problem, and does not intend to offer final and conclusive solutions to the existing problems, nor does it intended to provide

conclusive evidence, but instead assist the researcher to have a better understanding of the problem (Exploratory research, 2019). This type of research is usually conducted to study a problem that has not been clearly defined yet. In this study, an exploratory research design was used to explore the linguistic persuasive devices employed in VMMC media campaigns messages. This design was chosen because there was no study done on the language use in the VMMC campaigns in Namibia. Hence, the study explored the persuasive strategies used in the VMMC media campaigns in Namibia, using the 'Speech Act Theory' and 'Aristotle's Rhetoric Theory' as an assessment guide.

3.3 Research Paradigm

A paradigm is "a set of assumptions about the basic kinds of entities in the world, about how these entities interact, and about the proper methods to use for constructing and testing theories of these entities" (Brink, van de Walt & van Rensburg, 2012). This research adopted a post-positivism worldview, as it is an approach to knowledge and an assessment to the nature of reality, as the researcher for this study used a priori theory (knowledge) to infer the findings (reality) (Fox, 2008). The researcher used a post-positivism approach because the study started with a theory or already gathered knowledge. Hence, the results from the study were either to support or refute the theory (Creswell, 2014). In addition to that, post-positivism is regarded to hold both epistemological (the study of human knowledge) and ontological (the study of the nature of the reality that exists) positions, which were needed in this study (Fox, 2008). In this case, the study adopted a content checklist, which was compiled from the knowledge gathered from Austin (1962) and Searle (1969, 1975)'s Speech Act Theory and Aristotle's Rhetoric Theory (which is an illustration of epistemology). The researcher then used this content checklist to explore and investigate to see if the VMMC campaign messages on the printed posters and the online articles on VMMC campaigns of the chosen Namibian newspapers, *New Era* and *The Namibian*, have included the knowledge from the two theories, with the aim of persuading the Namibian men to partake in the VMMC campaigns and increase the coverage to 80%.

3.4 Research Approach

Because this is a desktop study, the researcher used a descriptive, qualitative research approach. A qualitative research approach is a research method aimed to explore diversity rather than to quantify, and communicates findings in a descriptive and narrative rather than analytic manner, as well as placing no or less emphasis on generalizations (Kumar, 2014). This study adopted a qualitative research design, as the study was intended to explore the linguistics persuasive devices used in media campaigns in Namibia to persuade people to participate in the VMMC campaigns in Namibia. Furthermore, the researcher employed deductive reasoning, as the study was based on testing the existing theory, which in this case were the Speech Act Theory of Austin (1962) and Searle (1979), as well as Aristotle's Rhetoric Theory (Creswell, 2014). The study then reduced the findings from general to specific. The two theories used in the study were tested by assessing on how they were applied on this VMMC campaign messages or text (Research Methodology, 2019). The data collection in deductive research approach is used to evaluate propositions related to the existing theories.

3.5 Study Population

Population in research refers to a group of units such as persons, objects, or other items, from which a sample is drawn for the purpose of study (Population and samples, 2019). The population of this study was the online articles on VMMC published from the, *The Namibian* and *New Era* newspapers, and the printed commercials or posters on VMMC media campaigns in Namibia.

3.6 Sampling procedures and sample size

Samples are a set of data collected or selected from a population by a defined procedure, while sampling is the procedure used to select a representative group from the population under study (Population and samples, 2019). The main aim of the study was to investigate how language was used in the media campaigns on Voluntary Medical Male Circumcision (VMMC) in Namibia, therefore, the study employed a non-probability purposive sampling in order to select the desired sample. A non-probability sampling requires the researcher to judge when selecting participants or objects for the study, based on what they know or consists about the study phenomenon (Brink, van de Walt & van Rensburg, 2012). A non-probability purposive sampling, was used in this study,

in which only the newspaper articles and printed commercials on VMMC campaigns in Namibia, written in 2018 to 2019, were selected and investigated. A total of ten (10) online newspaper articles published in 2018 to 2019 were selected from the two Namibian newspapers, namely: *The Namibian* and *New Era* newspaper and eleven (11) printed commercials or posters on VMMC media campaigns in Namibia, due to the limited online Namibian subjects.

3.7 Research Instruments

The study used a Content Analysis Checklist as its data collection tool. Content analysis is defined as “a systematic, replicable technique for compressing many words of text into fewer categories based on explicit rules of coding” (Stemler, 2001, as cited in Bell & Waters, 2014, p. 132). The content analysis checklist consisted of three sections (A, B and C) based on the research objectives or themes. The first section consisted of the linguistic devices used in media advertising campaigns, and the second section consisted of the types of speech acts used in media advertising campaigns, while the last section consisted of the rhetoric of linguistic devices used on VMMC media advertising campaigns.

3.8 Data analysis

Data analysis is defined as “the systematic organization and synthesis of research data” (Polit & Beck, 2012, p. 725). In this study, the researcher critically analysed the content using a ‘Content Analysis Checklist’ drawn from linguistic perspective using various linguistic strategies, such as: ‘Speech Act Theory’ by Austin (1962) and Searle (1969, 1978); and Aristotle’s Theory of Rhetoric. According to Luo (2019) content analysis is applied to systematically collected data from a set of texts, which can be written, oral, or visual, such as from books, newspapers, magazines, speeches, interviews, web content, social media posts and photographs. Hence, this study employed a content analysis from texts collected from online media campaigns on VMMC in Namibia, as well as texts from printed commercials on VMMC campaigns in Namibia. The findings from content analysis were categorised, or “code” into words, themes, and concepts within the texts and then the results were analysed using descriptive (such as tables) and narrative summaries.

3.9 Ethical considerations

According to Patton and Cochra (2002) a formal ethical review may be needed before starting to collect data in cases whereby: the research is sponsored by many publicly funded organizations such as the UK's Department for international development; or a research carried out by individuals registered as students at many institutions, if done as part of their studies; or if research is intended for publication in many journals. In this study, a formal ethical review was done by the institution (NUST) as the research was conducted as part of an academic study. A formal ethical review was done in order to ensure that the research which was carried out was ethically sound, thus safeguarding the dignity, rights, safety and well-being of all actual or potential research participants (Patton & Cochra, 2002).'

3.10 Summary

Chapter 3 discussed the research methods that were used in conducting this research. These included the research design, research paradigm, research approach, study population, sampling procedures and sample size, research instruments, data analysis and ethical considerations. However, chapter 4 will analyse the findings in accordance with the objectives of the study, present and interpret these research findings.

CHAPTER FOUR: MAJOR FINDINGS AND DISCUSSIONS

4.1 Introduction

This chapter focuses on the analysis, presentation and interpretation of the findings for the study, which was about “*A linguistic investigation into selected media campaigns on voluntary medical male circumcision in Namibia, 2018 –2019*”. The heart of the study was to investigate how language was used in media campaigns on VMMC in Namibia, in order to persuade people to partake in the service. The analysis of the findings from this study was guided by the “Speech Act Theory of John Austin (1962) and John Searle (1978). The study was on the following objectives:

1. To determine the persuasive linguistic devices used in the media campaigns on voluntary medical male circumcision in Namibia;
2. To examine the types of speech acts used in media campaigns on voluntary medical male circumcision in Namibia;
3. To analyse the rhetoric of linguistics devices used in media campaigns on voluntary medical male circumcision in Namibia.

Analysis was done on the ten (10) selected online newspapers, in which three (3) were from *The Namibian* online newspaper and seven (7) were from the *New Era* online newspaper published during 2018 to 2019 period, as well as eleven (11) print adverts in the form of posters on VMMC campaigns. A Content Analysis Checklist was used as a tool for data collection and analysis. The findings from content analysis were categorised, or “coded” into words, themes, and concepts within the texts and then the results were analysed using descriptive statistics and narrative summaries. The data from the findings were presented in a narrative form as well as descriptive tables.

4.2 The linguistic devices used on printed commercials (posters) and online newspapers on the voluntary medical male circumcision (VMMC) campaigns in Namibia.

This study analysed both printed commercials and online newspapers of the VMMC campaigns in Namibia which were published from the year 2018 to 2019.

4.2.1 Linguistic devices used on posters or printed commercials on the Voluntary Medical Male Circumcision (VMMC) campaigns in Namibia

In this study, eleven printed adverts or posters of the VMMC campaigns in Namibia were analysed, and the results are stipulated below. Figure 4.1 below displays the image of Martin Morocky (the ambassador for VMMC campaigns in Namibia), with some persuasive message.

Figure 4.1

VMMC Namibia advertisement 1



Noted: Adapted from VMMC Namibia.

(<https://m.facebook.com/VMMCNAMIBIA/photos/2109159862445497>). Copyright 2018 by VMMC Namibia.

Figure 4.1 above shows a VMMC poster that features Martin Morocky, who is an ambassador for VMMC campaigns in Namibia. According to the International Training and Educational Centre for Health [I-Tech] (2016), Martin Morocky lost both of his parents to HIV/AIDS and was previously involved in the MOHSS's "Break the Chain" campaign to reduce concurrent sexual partnerships in Namibia, and has been chosen by the MoHSS as an ambassador for the VMMC campaign in Namibia since May 2016. Martin Morocky is a musician by profession, and his function in the campaign is to get a large number of Namibian men to be persuaded to participate in the VMMC campaign, in order to reduce the HIV prevalence rate by 60 percent in Namibia (MoHSS, 2017). The headline of the above poster is written in a simple sentence, because they are fast and direct in conveying the intended message and are easily understood by the consumer or audience (Essays, UK, 2018).

Example: *Come and get, the smart cut.* (Simple sentence, with short phrases)

Instead of: People should come and get the smart cut.

The use of short phrases was also demonstrated in figure 4.1. For example, "*Come and get the smart cut*" is a verbal and noun phrase written in one simple sentence and it does not need to be grammatically correct. In advertisement simple sentences are used for the audience to grasp the message fast and be able to remember it, as well as for the message to appear attractive (Panda, 2015).

In figure 4.1 the author used colloquial or informal language, instead of formal language, in order to attract a larger group of audience as the message would be easily understood by many (Salomo, 2015). For example, the sentence *Come and get the smart cut* is written in a spoken language which provides a casual and relaxed effect on the audience. In advertisements, the choice of words (diction) is essential. According to Raza (2018) simple wording is used in advertisement to avoid highly technical and complex jargon which the consumer may find difficult to understand. However, the diction is chosen based on the type of audience the author wants to address. In this poster, Martin Morocky, in collaboration with the MoHSS, wanted to target his fellow men (young and old) from the age below 15 to 65 in a simple language that each one can understand.

Another linguistic device used in the above poster is *parallelism*. Parallelism is defined as the repetition of formal patterns, or the presentation of two or more than two similar or relevant ideas in a similar structural forms (Kumari, 2014). In figure 4.1, the parallelism is reflected in the following sentences:

Get the smart cut. It's easy, safe and simple.

The two above sentences have the same structure and both of them are short. The first one is a noun phrase (*the smart cut*), while the second phrase is an adjectival phrase (*(It's) easy, safe and simple*). These are used because they are quick to transmit information to the audience (Essays, UK, 2018).

The tone of the author which was used in the above poster seems to be neutral. Example:

Come and get the smart cut.

It's easy, safe and simple.

The author's tone is neither serious nor humorous, but neutral, because he or she is trying to address an important issue, which is medical male circumcision that helps reduce the HIV rate, this is why the tone used is neutral (Roell, 2019).

