

Opinion/Letters

RDP panicks

By: Kakede Ka Nangula

Please allow me space to comment on issues pertaining to the activities of panic-sicken RDP defectors.

There is a saying; that, if you know that you are weak or your health can not allow you to pick up any fight, don't ever try to do so!!

RDP knows too well that they will never defeat SWAPO in any given election. People, whom we call judges, are people with political understanding of the highest order.

They are very much