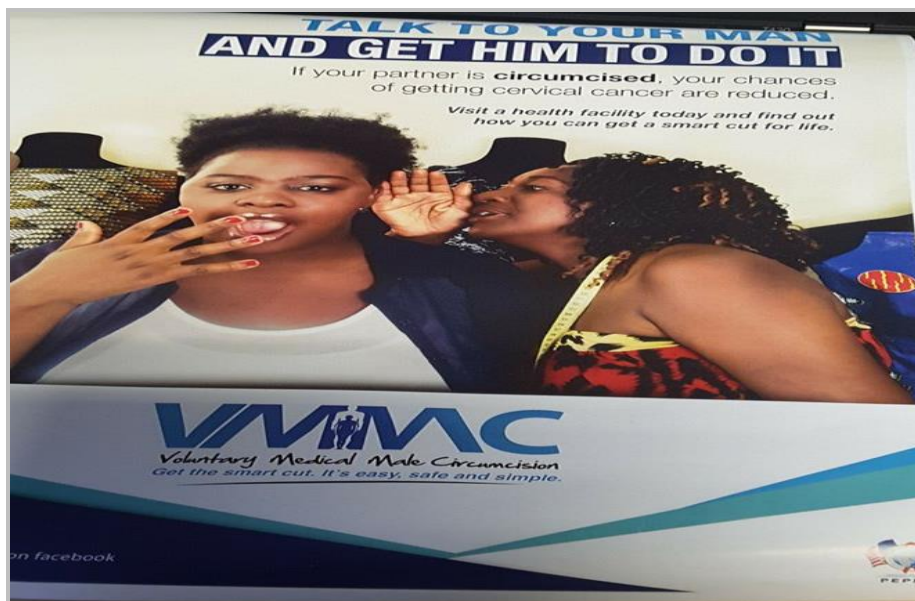
Print advertisements consist of five types of formal features design, namely: headline, body copy, signature, slogan and testimonial (Simpson & Mayr, 2010). Figure 4.1 above incorporates some of these formal properties or feature used in advertisements, which are also known as patterns of copywriters. The headline in the poster under figure 4.1 *COME AND GET, THE SMART CUT* is displayed in capital letters which presents a larger type font in order to stand out graphically, and this is done on purpose, with the aim of drawing the attention of the readers or audience (Romanenko, 2014). Moreover, it is stated that the headline should say more about the problem or needs that need to be addressed and it should be written in a form of either a question or command (Simpson & Mayr, 2010). In this case, the heading of figure 4.1 is written in a form of a command, "*Come and get, the smart cut*". However, figure 4.1 does not have a body copy, which offers solution to the problem or need that is addressed in the headline. The body copy should also be written in the first person's voice, providing reasons for participating in the service or for

buying the product (Simpson & Mayr, 2010). However, figure 4.1 has a signature at its bottom, and is written in a form of a graphic bearing the trade name of the product and/or company, which is *Voluntary Medical Male Circumcision (VMMC)*, and it is accompanied by a slogan, written in simple phrases, for example, *Get the smart cut. It's easy, safe and simple*. According to (Simpson & Mayr, 2010), a signature is usually accompanied by a slogan which is normally made up of memorable phrases or line, which bears the trade name of the product, such as *smart cut*. The signature is usually accompanied by a slogan, which is made up of memorable phrases or line that is easy to remember and pronounced by the consumers or audience. In the above poster, the signature is the *VMMC*, and the slogan is the following sentence *"Get the smart cut. It's easy, safe and simple"*. In summary, *smart cut* is the trade name of the product, and *"It's easy, safe and simple"* is the slogan (Simpson & Mayr, 2010).

The next figure (fig. 4.2) displays two young ladies whispering about the smart cut.

Figure 4.2

VMMC Namibia advertisement 2



Note: Adapted from VMMC Smart Cut Community. (<https://m.facebook.com/khomasforeskins/posts>). Copyright 2017 by VMMC Smart Cut Community

Figure 4.2 above shows the VMMC poster that displays women whispering in each other's ears. The message which is being transmitted in figure 4.2 is that *TALK TO YOUR MAN AND GET HIM TO DO IT*. This is equally the headline of the poster. The figure above employed a range of formal properties of advertisements, such as the headline which is written in capital letters so that it is visible to the readers (Romanenko, 2014). The figure also incorporated the body copy, which is designed to deliver information to the audience that has a persuasive effect and is written in the first person's voice, for example, the information on the poster that states that male circumcision minimises the partner's chance of acquiring cervical cancer (Simpson & Mayr, 2010). At the bottom of the poster, there is a signature, that reads *Get the smart cut. It is easy, safe and simple*. The signature is usually a small picture of the product itself or a graphic bearing the trade name of the product, in this figure, the signature is a graphic bearing the trade name of the product, which is VMMC (Simpson & Mayr, 2010). The signature can also be seen as a pressure tactic, because there is persistency, which can be seen as persuasive in a persistent manner (Collins Dictionary, n.d). The same signature, just like in figure 4.1, is accompanied by the slogan *Get the smart cut. It's easy, safe and simple*. However, there is no testimonials indicated in figure 4.2.

The next figure (fig. 4.3) below, displays a group of men who had taken the smart cut and a female partner of Martin Morocky, in support of the smart cut.

Figure 4.3

VMMC Namibia advertisement 3



Note: Adapted from VMMC Namibia. (https://m.facebook.com/VMMCNAMIBIA/posts_to_page).
Copyright 2017 by VMMC Namibia.

Figure 4.3 above encompasses the formal properties that advertisements usually employs. For example, it has a headline, which is *JOIN THE SMART CREW*, and a body copy which provide solution to the problem stated in the headline, such as that smart cut reduces the chances of getting HIV, STIs and lowers ones' partner's chance of getting cervical cancer. It is stated that a body copy actually provides reasons for buying the product and is written in the first person's voice, using the pronoun "we" (Simpson and Mayr, 2010). For example: *We have reduced our chances of getting HIV, STI and have lowered our partner's chance of getting cervical cancer*. In addition, the poster under figure 4.3 represents a testimonial from those that have gone through or received the smart cut, and they refer themselves to *Smart crew*. The testimonials in advertisements also helps build trust in the audience, especially if it is from a media personality, such as Martin Morocky, who is also featured in figure 4.3 as part of the smart crew (Simpson & Mayr, 2010).

In addition, Figure 4.3 also incorporated the use of rhythm and parallelism. The rhythm is heard in the whole sentence "Be smart, get tested and condomise", where there are identical patterns of stressed and unstressed syllables (Kumari, 2014). This is a clear example of an iamb meter (an

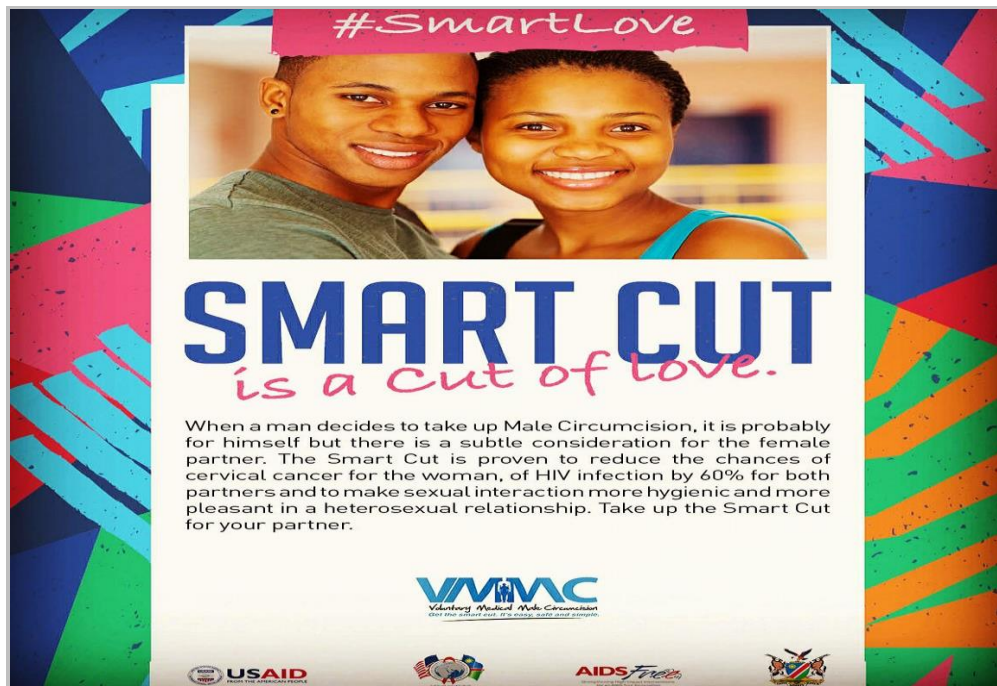
unstressed syllable, followed by a stressed syllable) (Your Dictionary, 2020). Moreover, the parallelism is demonstrated in the two phrases, “Be smart, get tested”, as the components of the sentence are grammatically the same (Literary Devices, 2013).

In addition, there are other linguistic devices used in advertisements that were employed in figure 4.3. These include the use of adjectival phrase *smart crew*, and this is because adjectives arouse a good feeling in the buyers when they partake in the service being advertised (Ke and Wang, 2013). For example, the adjectival phrase *join the smart crew* will make those men who will partake in the VMMC campaign to feel smart or wise, because it is indeed a wise decision to get circumcised and reduce one’s chance of getting HIV, as this is the initial aim for the VMMC program. Moreover, because simple sentences are easy to remember, the headline of figure 4.3 is made up of only two phrases “Join the smart crew”. Furthermore, the sentence *Visit a nearest health facility today and join the smart crew*, is written with the use of direct address to the male hearers, because of the use of the second person’s possessive pronoun ‘your’ (Simpson & Mayr, 2010). In the same sentence, a metaphor is used, whereby ‘circumcised group’ is compared to ‘smart crew’, in which the two might not really have a direct or similar meaning in the ordinal context. Bahri (2020) stated that a metaphor demonstrates a resemblance of two contradictory or different objects based on a single or some common characteristics. Hidalgo-Downing and Kraljevic-Mujic (2017) added that metaphors are used in commercial advertisements because of their persuasive function to attract potential consumers to the product. The aim of the phrase *smart crew* in figure 4.3, is to attract men who wants to be classified as ‘smart’.

The figure below (fig. 4.4) will show another poster of the VMMC campaign in Namibia with a portrayal of a couple.

Figure 4.4

VMMC Namibia advertisement 4



Note: Adapted from VMMC Namibia. (<https://m.facebook.com/khomasforeskins/posts>).
Copyright 2017 by VMMC Namibia

Figure 4.4 used formal properties that are used in advertisements. It has a headline written in larger fonts and capital letters, "SMART CUT is a cut of love". The headline is complemented with a visual image of a young couple for the purpose of getting the reader's attention (Simpson & Mayr, 2010). This poster is aimed to persuade more young couple to participate in the VMMC program. In addition, figure 4.4 also consist of a body copy. The body copy usually offers solution to the problem posed in the headlines and is commonly written in the first person's voice, providing reasons for buying the product and bears the trade name of the product (Simpson & Mayr, 2010). For example, "The smart cut is proven to reduce the cervical cancer for the women, of HIV infection by 60%". At the bottom of figure 4.4 there is a signature, VMMC, accompanied by a slogan, *Get the smart cut. It's easy, safe and simple*. A slogan is said to accompany a signature, which could be a trade name of the product (such as VMMC), and it is usually written in memorable phrases or line, (such as 'Get the smart cut. It's easy, safe and simple') (Simpson & Mayr). Trehan (2006) in

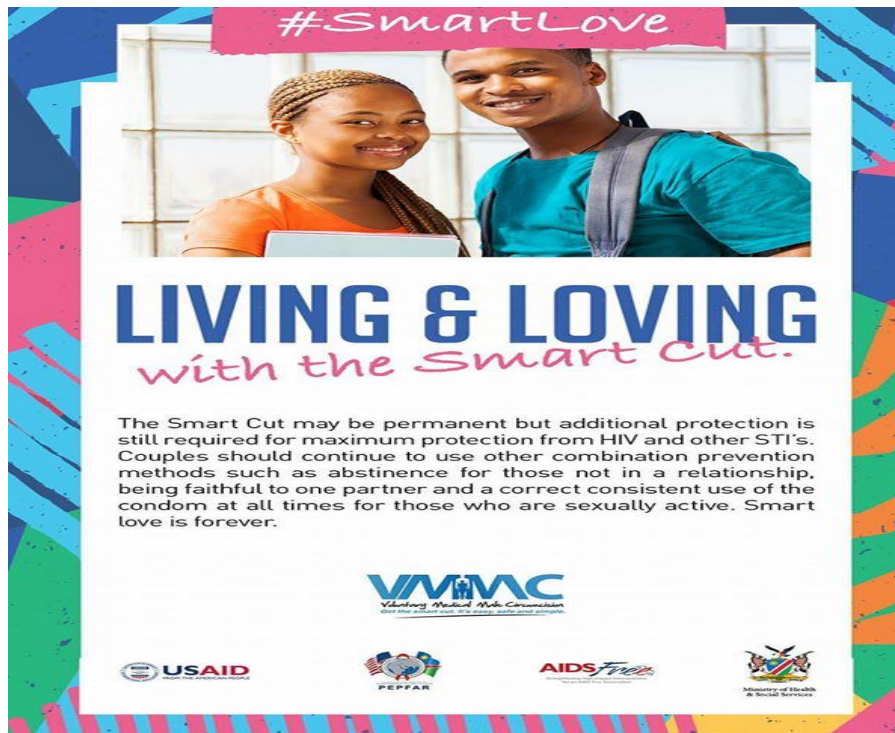
Romaneko (2014) added that a slogan should be written with a catchy sentence, comprising of simple phrases that are sweet, easy to pronounce and pleasing to the ear of the listener. In addition, the signature in figure 4.4 is written in a colloquial language, because of the use of contractions, such as *It's easy, safe and simple*.

Moreover, Figure 4.4. used metaphors in the utterance *smart cut is a cut of love*, and *smart love*. In these two utterances displayed in figure 4.4, male circumcision, which is referred to as *smart cut* is compared to love. A metaphor is when a word is replaced with another in order to give some expressive characteristics, with the aim of attracting the consumers' attention to the product (Bahri, 2020). In advertising discourse, metaphors are used as attention-grabbing devices, by presenting what is being advertised, in relation to other entities that have the characteristics which the advertises want to associate the product with, in this case *love* is being compared to the product *smart cut* (Semino, 2008, as cited in Hidalgo-Downing & Kraljevic-Mujic, 2017). *Smart cut* is compared to love, though a cut and love are literally two different things. In addition, *smart love* is compared to the medical circumcision. This could be because it is made out of a smart decision to protect one against HIV and other Sexually Transmitted Infections (STIs) and is more hygienic and more pleasant in heterosexual relationships as it is stated in figure 4.4. Furthermore, the use of compound words, example *smartlove*, in advertisements, is because of their colloquial form, which attract readers or consumers because of their closeness and possible humorous effect (Essays, UK, 2018, para. 15). In this case, the already existing words *smart* and *love* are joined together to form one word *smartlove* (Akmajian et al., 2017). In addition, the statement "Take up the smart cut for your partner" is written in direct address. According to Kaur et al., (2013) direct address in advertisements, such as the use of personal possessive pronoun 'your' is used to address the readers directly and personally, which increases the likeliness of persuasion as it tend to make the atmosphere more friendly to the audience.

The next figure (fig. 4.5) displays a young couple living a circumcised life.

Figure 4.5

VMMC Namibia advertisement 5



Note: Adapted from VMMC Namibia. (<https://m.facebook.com/khomasforeskins/posts>).

Copyright 2017 by VMMC Namibia.

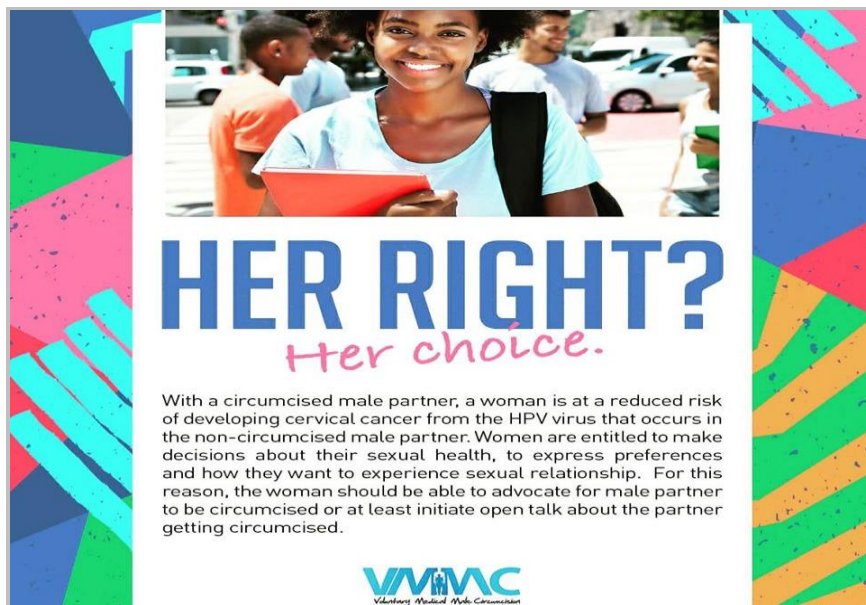
Figure 4.5 illustrates the use of the rhyming words in advertisements as a persuasive strategy. Rhyme is defined as “a repetition of the same or similar sound in multiple words” (Pogacar et al., 2018, p. 5). This was demonstrated in the sentence “Living and Loving with the smart cut”. The words living and loving has end-rhyme, which can be pleasant to the hearer’s ears. It can also be seen as an alliteration, as there is an occurrence of the same letter sound at the beginning of the closely connected words, such as in the words *Living* and *loving* used in the headline of figure 4.5. According to Prasad and Nagendra (2017), the language used in advertisement is similar to those in poetic texts. Pogacar et al., (2018) further mentioned that rhyme and alliteration may appear in multiple word brand names, or in slogans, just like in the VMMC brand name *smart cut*, where there is an end rhyme demonstrated in the words smart and cut, produced by the sound of the consonant *t*.

Furthermore, figure 4.5 consists of the same slogan like other figures of VMMC, that says *Get the smart cut. It's easy, safe and simple*. In this signature, alliteration was used in the two words *safe* and *simple*, as it has the same letter sound at the beginning of the closely connected words (Cuddon, 2013). However, alliteration is heard in the two words *Living* and *loving*. According to Cuddon (2013, p. 22) alliteration refers to “a figure of speech in which consonants, especially at the beginning of words or stressed syllables, are repeated” (Cuddon, 2013, p. 22). In addition to that, advertisements use alliterations as memory cues (Pogacar et al., 2018). Moreover, other formal features of advertisement used in figure 4.5 include headline. The headline for figure 4.4 was written in capital letters and larger fonts, just as it was stated in Romanenko (2014), for the purpose of drawing the readers' attention.

The figure 4.6 below demonstrates a young woman who has a right to choose to live with a circumcised partner.

Figure 4.6

VMMC Namibia advertisement 6



Note: Adapted from VMMC Namibia. (<https://m.facebook.com/khomasforeskins/posts>).
Copyright 2017 by VMMC Namibia.

Figure 4.6 has a headline “*HER RIGHT? Her choice*”, presented in big font and capital letters, in order to catch the reader’s eyes. In this figure, the headline is written in a question and answer form, with intonation. Intonation is described as the rising and falling of the voice in speech, and this was demonstrated in the headline and is identified as one of the linguistic features used in advertisements (Vasiloaia, 2009). In addition, figure 4.6 entails a body copy that informs the readers that with a circumcised partner, a woman’s risk of developing cervical cancer is reduced. Furthermore, figure 4.6 also encompasses a signature *VMMC* and a slogan written at the bottom of the signature, *Get the smart cut, it’s easy, safe and simple*.

Furthermore, the audience of figure 4.6 are the women. The phrase “*Her right? Her choice*” represents parallelism. The two sentences have similar structures and short phrases with similar clauses (Literary Devices, 2013). Parallelism works best in advertisements, as it consists of short phrases that are easy to remember by the audience. This parallelism is accompanied by the use of anaphora, which refers to the repetition of the same word at the beginning of several consecutive sentences or verses, which in this case, phrases, such as “*Her right? Her choice*” (Kumari, 2014). The repetition of the word *her* in the two phrases is an example of the use of anaphora in a sentence.

In addition, there is also the use of intonation, for example in the headline of figure 4.6 *Her right? Her choice*. In this headline *Her right? Her choice*, there is a use of short noun phrase, *Her right? Her choice*, which uses both the rising and falling intonation, for the purpose of having an emotional effect on the audience, and hence partake in the VMMC campaign (Vasiloaia, 2009).

Figure 4.7 below illustrates that the medical male circumcision is something permanent or lifelong.

Figure 4.7

VMMC Namibia advertisement 7



Note: Adapted from VMMC Namibia. (<https://m.facebook.com/khomasforeskins/posts>).
Copyright 2017 by VMMC Namibia.

The headline for figure 4.7 is written in larger font that reads *SMART CUT is forever*, and these are some of the former properties needed in advertisements. The body copy for figure 4.7 is not clear though. However, it had incorporated a signature, with a product name VMMC, accompanied by the slogan *Get the smart cut. It's easy, safe and simple*. Even though, no testimony was noted on the VMMC poster in figure 4.7.

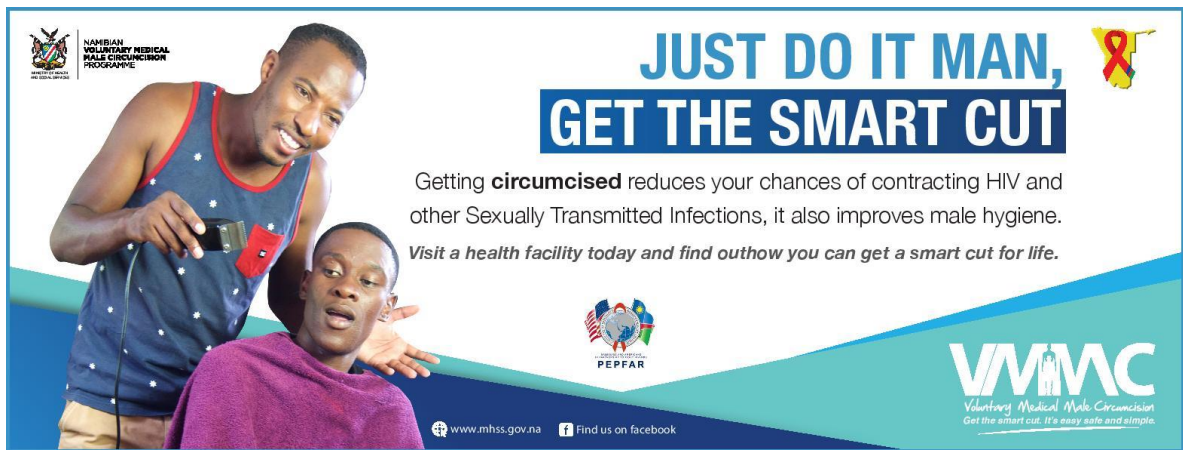
In addition, figure 4.7 used other linguistic devices needed in advertisements, such as compound words and metaphors. The compound words are used in advertisements because they are colloquial in form and can attract all kind of readers (Essays, UK, 2018, para. 15). In figure 4.7, *smartlove* is a compound word comprising of two existing words 'smart' and 'love'. At the same

time, the word 'smartlove' in figure 4.7 can also be seen as a metaphor, in which smartlove represents a love life with the smart cut partner.

The next figure (fig. 4.8) displays two young men in a barber shop, trying to convince the other to go and have the smart cut.

Figure 4.8

VMMC Namibia advertisement 8



Note: Adapted from VMMC Namibia. (<https://m.facebook.com/khomasforeskins/posts>).
Copyright 2017 by VMMC Namibia.

The poster illustrated in figure 4.8 has formal features of advertisement which assists in persuading consumers to buy the product. For example, it consists of the headline *Just do it man, get the smart cut*. The headline is also followed by the body copy, which explains the solution to the problem, which is that the smart cut reduces your chances of contracting HIV and other Sexually Transmitted Infections (STIs) and improves male hygiene. The body copy also describes the reason for buying the product or participating in the service (Simpson & Mayr, 2010). Moreover, on the left side of the poster illustrated in figure 4.8 there is a signature written VMMC

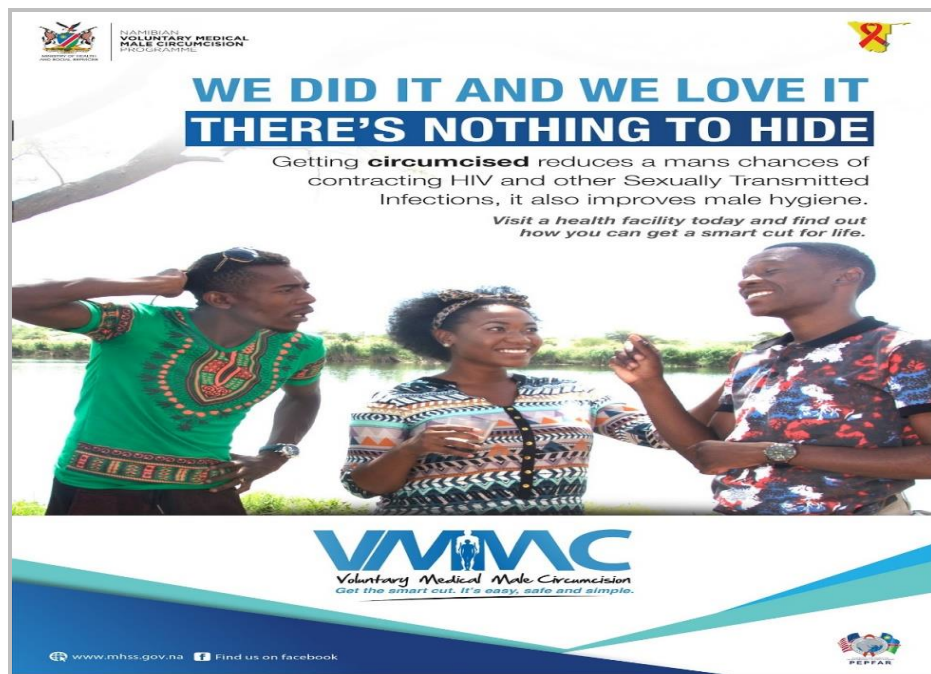
and a slogan *Get the smart cut. It's easy, safe and simple* written in a catchy and simple sentence that is easy to remember. However, there is no testimonial represented in figure 4.8. Overall, the language used in the headline, might insinuate that the speaker had done it, thus wants to persuade his friend to go do it as well, which could be seen as a testimony.

Other linguistic devices used in advertisements displayed in figure 4.8 are the use of direct address, where the second-person possessive pronoun is used, such as "Getting circumcised reduces *your* chances of contracting HIV". The possessive pronoun 'your' represents a direct address to the reader. This might sound as if the speaker is speaking directly to the individual audience, which might make the persuasion more effective in this kind of adverts and attract a larger audience.

The figure below (fig.4.9), portrays a happy couple who have had their smart cut done.

Figure 4.9

VMMC Namibia advertisement 9



Note: Adapted from VMMC Namibia. (<https://m.facebook.com/khomasforeskins/posts>).

Copyright 2017 by VMMC Namibia.

The VMMC Poster under figure 4.9 above demonstrates a testimonial. Simpson and Mayr (2010) explained that the advertisements are occasionally supported by the testimonials from a famous actor, media personality or figure of authority. However, in the above poster of the VMMC campaigns in Namibia illustrated in figure 4.9, the testimonial is not from a famous person, but from the ordinary consumers. Such testimonials also help, as it adds to the reliability of the product and enhances future uptake of the product.

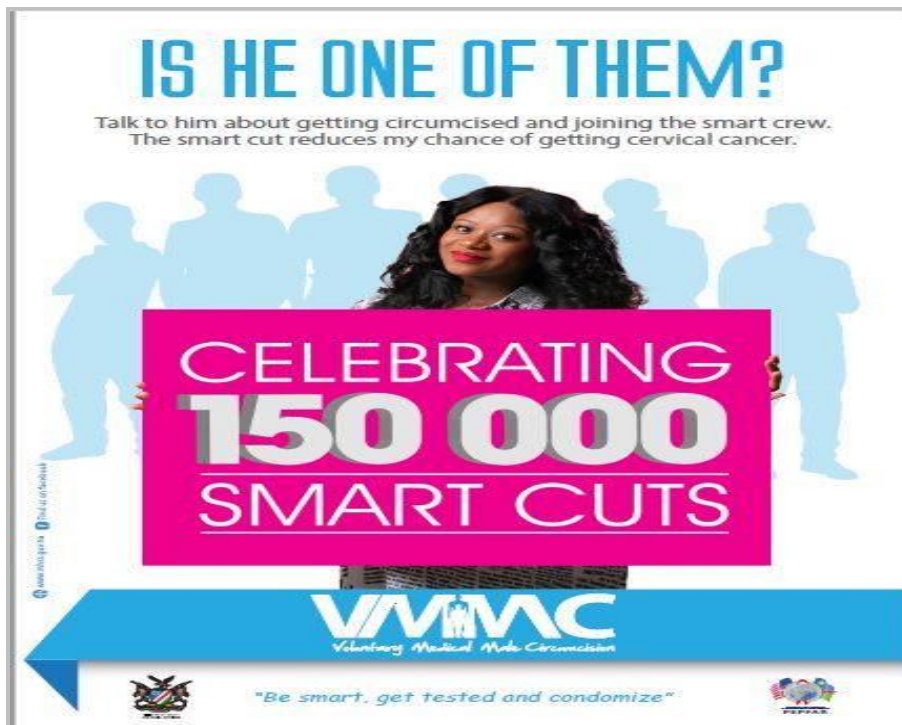
We did it and we love it. There's nothing to hide.

Figure 4.9 also demonstrated the reason why one need to get a smart cut, which is to reduce one's chance of getting HIV and other sexually transmitted infections (STIs), as well as to improve male hygiene. These reasons act as a body copy for this specific advert, as it gives information why one needs to buy the product or partake in the service (Simpson & Mayr, 2010). In addition, the headline also addresses the other linguistic devices in advertisements, such as the direct address, which uses the second person's pronouns for the purpose of speaking to a mass audience. This include the use of second person personal and possessive pronouns such as *you* and *yours* (Simpson & Mayr, 2010). This was demonstrated in the statement of figure 4.9 that says "Visit a health facility today and find out how *you* can get a smart cut". Personal pronouns are used in advertisement because they are personal and they speak directly to the audience, hence has a high possibility of influencing a larger audience (Kaur et al., 2013). Moreover, the poster under figure 4.9 has a signature *VMMC* and a slogan *Get the smart cut. It's easy, safe and simple*. This demonstrates that figure 4.9 incorporated all the formal properties used in advertisements.

The next figure (fig. 4.10) displays a young woman (Martin Morocky's partner), who is trying to convince other female partners to get their men circumcised.

Figure 4.10

Is he one of them?



Note: Adapted from VMMC Namibia. (<https://m.facebook.com/VMMCNAMIBIA/photos/a.1263329387028553/2730188090342668/?type=3>). Copyright 2019 by VMMC Namibia.

Figure 4.10 demonstrated the use of formal properties in advertisements. Figure 4.10 has a headline written in larger fonts *Is he one of them?*. This is to attract the readers' attention and get them to buy the product or use the service. In addition, figure 4.10 has a body copy that provides information regarding the benefits of the smart cut that it reduces the female partner's chance of getting cervical cancer. Moreover, figure 4.10 comprises of a signature VMMC and a slogan *Be smart, get tested and condomise*. According to Trehan (2006) as cited in Romanenko (2014) a slogan is a simple phrase written in a way that is easy to remember, pronounced and attractive to the reader's ear. Furthermore, figure 4.10 incorporated a testimonial, in which the speaker uses the first person's voice *my*, in the sentence "Smart cut reduces my chance of getting cervical cancer". The testimonial in figure 4.10 is given by the sexual partner of a famous Namibian artist, Martin Morocky, who is also the ambassador for the VMMC campaign in Namibia and had gone

through the smart cut. According to Simpson and Mayr (2010), testimonials should be from a famous actor, media personality or figure of authority.

Furthermore, figure 4.10 above employed different types of linguistic devices in its aim to persuade the audience or public for them to partake in the VMMC program in Namibia. The poster in figure 4.10 demonstrated the use of the third person's pronoun. According to Kaur et al., (2013) it is stated that in advertisements, pronouns are seen to create a friendly atmosphere which assists in persuading the audience. The headline of the VMMC poster in figure 4.10 is written using the third person's pronoun "Is he one of them?" This question represents a figurative language as it does not have a straight answer because it has many connotations. One can only get the answer if one infers to the context of the utterance. This question is written in a persuasive way in such that it asks if he is also one of those that are circumcised. This message is directed to the female audience, so that they can have also a responsibility in convincing their man to get circumcised. In this case, the pronoun 'them' refers to the 'uncircumcised men'. If he is not, then their female partners should talk to them to get circumcised and join the smart crew.

The poster in figure 4.10 demonstrates the use of intonation as a linguistic device. The heading "*Is he one of them?*" demonstrates the raising intonation, in which the speaker's voice in the poster rises his voice at the end of the sentence (Vasiloala, 2009). Intonation is use in the VMMC campaign messages because of its emotional effect. In this case the headline *Is he one of them?* may insinuate that if he is the one, he could care for his female partner and get the smart cut so that her chances of getting cervical cancer is reduced. This makes the headline of this particular poster to speak to the emotions of the hearer who is a woman, who needs her man to get the smart cut. It is also added that the use of intonation in advertisements is because it is easy to remember and has a massive emotional effect on the reader (Kumari, 2014).

Figure 4.11

VMMC Namibia advertisement 11



Note: Adapted from VMMC Namibia. (<https://twitter.com/VmmcNamibia>). Copyright 2019 by VMMC Namibia.

Figure 4.11 *Stand proud, Get a smart cut, It's free, Safe and Simple*, is written in a persuasive way, as it serves as a testimonial from the ambassador of the VMMC campaigns in Namibia, Mr. Martin Morocky (I-tech, 2016). The poster in figure 4.11 has all the formal properties of advertisements such as headline, body copy, signature and slogan. The headline is written in a bigger font for persuasion purposes. Moreover, the body copy has some information on what happens when the male participant is under age. It also has a slogan *VMMC* and a signature *Get the smart cut. It's easy, safe and simple* at the upper right hand corner. The headline is also not written in a grammatically correct sentence, but has short phrases that carry the information needed for the campaign. However, figure 4.11 lacks the testimonial from Martin.

Table 4.1 below summarises the formal properties used in the VMMC printed commercials in Namibia.

Table 4.1 The frequency of formal properties used in the VMMC printed commercials

Figure	The formal properties used in the VMMC printed commercials				
	Headline	Body copy	Signature	Slogan	Testimonial
4.1	1	0	1	1	0
4.2	1	1	1	1	0
4.3	1	1	1	1	1
4.4	1	1	1	1	0
4.5	1	1	1	1	0
4.6	1	1	1	1	0
4.7	1	0	1	1	0
4.8	1	1	1	1	1
4.9	1	1	1	1	1
4.10	1	1	1	1	1
4.11	1	0	1	1	1
Total frequency (N)	11	8	11	11	5
%	100%	72%	100%	100%	45%

4.2.2 The analysis of the use of linguistic devices and Speech Act Theory by Austin (1969) and Searle (1969, 1978) on online newspapers on the Voluntary Medical Male Circumcision (VMMC) campaigns in Namibia

In this study, the analysis of the online newspapers covered both the use of the linguistic devices and the speech act theory. There were a total of ten (10) online newspaper articles analysed, written in 2018 to 2019, selected from the two Namibian newspapers, namely: *The Namibian* and *New Era* newspapers, which covered the VMMC media campaigns in Namibia, during a period of 2018 to 2019.

To start with, illocutionary acts were noted in the online *New Era* newspaper article, with the headline *Over 90 schools reached with the promotion of voluntary male circumcision*, reported by Siririka (2019, June 22). In this newspaper article, it was stated that research has shown that male circumcision, in fact, provides the following benefits to the circumcised male: reduces one's chance of getting the HIV infection; decreases risk of urinary infections; reduces the risk of Sexually transmitted infections (STIs); and prevents the inflammation of the glans and the foreskin of the penis (Siririka, 2019). These demonstrate the act of assertiveness, which states the truth from the research findings of those that had gone through the voluntary medical male circumcision. This can as well be linked to Aristotle's mode of persuasion through logic, as the reasons for why the audience should participate have been clearly stipulated. Hence, Aristotle's theory of persuasion and the speech act theory by Austin (1962) and Searle (1978) complement each other in various angles.

In addition, the online *New Era Live* public awareness reported by Kapitako (2019) with the headline *Medical circumcision offered countrywide*, indicated clearly that the service is available almost everywhere in the country. The headline *Medical circumcision offered countrywide* is written in a simple sentence with clear and simple diction that could be understood by many readers. The aim is for the message to reach as many as possible, in order for many to participate in this VMMC program offered by the Ministry of Health and social services. It is also mentioned that complex sentences are not commonly used in advertisement because they are difficult to understand, instead simple sentences are used (Essays, UK, 2018). This specific headline is also written in a colloquial language as it lacks some assets of the rule of grammar, such as the use of articles and auxiliary verbs. In this case, if formal language could have been used, it could have read as follows: *The medical circumcision is offered countrywide*. However, this could be a boredom to the readers' ears and could attract less readers than targeted. In addition, though the headline is not written in a metaphoric way, but it is written in a simple sentence, which enables it to be easily understood by the audience without the need of clarity, therefore attract more consumers to partake in the service. Moreover, one reason to partake in the service that is being made available countrywide, which is VMMC, is that it reduces the risk of getting HIV infection by 60 percent, which is a statistical fact from a research conducted on the effectiveness of the program (Kapitako, 2019). This can be seen as a persuasion through *logos* according to Aristotle's

theory of persuasion, as the speaker is trying to provide some facts in order to convince his or her audience to partake in the service (Examples of Ethos, pathos and Logos, 2019). This could also be seen as an assertive act (the act that commits the speaker to the truth) (Baker & Ellece, 2011).

Furthermore, the article also clearly stated that the VMMC services is free of charge and is provided in quiet a number of health facilities of the Ministry of health throughout the country, Namibia (Kapitako, 2019). The choice of diction is very vital in the language of advertisement and it is recommended that simple wording be used (Raza, 2018). The word *free* appeals to the emotions of the audience, as they will feel a financial relief and might want to partake in the service (pathos).

In addition, the Namibian article on VMMC by Kahiurika (2019), with headline *Circumcision at 21*, could have persuaded many readers. The headline was written in a simple sentence with simple wording, in order for the audience to understand (Raza, 2018). In addition, the tone of the author in the headline seems to be excited and this is based on the diction that the author chose to use (Roell, 2019). The headline *Circumcision at 21* may evoke some feelings of excitement from the audience, and this may attract a large number of the youth to partake in the service, as it may be related to a peer pressure force (Duglan, 2010).

Another *New Era Live* article on VMMC participation in Namibia with headline *Circumcision: Do it with a friend* by Kapitako (2018c), speaks volume in terms of increasing the number of participation in the campaign. This headline is written in simple sentence but consist of a strong message. It is informing (direct act) the viewers to inform others about the VMMC campaign. Especially young people are easily influenced by friends, which we term as peer pressure. In the article, Twalikeneni went through the circumcision because of his friend Haulumbi's influence (Kapitako, 2018b). The procedure is reported to be done by numbing the area to be circumcised with local anaesthesia. "*The first injection felt like a mosquito bite*" says Twalukeneni laughing (Kapitako, 2018c, para.4). In this statement the speaker uses a humorous tone which is good for persuasive purpose. Raza (2018) emphasised that the tone of the speaker is very important in marketing campaigns. In the same statement the speaker also used metaphors, in which he

compared the circumcision cut to a mosquito bite, which are two contradictory things (Bahri, 2020). This is used to attract the readers' attention. The pain of circumcision is also compared to a mosquito bite, which is good, because it might inform the readers that the circumcision procedure is really very short and less painful, which could attract more male participants to go for circumcision.

Another online New Era article by Kapitako (2018b) with headline *Knives out: A day at the recently opened VMMC clinic*, has important linguistic features in terms of advertisements. The headline itself is written in a metaphoric way or figure of speech, as circumcision is not necessarily done with knives, but blades. This is done just to grab the readers' attention as indicated by Semino (2008) in Hidalgo-Downing and Kraljevic-Mujic (2017). Prasad and Nagendra (2017) stated that the language used in advertisements is similar to those in poetic texts, which is clearly demonstrated in the phrase *Knives out* from the headline of the above mentioned article. All these are done to draw the readers' attention.

Moreover, an online New Era article by Muyamba (2019) titled *Youth uses sport to preach voluntary circumcision*, the diction used in the headline, such as the word 'preach' represents a metaphor. In this case the word 'preach' is a hyperbole used for the purpose of persuasion. The word hyperbole originates from Greek, meaning "excess", and is a figure of speech that uses extreme exaggeration to make a point or show emphasis (Your Dictionary, 2021). The article is about a 31 year old Stephan Mungongi, who is also the founder of the *Mungongi Foundation*, which gives out information on the awareness of HIV/AIDS to the communities, mainly through soccer. Mugongi was again selected as an ambassador of the VMMC campaign in the two Kavango regions. His aim in the VMMC campaigns was to bring the message of VMMC close to the youth in the two Kavango regions, as the youth are known for finding pleasure in sport.

In addition, the Namibian article by Haidula (2018) titled *Man who take pride in circumcision*, speaks volume to the fellow men, especially those that are not yet circumcised. The word *pride* used in the headline illustrates a positive emotional response or pleasure or satisfaction taken in something done (Pride, 2020). This force of emotion could drive other men to partake in the

VMMC program. This could be linked to perlocutionary act, in which the reader who are male might feel proud to participate in such program. The article by Haidula (2018) also included a speech from a nurse regarding the VMMC program.

“Patient confidentiality is key,” she says. “The rules of circumcision, the child must undergo an HIV test. So, the mother or father signs the consent form for him because he is under-age,” Gaoses explains (p. 6)

The above speech covered a directive act, in which the nurse informs the reporter as well as the readers about how the VMMC program works. This provides the audience with vital information in order for them to make an informed decision. Gaoses also added that the circumcision reduces the risks of penile cancer, and the chances of one’s sexual partner of getting cervical cancer (Haidula, 2018). This indicates an act of assertiveness, where the speaker is committed to tell the truth (Baker & Ellece, 2011). The statement “Patient confidentiality is key” creates a feeling of safeness in the reader. This can be regarded as an appeal to the audience’s emotions, which is termed as pathos according to Aristotle’s three techniques to the art of persuasion (Raap, 2011).

Another article in *The Namibian* by Kooper (2019) with the headline *14 000 circumcised in Zambezi region*, could also attract the readers’ attention. The headline is written in a simple sentence and informs the audience about how far the VMMC program had gone in the Zambezi region, which is an assertive act of providing information to the public, and this affirms the speaker to the truth (Dlugan, 2010). In this article, the Zambezi Director Agnes Mwilima informed the public that they had performed successful operations on men between the ages of 10 and 49 years, and had seen a great impact on the reduction of the HIV prevalence rate, and that since the beginning of the program in 2009, they had so far circumcised about 13 043 men in the region (Kooper, 2019). In this case, the speaker is a trustful person or public figure, and she is affirmed to the truth of the matter, and persuasion is easy to achieve because of this. The director also promised that for those individuals who were unable to go to the VMMC clinic during office hours, there was a stand-by team which was always available after hours and on weekends to perform the surgery. This is a promise that no one is left out, and it demonstrates an act of commissive, as the speaker is promising to do something in the future, which is making sure that there will always be a health personnel to do the procedure even after hours if need arises. This could encourage all men in the region, with their sons, to take part at any time of the day with no limitations.

In addition, the New Era article by Abraham (2018) titled *Diaz Primary bags VMMC gold award*, is written with proper diction that fits the persuasion purpose. The word “bags” in the headline represents an achievement reserved for Diaz primary school. According to the Cambridge dictionary (n.d) the verb *bag* means “to get something before other people have a chance to take it”. In this case, the title could have been written in a figure of speech, as the word bag might have various connotations. The aim is just to grab the reader’s attention in order to read the article in detail, this is for persuasion purposes. According to the article, the school was awarded because it reached the circumcision rate of 87 percent for boys who have had their ‘smart cut’ under the VMMC programme to reduce HIV infections (Abraham, 2018). This report could have influenced the boys in other schools to partake in the program.

4.3 The analysis of the use of the Speech Act Theory by Austin (1962) and Searle (1979) on posters or printed commercials on the Voluntary Medical Male Circumcision (VMMC) campaigns in Namibia

According to Soomro et al. (2015) the ‘Speech Act Theory’ was initially developed by John Austin (who is one of the founders of pragmatics) and was published around 1962. John Austin (1962) divided the speech acts into three categories, namely locutionary (physical utterances), illocutionary (desire) and perlocutionary (effect) (Soomro et al., 2015). However, John Searle (1969) advanced the illocutionary act of Austin (1962) Speech Act Theory into five basic types, namely: representative/assertive; directive; commissive; declarative; and expressive. Both language philosophers Austin and Searle, believed that language is not only used to inform or to describe things, but often used ‘to do things’, or to perform acts (Soomro, 2015).

Drawing from the above, Figure 4.1 employed few speech acts based on Austin (1962) and Searle (1979) speech act theories. The heading of the VMMC poster under figure 4.1 “*Come and get, the smart cut*” is written in a form of a request or command (directive). This indicates that the

speaker's direct intentions is to request the hearer to do something, which is to come and get the smart cut to the health facilities (Searle, 1979, in Widiatmoko, 2017). However, the utterance sounds as if the speaker is commanding the hearer to go and get the smart cut. According to Morgan (1977), speech acts can be direct and indirect. In addition, the utterance "*Get the smart cut. It's easy, safe and simple*" is more of an advice by the speaker to the hearer.

Moreover, figure 4.2 employed various speech acts as illustrated by Austin (1962) and Searle (1979). For example, in the actual utterance of the headline "Talk to your man and get him to do it", there are various illocutionary acts derived from Searle (1979) speech act theory. The intended (direct) meaning of this utterance is to request the female partners to talk to their men about the smart cut and convince them to get the smart cut. However, it can also be taken indirectly as an advice (Soomro et al., 2015). Figure 4.2 of the VMMC campaign also displays a claim that *If your partner is circumcised, your chances of getting cervical cancer are reduced*. In this utterance the speaker is stating some actual benefits of the male circumcision, known as the *smart cut*. On the other hand, the same utterance can also be seen as a promise to the female audience that if their partners get circumcised, their chances of getting cervical cancer will be reduced. This may convince the hearer to go and convince their male partners to partake in the service (Wadiatmoko, 2017). Furthermore, the utterance *Visit your health facility today and find out how you can get a smart cut for life*, can be seen as an advice, as the speaker is advising the men to go visit the health facilities for more information on the VMMC program, which is termed as *Smart cut*. However, it may also be seen as a request. Somehow, the speaker is also promising the hearer or audience that if they visit the health facility, they will find out how one can get the smart cut.

Furthermore, the headline of figure 4.3 "*Join the smart crew*" acts as a request, in which the speaker is requesting the hearer (men or males) to join or partake in the VMMC program and be part of those that are circumcised (Searle, 1979, as cited in Widiatmoko, 2017). However, the same utterance may be taken as an indirect order to the male audience to join the smart crew. In addition, the utterance in figure 4.3 *We have reduced our chances of getting HIV, STI and have lowered our partner's chance of getting cervical cancer* act as a claim or positive statement of the product, which informs the audience about the benefits of the smart cut or male circumcision. Figure 4.3 also advises men to be smart, to get tested and to condomise. There is also an order for

the male audience to visit a nearest health facility today and join the *smart crew*, which represents the circumcised group of males. In addition, the men that are representing the smart crew are also declaring that they have reduced their chances of getting HIV and STIs, as well as lowered their partners' chance of getting cervical cancer.

Moreover, figure 4.4 also incorporate some speech acts used in advertisements. For example, the utterance that the smart cut is proven to reduce the cervical cancer for women and of HIV infection for both partners by 60%, is stating the truth about the benefits of the smart cut or male circumcision. In addition, the utterance "Take up the smart cut for your partner" is a request directed to the female partners in the heterosexual relationships to go and convince their men to partake in the VMMC campaign. However, it may be seen as an indirect advice to the female audience.

Furthermore, figure 4.5 demonstrated few speech acts. The headline "Living and loving with the smart cut" provides a statement from the couples whom their partners had been circumcised. This is giving their true feelings on how they feel to live a life with a circumcised male partner. Another utterance in figure 4.4 is that the smart cut may be performed but additional protection is still required for maximum protection against HIV and other sexually transmitted infections (STIs), which provides the true information about male circumcision, that although one might be circumcised, additional protection against HIV and STI is still needed. This demonstrates an assertive act (Austin, 1962, Searle, 1969, as cited in Soomro et al, 2015).

In addition, Figure 4.6 also incorporated some speech acts as illustrated by Austin (1962) and Searle (1979). For example, the utterance *Her right? Her choice* is a statement that speaks the truth about the woman's right to make a choice of living with a circumcised male partner. This is because, with a circumcised male partner, her chance of getting cervical cancer is reduced. For this reason, women are requested to talk to their male partners about getting circumcised. This utterance is seen as an assertive act, because the speaker is stating the truth regarding the benefits of the male circumcision. Moreover, the utterance "Women are entitled to make

decisions about their sexual health, to express preferences and how they want to experience sexual relationship” act as a claim about women with regards to decision making regarding their sexual health and relations. However, it might also be seen as an indirect advice to the women to start making their own decisions regarding their sexual health and how they prefer to experience it, by demanding their male partners to get circumcised.

Furthermore, figure 4.7 assimilated some speech acts from Austin (1962) and Searle (1979) as well. For example, the utterance “Smart cut is forever” serves as an accurate statement about the male circumcision, that once it is done, there is no reversal. According to Simon and Dejica-Cartis (2015), assertive statements in advertisements are positive statements or claims about the product or service. Further the speaker in figure 4.7 promised the consumers that when healed, both partners enjoy the long lasting benefits of clean, hygienic, sexual relations with each other. This utterance can also be seen as a declarative from the circumcised individuals that once the smart cut is done, both partners will enjoy the long lasting benefits of clean, hygienic, sexual relations with each other.

In addition, figure 4.8 also incorporated the use of speech acts as illustrated by Austin (1962) and Searle (1979). The utterance in the headline of figure 4.8 *Just do it man, get the smart cut*, act as a friendly advice to the male audience. However, the utterance *Getting the smart cut reduces your chances of contracting HIV and other Sexually Transmitted infections, it also improves male hygiene*, represents facts about the benefits of the smart cut. It may also act as a promise to the males that if they are circumcised, their chances of contracting STIs will be reduced. However, the other utterance “Visit a health facility today and find out how you can get a smart cut for life”, acts an advice directed to the male audience.

Furthermore, figure 4.9 employed different speech acts. The utterance in the headline “We did it and we love it, there’s nothing to hide”, speaks the truth about the male circumcision. This utterance also indicates that the partners who had the smart cut done on them or have lived a life with a smart cut partner, declare that they love it and there is nothing to hide. The same advert

also added an utterance that states “Getting circumcised reduces a man’s chances of contracting HIV and other sexually transmitted infections, it also improves male hygiene” is a representation of an assertive act, as it talks about the benefits of the male circumcision. However, the last utterance in figure 4.9 “Visit a health facility today and find out how you can get a smart cut for life” acts as an advice to the male audience or reader, as it is written in a direct address, with the use of the second person’s possessive pronoun “your” (Kaur et al, 2013). In addition, the same statement can also be seen as a promise to the audience that if they are to visit any health facility, they are going to receive some information about the VMMC program.

Moreover, there are a number of speech acts used in the VMMC campaigns posters, as per Searle’s illocutionary speech acts. The headline of the VMMC poster in figure 4.10 *Is he one of them?* is written in a question form, directed to the female partners, which they may need to answer and then take some action thereafter. Moreover, the speaker is also requesting or advising the female audience to talk to their men about getting circumcised, so that they can also join the smart crew, in which the smart crew is referred to a group of circumcised men or males. Moreover, the last utterance that says “*The Smart cut reduces my chance of getting cervical cancer*” acts as a true statement that represents one of the benefits of the male circumcision, which is termed as a *smart cut*. The signature *Be smart, get tested and condomise* in figure 10 is written in a form of an advice to the male audience.

Additionally, there are various speech acts used in figure 4.11 as illustrated by Austin (1962) and Searle (1978). The headline of figure 4.11 *Stand proud, get a smart cut, it’s free, safe and simple* act as an advice to the male audience to be proud of getting circumcised. Moreover, the utterance *Boy age 17 and younger should be accompanied by a parent or a legal guardian for consent* was also stated in the ministry of health policy on male circumcision for HIV prevention (MOHSS, 2010). This makes it factual, therefore, is an assertive act. Assertiveness, according to Baker and Ellece (2011) is defined as “an act that commits the speaker to the truth of a proposition” (p. 138). This is done to attract the readers’ attention. This specific utterance consists of some information regarding the requirements of the circumcision, which affirms to the truth of the VMMC program,

that if the boy is under 18 years old, then consent should be obtained from a parent or legal guardian before the smart cut or circumcision is performed on him.

In conclusion, a summary of the speech acts used in the VMMC campaign printed commercials or posters are illustrated in the table below:

Table 4.2 The frequency of illocutionary speech acts in the VMMC printed commercials from 2018-2019

Figure	Type of illocutionary speech acts				
	Assertive	Commissive	Directive	Declaration	Expressive
4.1	0	0	2	0	0
4.2	1	2	3	0	0
4.3	1	0	3	1	0
4.4	1	0	1	0	0
4.5	2	0	0	0	0
4.6	2	0	1	0	0
4.7	1	1	0	1	0
4.8	1	2	2	0	0
4.9	2	1	0	1	0
4.10	1	0	3	0	0
4.11	1	0	1	0	0
Total frequency (N)	13	6	16	3	0
%	34%	16%	42%	8%	0%

4.4 The Rhetoric devices used in media campaigns on voluntary medical male circumcision (VMMC) campaigns in Namibia.

The study used Aristotle's three proofs to persuasion as rhetoric devices in analysing the VMMC campaign messages in Namibia during 2018 to 2019. The results are discussed in the subheadings below.

4.4.1 The analysis of the use of Aristotle's Rhetoric Theory on posters or printed commercials on the Voluntary Medical Male Circumcision (VMMC) campaigns in Namibia

Aristotle, who is a famous Greek scholar, defined rhetoric as the faculty of observing the available means of persuasion, in which he then chose to use the three mode of persuasion, such as ethos, pathos and logos (Raap, 2011). Ethos refers to the appeal through character, which is demonstrated through figure 4.1, where a famous and respected figure, Martin Morocky, is used. Martin Morocky is an award-winning Namibian musician (KWAITO artist), known as "*The Dogg*", who is the ambassador for the VMMC campaigns in Namibia (I-Tech, 2016). As a leader for the VMMC campaigns in Namibia, Martin himself went through the experience of medical circumcision and was circumcised by the former minister of health Bernhard Haufiku in September 2016 at Oshakati State Hospital in Namibia (Itamalo, 2016). Raap (2011) further stated that the advertisers use a public figure in order to influence people and convince them to participate in what is being advertised. It was further mentioned that the speaker should portray a good will. In this case Martin Morocky encouraged other men, as well as women to encourage their sexual partners to get circumcised as it reduces their chances of getting HIV infection. This was also portrayed in the poster illustrated in figure 4.2 with the headline *TALK TO YOUR MAN AND GET HIM TO DO IT*, with a portrayal of women's pictures whispering in each other's ears. To add to Martin's good character as an ambassador of VMMC in Namibia, he went for a voluntary HIV test before going for circumcision (Itamolo, 2016). Dlugan (2010) mentioned that with the appeal to the character (ethos) the speaker has to build trust in the audience and make sure they believe in him or her. In this case, Martin Morocky did a good job, as he led by example by going through all the steps required in the VMMC participation.

Ting (2018) explained that the use of persuasion in advertisement is to convince customers to purchase products and services, in which Dlugan (2010) emphasised that much consideration should be given to the quality of persuasive presentation that appeals to the audience emotions, which is pathos, and it must evoke the feeling of love, empathy, fear or passion. This Aristotle's appeal to emotion was also demonstrated in the VMMC printed commercials in figure 4.2 with the headline *Talk to your man and get him to do it*, in which the image of the two young women whispering in each other's ears shows a sign of excitement, followed by the body copy that says "*If your partner is circumcised, your chances of getting cervical cancer are reduced*".

Furthermore, figure 4.3 displays a poster with the headline *JOIN THE SMART CREW*. The body copy of this poster states that *We have reduced our chances of getting HIV, STIs and have lowered our partners chance of getting cervical cancer*. Because this is a testimonial from the smart crew (people who had the smart cut done on them), it can generate a feeling of trust in the reader or audience. Such feelings may then lead them to partake in the service as well, in order for them to also reduce their chances of getting HIV and STIs, as well as reduce their partners' chances of getting cervical cancer. This can be seen as an appeal through the characters of the smart crew. However, it can also be seen as an appeal to emotions, as the thought of getting a smart cut might create a feeling of safeness in the readers, as it reduces the risk of HIV and other STIs, and lowers the risk of female partners of getting cervical cancer. This is also a fact that the smart cut reduces one's chance of getting HIV by 60% (MOHSS, 2017), which makes it an appeal to logic as well (logos). Furthermore, pathos was demonstrated in the poster under figure 4.4 with the headline *Smart cut is a cut of love*. The poster also displayed happy faces of the young couple that may evoke the feeling of love and passion in the audience, which may then lead them to partake in the product or service advertised. This could be also seen as persuasion through characters or youth.

In addition, the last Aristotle's art of persuasion is the logos, which refers to the persuasion through argumentation. This is simply an appeal to logic, in which the speaker is needed to reason with the audience and provide them with facts and statistics (Fortenbaugh, 1991). However, not all printed posters on the VMMC campaigns in Namibia has incorporated this specific Aristotle's technique to persuasion. Nevertheless, this mode of persuasion was demonstrated in the VMMC

campaign poster in figure 4.4 *Smart cut is the cut of love*, where it is stated that the smart cut is proven to have reduced the chances of cervical cancer in woman, and of HIV infection by 60% in both partners. In addition to this, it is also stated in the same poster that the circumcision makes the sexual interaction more hygienic and pleasant in the heterosexual relations, which seems to be a fact, as it is also mentioned in the VMMC policy in Namibia (MoHSS, 2010). In addition, one of the reasons why males decide to get a smart cut is because they love themselves and want to prevent themselves from getting HIV and other STIs, and they love their female partners as it will assist in the prevention of cervical cancer. Therefore, this can be an appeal to logic as well. Moreover, figure 4.4 also displays a young couple with smiling faces, which illustrates Aristotle's appeal to emotions (pathos), in which the speaker arouses emotions in the audience by producing a passionate feeling through the visualisation of happy faces (Copeland, 2014).

Furthermore, figure 4.5, with the headline *Living and Loving with the smart cut*, demonstrates a testimonial from the lives of those that had had a smart cut or of whose partners had gone through medical male circumcision. This could be seen as persuasion through character.

Moreover, the VMMC poster illustrated in figure 4.6 *HER RIGHT? Her choice*, evokes some emotions in the audience. Its body copy that states "*with circumcised partner, a woman is at reduced risk of developing cervical cancer from the HPV virus that occurs in non-circumcised male partner*", provides a relief from the women's fear of getting cervical cancer.

Furthermore, figure 4.7 displays a poster that states that *Smart cut is forever*. This arouses a feeling of worth and safeness in the audience that it is worth getting a smart cut as the protection is forever and it also makes logical sense. Aristotle's rhetoric appeal to emotions (pathos) is seen in the use of language and in visual advertisements, such as the use of images (Geddes, 2016). This was demonstrated in figure 4.7 of the VMMC printed commercial in Namibia, where the man in the advert shows two thumbs up, indicating something good or positive, or something that might bring joy to your life. It arouses a positive feeling in the audience. In addition, the statement in figure 4.7 of the VMMC campaign posters in Namibia, that states that when healed, both partners

will enjoy the long lasting benefits of clean, hygienic long lasting sexual relations with each other, might arouse some joyful feelings in the audience. Hence, this will be regarded as an appeal to the emotions (pathos). Another utterance in the same poster that states that *When healed, both partners will enjoy the long lasting benefits of clean, hygienic sexual relations with each other.* This arouses a good feeling in the reader and can be seen as Aristotle's appeal to emotions. However, it can also be related to the Austin (1962) in Soomro et al. (2015) in which it is stated that perlocutionary act, refers to the effect produced on the listener upon hearing the utterance, such as a feeling of been persuaded.

Moreover, figure 4.8 covered Aristotle's rhetoric proofs. In figure 4.8 the speaker is trying to persuade the hearer or listener to just go ahead and have the smart cut done, because it reduces the chance of contracting HIV and other Sexually Transmitted Infections (STIs). The above mentioned phrase affirms to the truth about the benefits of the smart cut, which is the reason on why one should get a smart cut, and this can be seen as an appeal to the audience's emotions.

Figure 4.9 also demonstrate one of Aristotle's modes of persuasion, which is pathos, an appeal to emotions of the audience. Example," *We did it and we loved it*". Dyer (1982) in Lazovic (2014) stated that advertisement is aimed to evoke emotions and feelings in the audience by promising them to gain pleasure if they purchase or possess a product.

Figure 4.10 *Is he one of them?* acts as an appeal through character, as a famous figure, Martin Morocky's wife, Nomvhula Mapolombo, was used. This poster was directed to the female audience, to ask themselves if their partners are among those that are already circumcised. If not, then they need to talk to their men about it and get them circumcised.

Furthermore, figure 4.11 with the headline *Stand proud, Get a smart cut, It's free, Safe and Simple,* is written in a persuasive way, which states the facts about the smart cut being free, safe and simple, which makes it an appeal to logic. This statement also makes the audience to feel at ease. The statement was also presented by the ambassador of the VMMC campaign in Namibia, Martin Morocky, which makes it an appeal to the audience through character or famous figure. The figure

4.11 also states the age at which one is to be circumcised with a consent from the parent or legal audience. In addition, Martin’s face also portrays a feeling of pride, which demonstrates that he is proud of his decision, and this is an appeal to the audience’s emotions (pathos).

Moreover, the Aristotle’s rhetoric proofs used in the VMMC poster are illustrated in figure 4.3 are summarised in the table below:

In conclusion, the frequency of the use of Aristotle’s rhetoric proofs in the VMMC campaign posters or printed commercials are summarised in table 4.3

Table 4.3 The frequency of rhetoric proofs on the VMMC printed commercials

Figure	Rhetoric proofs		
	Ethos	Pathos	Logos
4.1	1	0	0
4.2	0	1	0
4.3	1	1	1
4.4	1	1	1
4.5	1	1	1
4.6	1	1	0
4.7	0	1	0
4.8	0	1	1
4.9	1	1	0
4.10	1	1	1
4.11	0	1	1
Total frequency (N)	7	10	6
%	30.4%	43.5%	26.1%

4.4.2 The analysis of the use of Aristotle's rhetoric proofs on online newspapers of the Voluntary Medical Male Circumcision (VMMC) campaigns in Namibia

The public awareness of the VMMC on the New Era Live with headline "Medical circumcision offered countrywide" was addressed by a rhetoric or powerful figure, who is the Minister of Health and Social Services by then, Dr. Kalumbi Shangula (Kapitako, 2019). According to Edlund (2014) advertisements are usually showered with rhetoric devices and they often use public figures for the purpose of not only to inform but to persuade as well. In his persuasive speech, the former minister, Dr. Kalumbi Shangula, noted that research had proven that male circumcision in fact lowers a man's risk of becoming infected with HIV by 60 percent, which also reduces the national HIV cost of treatment because of the reduced new HIV incidence (Kapitako, 2019). In this case, the statement that male circumcision reduces the HIV infection by 60 percent, appeals to the audience emotions, as it gives the male audience a feeling of hope, that if they get circumcised, they might not get infected with HIV (Duglan, 2010).

In addition, the headline *Circumcision at 21* in the Namibian article by Kahiurika (2019) could have evoked some feelings of excitement from the audience, and this may attract a large number of the youth to partake in the service, as it may be related to a peer pressure force (Duglan, 2010). According to Kahiurika (2019) one participant stated the following:

I remember sitting there, eighth in line, and feeling shy. Everyone who came out of the room looked like they were in tremendous pain. I was so nervous, but it turned out to be nothing. (p. 8)

The diction by the speaker above was chosen for the purpose of persuasion. The word *nothing* may arouse a strong emotion from the audience, this could be a feeling of relief. Because the diction was chosen well, more audience could be persuaded. The speaker's character may also be influential, as he is young and yet circumcised. The speaker actually is a good testimony of a responsible young man and portrays a positive image to the Namibian society where HIV infection remains a change. This could be termed as persuasion through character (Raap, 2011).

In the online New Era article by Kapitako (2018b) with headline *Knives out: A day at the recently opened VMMC clinic*, one of the young men known as Nehale, who came for circumcision at

Katutura Health Centre, who was just 21 years old, stated that he had been waiting for long to get circumcised. *"I am a little bit nervous but I have to go for it, because I'm doing it for myself"*, Said Nehale. The statement above appeals to the audience emotions. It could have aroused a feeling of self-respect or self-love and determination. According to Aristotle's modes of persuasion, this is considered as pathos, an appeal to emotions (Raap, 2011). Panda (2015) added that the language of advertisement has to be rhetoric, with possible use of metaphors and some popular expressions. In this case, the heading is written in a metaphoric way, just to attract the readers' attention.

In addition, an online New Era article by Muyamba (2019) titled *Youth uses sport to preach voluntary circumcision*, used Stephan Mugongi, who was a 31 year old young man who loved sport. Mugongi is also the founder of the *Mungongi Foundation* which gives out information on the awareness of HIV/AIDS to the communities in the two Kavango regions (East and West). According to Edlund (2014) most advertisement employs rhetoric figures or famous person, and in this case, Mugongi is seen as a rhetoric figure. Based on this, he was also selected to be the ambassador for the VMMC campaign by the Ministry Of Health and Social Services in Namibia. Mungongi uses sport to persuade other young people to take part in the VMMC program by organising small soccer tournaments while he educate them on VMMC in the process. Mungongi persuasion is done through character, which is termed as pathos (Raap, 2011).

In *The Namibian* online newspaper article by Kooper (2019) with the headline *14 000 circumcised in Zambezi region*, the speaker was a public figure, who gave an update on the VMMC program in the region. This was the director of the Zambezi region, Agnes Mwilima. Because she is a public figure, the information she provided could be influential to the listeners. This is persuasion through character, termed as ethos, according to Aristotle's techniques to the art of persuasion, as the listeners may look at the speaker's authority over the subject he or she is speaking about (Murthy, 2014). The VMMC being the program of the Ministry of Health and Social Services, who is better to inform the public about the progress than the director of health?. Because of this, persuasion to participate in the program can be achieved. However, Mwilima mentioned some challenges to the VMMC achievement that some men are not willing to get circumcised due to traditional beliefs, and that circumcision is not part of their culture. Moreover, others still strongly believe that

VMMC can only be conducted in winter (Kooper, 2019). Another challenge Mwilima highlighted was that some villages are difficult to access, such as Mbalasinte, Itomba and Muzii, due to the flooding conditions throughout the year. This means that many men are left out in these villages. According to Raap (2011) persuasion through character is key, especially when the speaker has a good will.

According to the New Era newspaper by Kapitako (2018a) with the headline *Mushe calls on men to get circumcised*, the writer used a public figure, who is the Local artist Albert Uulenga, better known by his stage name Mushe, to address his audience about male circumcision through music. It was also reported that after his performance of his hit song *Ongalamwenyo* at the launch of the Smart Cut Clinic at the Katutura Health Center, Mushe confirmed about being circumcised earlier that year. He also added that “you feel clean after you are cut” (Kapitako, 2018a, para.3).

Figure 4.12 below displays Mushe’s performance at the launch of the Smart Cut Clinic at Katutura Health Centre.

Figure 4.12

Mushe call on men to get circumcised



Note: Adapted from *Mushe call on men to get circumcised*. (<https://neweralive.na/posts/mushe-calls-on-men-to-get-circumcised>). Copyright 2018 by New Era Live

In the same article by Kapitako (2018a), it was reported that the former Permanent secretary of the Ministry of Health and Social Services, Benetus Nangombe, stated that *“The statistics speak for themselves. Voluntary medical male circumcision can reduce the chances of acquiring HIV by up to 60 percent,”* (para. 3). All these are said to be persuasion through characters, because both speakers are trusted by the audience, therefore persuasion is possible (Dlugan, 2010). In this article, Mushe gave his testimonial on going through the smart cut himself and how he felt there after, which on its own speaks to the audience emotion (pathos), while the former permanent secretary spoke base on the authority he has, to speak to the audience about health issues (Duglan, 2010). All in all, the two speeches could increase the uptake in the VMMC program in the Khomas region.

4.6 Summary

This chapter discussed the major findings of the study. The discussion was based on the three objectives of the study, such as: determining the linguistic devices used in the media campaigns on voluntary medical male circumcision in Namibia; examining the types of speech acts used in media campaigns on voluntary medical male circumcision in Namibia; and analysing the rhetoric of linguistics devices used in media campaigns on voluntary medical male circumcision in Namibia. The findings showed that there were various linguistic devices used in the VMMC campaigns in Namibia, in both printed commercials and online newspapers. However, the use of the speech acts, as established by Austin (1962) and Searle (1979), were mostly noted in the printed commercials or posters, than in the online newspapers. Equally, Aristotle’s rhetoric proofs were rarely noted in the printed commercials, but on line newspapers. In a nutshell, the study of the combination of the printed commercials and the online newspaper article on the language used in advertisements, was a good choice for the researcher. Similarly, the language used in media campaigns on VMMC in Namibia, could not be adequate to persuade the audience countrywide if the use of both the Speech Act Theory invented by Austin (1962) and Searle (1979), together with Aristotle’s rhetoric proofs, were not incorporated in these campaign messages.

CHAPTER FIVE: CONCLUSIONS AND RECOMMENDATIONS

5.1 CONCLUSIONS

5.1.1 OBJECTIVE 1: Linguistic devices used in the media campaigns on Voluntary Medical Male Circumcision (VMMC) in Namibia

Various linguistic devices are used in advertisements in order to enhance persuasion in the audience for them to buy the product or partake in the service provided. According to Simpson and Mayr (2010) advertisements employ a range of formal properties, which are used as patterns for copywriters. These include the use of five formal features of advertisement, such as: headline, body copy, signature, slogan and testimonial. This study explored the use of linguistic devices in the media campaigns of voluntary medical male circumcision (VMMC) in Namibia as its first objective, and the findings revealed that all eleven (11) printed commercials on the VMMC campaigns in Namibia which were studied, incorporated the use of the headline, the signature and the slogan. In advertisements, headlines are used to illustrate a problem or a need, and may be written in a form of a question or command (Simpson & Mayr, 2010). Moreover, signatures are written in a form of a small picture of the product itself or a graphic carrying the trade name of the product or company and are usually accompanied by a slogan. In this study, all the posters or printed commercials on voluntary medical male circumcision carried a signature with a graphic of the product name, VMMC, and they all had a common slogan that says *“Get the smart cut. It’s easy, safe and simple”*.

However, there were some posters or printed commercials of the VMMC campaigns messages in Namibia, about seventy-two percent (72%) that were part of the study, which made use of the body copy. The body is a statement that provides solution to the problem stated in the headlines and is usually written in the first person’s voice, offering various reasons for buying the product (Simpson & Mayr, 2010).

Nevertheless, only about forty-five percent (45%) of the posters that were studied included the use of testimonials. These testimonials included the following sentences: *We have reduced our chances of getting HIV, STIs, and have lowered our partner's chance of getting cervical cancer; We did it and we love it, there is nothing to hide; The smart cut reduces my chances of getting cervical cancer; Stand proud, get a smart cut, it's free, safe and simple*, featuring Martin Morocky. According to Simpson and Mayr (2010) for advertisements to be effective, the testimonials should be from a famous actor, or media personality or figure of authority.

Other linguistic devices used in the VMMC media campaigns in Namibia include the use of simple sentences, such as *Come and get the smart cut* and *Living and loving with the smart cut*. These simple sentences were used because they are easy to catch and remember. Moreover, there were also some use of direct address, such as the use of the second person's possessive pronouns. For example, the use of the pronoun *you* and *yours*. For example, this was demonstrated in the following utterances: *Talk to your man and get him to do it; If your partner is circumcised, your chances of getting cervical cancer is reduced*. Another use of direct address was seen in the sentence *Getting circumcised reduces your chances of contracting HIV*. The direct address is believed to make persuasion more effective and attract a larger audience. There were also the use of colloquial or informal language, such as *Come and get the smart cut*, and the use of contractions in the phrase of the VMMC slogan *It's easy, safe and simple*.

In addition, the printed commercials of the VMMC campaigns under study incorporated the use of rhythm and parallelism in the printed commercials of the VMMC campaign messages. These included sentences with rhythm, such as *Be smart, get tested and condomise*, where there are identical patterns of stressed and unstressed syllables, which is a good example of the iambic meter. Moreover, the two phrases from the above sentence *Be smart* and *Get tested* are a demonstration of parallelism as their structures are grammatically the same. The phrase of *Her right? Her choice*, demonstrate parallelism as well, as the two phrases have similar syntactic structure. This can also be seen as the use of anaphora, where there is a repetition of the same word at the beginning of the several consecutive sentences, with the word *her*. Moreover, this can also be seen as an intonation, as there is the use of both rising and falling intonation in the phrase *Her right? Her choice*. In addition, rhyme was also used as a persuasive strategy in these printed

posters of VMMC campaigns in Namibia, such as in the phrase *Living and loving with the smart cut*, where the word *living* rhymes with the word *loving*, because of the sound of the consonant *g* at the end of the two words. Similarly, this can also be seen as the use of alliteration, which is the repetition of the same consonant at the beginning of the words or stressed syllables. Furthermore, there were also the use of adjectival phrases on those printed commercials of the VMMC campaigns in Namibia. This included adjectival phrases such as *smart crew*, which arouse a great feeling in the audience. In addition, there was also the use of metaphors, such as that *smart cut is a cut of love*, where love is compared to male circumcision, which are literally two different things. In this case, love is compared to the male circumcision or smart cut because of the pleasure and joy that it brings to heterosexual relationships, as it is said to be hygienic and pleasant. These metaphors are just used to draw a large number of the audience. Furthermore, compound words were also used in the printed posters because of their colloquial form, which brings a sense of closeness of the audience to the product being advertised, such as *smartlove*.

Furthermore, personal pronouns were also used in these printed commercials of the VMMC campaigns in Namibia and they are said to be used in advertisements because they are personal and they speak directly to the audience.

In addition, the online newspaper articles also made use of the linguistic devices in order to persuade their reader to take smart in the smart cut campaigns or to join the smart crew. There were quite a number of linguistic devices incorporated in this campaign messages. These included the use of headlines that attract the viewers' attention. Some of these headlines were written in a metaphoric way, such as: *Knives out: A day at a recently opened VMMC clinic; Youth uses sport to preach voluntary circumcision; Diaz Primary bags VMMC gold award*. The metaphors were used in the headlines of the newspaper articles on VMMC just to grab viewers' attention to read the article. However, most of the headlines of these online newspaper articles on the VMMC campaigns in Namibia from 2018 to 2019, used simple sentences, because they are short and easily understood by a wider audience. These headlines were all written in colloquial language, without considering the proper grammar structure, as the aim here is just to persuade not teach. However, the online newspaper articles did not incorporate many linguistic devices as opposed to the printed commercials.

5.1.2 OBJECTIVE 2: The Speech acts used in the media campaigns on Voluntary Medical Male Circumcision (VMMC) in Namibia

The study employed the Speech Act Theory by Austin (1962) and Searle (1979) in analysing the speech acts used in the media campaigns on VMMC in Namibia. The findings revealed that the majority of the printed commercials incorporated the use of directives, about forty-two percent (42%), in a form of request for an action, as demonstrated in the following utterances: *Come and get the smart cut; Get the smart cut, it's easy, safe and simple; Talk to your man and get him to do it; join the smart crew; Take up the smart cut for your partner; Visit a health facility today and find out how you can get a smart cut for life; Take up the smart cut for your partner;* . However, some of the messages in those printed commercials were also written in a form of an advice, such as: *Get the smart cut. It's easy, safe and simple; Talk to your man and get him to do it; Visit your health facility today and find out how to get a smart cut for life; Just do it man, get the smart cut; Stand proud, get the smart cut, it's free, safe and simple; Join the smart crew.*

Moreover, about thirty-four percent (34%) of the utterances on the printed commercials of the VMMC campaigns in Namibia involve assertive acts. These include the followings: *If your partner is circumcised, your chances of getting cervical cancer are reduced; The smart cut is proven to reduce the chances of cervical cancer for the women, of HIV infection by 60% in both partners and to make sexual interaction more hygienic and more pleasant in a heterosexual relationship; We have reduced our chances of getting HIV, STI and have lowered our partner's chance of getting cervical cancer; Women are entitled to make decisions about their sexual health, to express preferences and how they want to experience sexual relationship; Getting circumcised reduces a man's chances of contracting HIV and other Sexually Transmitted Infections (STIs), it also improves male hygiene; Smart cut is for life; Smart cut reduces my chances of getting cervical cancer; Boy age 17 and younger should be accompanied by a parent or a legal guardian for consent; If your partner is circumcised, your chances of getting cervical cancer are reduced.* Baker and Ellence (2011) described assertive acts as acts that commit the speaker to the truth of a proposition.

In addition, there were about sixteen percent (16%) commissive acts used in the printed commercials of VMMC campaigns in Namibia and they were demonstrated in the following utterances: *If your partner is circumcised, your chances of getting cervical cancer are reduced; When healed, both partners will enjoy the long lasting benefits of clean, hygienic sexual relations with each other; Getting the smart cut reduces your chances of contracting HIV and other Sexually Transmitted infections, it also improves male hygiene; Visit a health facility today and find out how you can get a smart cut for life.* In brief, commissive acts are the acts that the speaker commit herself or himself to the future, in a form of promise, guarantee, swear, threaten, vow or offer (Austin, 1962, Searle, 1979, as cited in Soomro et al., 2015).

Moreover, there were also a few declarative acts, about eight percent (8%), used in the printed commercials or posters on medical male circumcision (VMMC) campaigns, in Namibia. These included the followings: *We have reduced our chances of getting HIV, STI and have lowered our partner's chance of getting cervical cancer; When healed, both partners will enjoy the long lasting benefits of clean, hygienic sexual relations with each other; We did it and we love it, there's nothing to hide.* According to Austin (1962) and Searle (1979) as cited in Soomro et al., (2015), declarative acts are where the speaker declares something or make something formal.

In addition, the online newspaper articles on the VMMC campaigns in Namibia of 2018-2019, incorporated more of the following illocutionary acts: assertive acts, in the form of providing information or claims; directive acts, in the form of suggestions and advice. For example, the headline of the online *New Era* newspaper that states *Over 90 schools reached with the promotion of voluntary male circumcision*, provided the coverage of the VMMC in the schools in Namibia of that time period, which demonstrates an assertive act as these are facts. This article provided detailed information on the benefits of the VMMC. Moreover, another online *New Era* newspaper article with the headline that states *Medical circumcision offered countrywide*, provided true information regarding the VMMC program, which is offered countrywide. Another online *New Era* newspaper article with the headline *Youth uses sport to preach voluntary circumcision*, covered a story about a youth in Kavango East region, who used to organise soccer tournaments for the two Kavango regions (Kavango East and West), with the aim of getting the message of VMMC across the youth. This is more of informing the youth on and the audience at large, as on what others are

doing with the aim of promoting the VMMC program. This is an assertive act. It can also be seen as a suggestion on what can be done to promote the VMMC product, especially among youth. Another online *New Era* article with the headline *Do it with a friend*, suggests that one should tell a friend so that they can come to the clinic together to get their smart cut.

Furthermore, there is an online newspaper article from *The Namibian*, with the headline *Men who take pride in circumcision*, covering a story of men who are proud of getting circumcised and want to persuade others do it as well. Another article from *The Namibian* online newspaper, with a headline *Circumcision at 21*, spoke about a young man who got circumcised at the age of 21. In addition, there was also a headline of *The Namibian* online newspaper article that stated *14 000 circumcised in Zambezi region*, providing approximate figures on how far the VMMC campaign had gone since the programme was implemented in the region in 2010 to February 2019 when the statement was provided by the Zambezi health director, Agnes Mwilima. Therefore, this should be seen as a statement of truth (assertive act). In addition, Simon and Dejica-Cartis (2015) stated that the speech acts used in advertisement include *Assertive*, which are simple positive statements or claims about the product or service, or other facts, usually made without evidence, as well as *information*, which is more about facts or knowledge about the product or service, and *claims*, which are assertions of truth or statements of facts concerning the advertised product or service. They also include *suggestions*, such as statements or arguments presented in an indirect mode, and *advice*, usually in form of an opinion expressed to the audience from the speaker with respect to how the audience should behave or what she or he should do.

5.1.3 OBJECTIVE 3: Rhetorical devices used in the media campaigns on Voluntary Medical Male Circumcision (VMMC) in Namibia

The study employed Aristotle's three proofs to the art of persuasion or rhetoric, in analysing the rhetoric devices used in the media campaign of Voluntary Medical Male Circumcision (VMMC) in Namibia for both online newspaper articles and printed commercials. The findings indicated that all Aristotle's rhetoric proof were incorporated in both the printed commercials and the online articles of the VMMC campaigns in Namibia from 2018 to 2019. The results indicated that the

printed commercials utilised about 43.5% of the Aristotle's rhetoric appeal to emotions (pathos), 30.4% of the Aristotle's appeal to character (ethos) and 26.1% of Aristotle's appeal to logic (Logos). The rhetoric appeal to character was demonstrated mostly by the main speaker in the online articles, and the speakers were mostly people with authority, such as the health director, or ambassadors for HIV or VMMC, or people who have gone through it, such as the circumcised men. The persuasion through emotions was demonstrated by the expression of feelings from the circumcised men to the audience. Furthermore, the appeal to logic was demonstrated in the online newspaper articles on VMMC campaigns in Namibia by providing facts and statistics regarding the VMMC program, in terms of providing detailed information regarding the procedure and the benefits of the smart cut.

5.1.4 Summary

The conclusion on the findings is that the VMMC campaigns in Namibia utilised various linguistic devices, speech act theories and Aristotle's proofs of rhetoric. The findings also demonstrated that all printed commercials on VMMC campaigns in Namibia published during the period of 2018 to 2019, incorporated the use the formal properties of advertisements such as the headline, signature and the slogan. However, the online media campaigns incorporated only the use of headlines and body copy. The linguistic devices which were utilised in the printed commercials on the VMMC campaign messages in Namibia during the period of 2018 to 2019 included the use of short phrases (such as noun phrase, verb phrase and adjectival phrase), simple sentences, parallelism, tone, rhythm, metaphors, second person's possessive pronouns, direct address, compound words, and poetic devices such as rhyme, alliteration, anaphora and intonation. Furthermore, the findings also revealed that the linguistic devices which were highly incorporated in the online articles, included the use of simple sentences and metaphors, especially on headlines

Moreover, the findings also revealed that both the printed commercials and the online media campaigns on VMMC in Namibia utilised Austin (1962) and Searle (1979) speech Act Theory, as well as Aristotle's rhetoric proofs, adequately. More of the printed commercials on VMMC campaigns made use of the directive acts, but also incorporated the assertive acts, though very few included the use of commissive acts and declarative acts, and none made use of the expressive acts. However, the online newspaper articles on the VMMC campaigns in Namibia

published incorporated more of the assertive acts, in the form of providing information or claims, and directive acts, in the form of suggestions and advice.

Furthermore, the findings also illustrated that all Aristotle's three rhetoric proofs were incorporated in both the printed commercials and the online articles of the VMMC campaigns in Namibia, published during the period of 2018 to 2019. The results indicated that the majority of the printed commercials incorporated the use of Aristotle's rhetoric appeal to emotions (pathos), followed by the appeal to character (ethos) and lastly, to logic (logos). The rhetoric appeal to character was demonstrated mostly by the main speaker in the online articles, which made use of people with authority, such as the health director, or ambassadors for HIV or VMMC, or people who had experience circumcision. The persuasion through emotions was demonstrated by the expression of feelings from the circumcised men to the audience. Furthermore, the appeal to logic was demonstrated in the online newspaper articles on VMMC campaigns in Namibia through facts and statistics regarding the VMMC program, in terms of providing detailed information regarding the procedure, the benefits of the smart cut and the coverage of the program. Other findings from the study were that the barriers to VMMC included cultural beliefs that male circumcision is not part of their culture and common myths that wounds do not heal in summer but winter.

5.2 Recommendations

These recommendations are based on the findings of this study on the VMMC media campaign messages in Namibia from 2018 to 2019.

5.2.1 Recommendations to the Ministry of Health and Social Services (MoHSS)

- Firstly, all the VMMC campaigns messages in Namibia (both printed and online), which were released to the public during the period of 2018 to 2019, incorporated the linguistic devices, that could have made it effective in persuading the Namibian nation to partake in the program. Therefore, the recommendation is that, the MoHSS should research more on the barriers that hinders the desired coverage of the VMMC program, in order for it to

reach its 80% target, especially in communities where male circumcision is not part of their cultural practice.

- The second recommendation should go to the MoHSS practitioners. The VMMC campaigns should be strengthened, especially in the communities where it is not a part of their cultural practice and where they see some ignorance based on the myths that the wound does not heal during summer, but winter.
- The MOHSS should modify their VMMC campaign messages to include more of testimonials from various famous people in Namibia.

5.2.2 Recommendations to stakeholders

- The stakeholders, such as churches and schools, should strengthen their assistance in spreading the message that young boys and men need to get circumcised for them to reduce their chances of getting HIV by 60% and for hygienic purposes.
- The traditional authorities should work together in spreading the messages that are adequate enough to persuade people to partake in the VMMC program of the MoHSS, and they should work hand-in-hand with the MoHSS in terms of how they can reach this goal together, with a common ground.

5.2.3 Recommendations to the local communities

- The VMMC program has to be advertised through all local media, including radio and television.
- More artists, such as Mushe and others, have to be involved to assist in spreading the message of VMMC to the Namibian nation.

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APPENDIX A: CONTENT ANALYSIS CHECKLIST

RESEARCH TOPIC: A linguistic investigation into selected media campaigns on voluntary medical male circumcision in Namibia, 2018–2019

Section A: The linguistic devices used in media advertising campaigns

- Lexical features
 - Coinage
 - Compound words
 - Comparative and superlative adjectives
- Syntactic features
 - The use of simple sentences
- Poetic texts
 - Metaphors
 - Rhyme
 - Alliteration
 - Assonance
 - Intonation and lexical stress
 - Rhythm
- Formal linguistic properties: Formal linguistic designs (patterns of copywriters)
 - Headline
 - Body copy
 - Signature
 - Slogan
 - Testimonial

Other linguistic features used in advertisements

- Tone
- Diction
- Direct address
- Disjunctive syntax
- Repetition
- Parallelism

Section B: The types of speech acts used in media advertising campaigns

Locutionary act (the actual utterance and its ostensible meaning)

Illocutionary act

- *Assertives/representatives* (acts that commit the speaker to the truth of a proposition)
 - Affirm, believe, conclude, deny, report, state, etc.
- *Directives* (acts that make the hearer to take an act)
 - Ask, order, command, request, beg, plead, pray, entreat, invite, permit, advice, demand, etc.
- *Commissives* (Acts that commit the speaker to do something in the future)
 - Guarantee, promise, swear, refuse, threaten, etc.
- *Expressives* (acts that express the speaker's feelings towards something)
 - Congratulate, thank, apologise, praise, etc.
- *Declaratives* (acts that change reality, such pronouncing someone guilty etc.)
 - Pronouncing someone guilty, pronouncing husband and wife, declaring ones love, etc.

- Perlocutionary act
 - Persuading
 - Convincing
 - Scaring
 - Insulting
 - Getting the addressee to do something

- Speech acts in advertisements

- Assertive
- Information
- Claims
- Suggestions
- Advise
- Arguments
- Evaluations
- Denials
- Accusations
- Surprise
- Thanking
- Warnings
- Directions
- Persuasion
- Offers
- Promises

Section C: The rhetoric of linguistic devices used in media advertising campaigns

- Ethos* (the persuasion in the character of the speaker)
 - Credibility
 - The persuader is noticeable or experience figure in the field or a celebrity

- The speaker presents good character as a way to win a goodwill
- The speaker is worthy believing (trustworthy)
- The speaker has wisdom in offering advice
- The introductory portion of the speech secure goodwill, or create prejudices or arouse anger
- The speaker portrays a negative or positive image

Pathos (the persuasion in the emotional state of the hearer)

- The choice of words the speaker uses (diction)
 - Evoke feelings of love, empathy, fear, passion
- The visual image of the speaker evokes feelings of compassion, envy, or hate.
- The promise of gaining pleasure if one purchases the product

Logos (the persuasion in the argument itself)

- Does the message make sense?
- Is the message based on:
 - Facts
 - Statistics
 - Evidence
- Does the speaker call-to-action lead to the desired outcome of the promise?

APPENDIX B: ETHICAL CLEARANCE CERTIFICATE



NAMIBIA UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF HUMAN SCIENCES

DESKTOP STUDIES

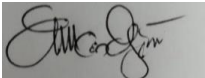
RESEARCHER/SUPERVISOR DETAILS	
Title (Prof/Dr/Mr/Ms/Other):	MRS
Full names/surname of researcher:	EMILIE KANDJIMI
NUST staff or student number:	215072103
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Work:	066-267 229
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E-mail address:	enambase@yahoo.com
University:	NAMIBIA UNIVERSITY OF SCIENCE AND TECHNOLOGY
Faculty:	FACULTY OF HUMAN SCIENCES
Department:	COMMUNICATION
Title of research project: A linguistic investigation into selected media campaigns on voluntary medical male circumcision in Namibia, 2018 –2019.	
NUST students (indicate degree programme): 09MEAL	
Supervisor (Title, name and surname): PROF. REWAI MAKAMANI	

ETHICAL CONSIDERATIONS	Yes	NS*	No	ACTION REQUIRED
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1. Familiarity with Ethical codes of conduct				
As researcher, I have familiarised myself with the professional code(s) of ethics and guidelines for Ethically responsible research relevant to my field of study as specified in the list herewith attached, AND the policy for the assurance and promotion of Ethically accountable research at NUST	X			If YES: Continue with the checklist. If NS/NO: Researcher must do so before proceeding.
2. The proposed research: (Proceed with the whole of Section 2)				
a) Involves gathering information directly from human subjects (individuals or groups) (e.g. by means of questionnaires, interviews, observation of subjects or working with personal data)			X	If YES: Continue with the checklist. If NO: This checklist process does not apply to the proposed research, except if 2 (b) applies.
b) Involves gathering information directly from companies, corporations, organisations, NGOs, government departments etc. that is not available in the public domain	X			If YES: Continue with the checklist. If NO: This checklist process does not apply to the proposed research.

DECLARATION BY RESEARCHER

I hereby declare that I will conduct my research in compliance with the professional code(s) of ethics and guidelines for Ethically responsible research relevant to my field of study as specified in the list herewith attached, and the 'Framework policy for the assurance and promotion of Ethically accountable research at the Namibia University of Science and Technology', even if my research poses minimal or low Ethical risk.

EMILIE KANDJIMI		18 MARCH 2020
Name of Researcher	Signature	Date

SUPERVISORS

PROF. REWAI MAKAMANI		24/03/2020
Name of Supervisor (if applicable)	Signature	Date
Name of co-supervisor (if applicable)	Signature	Date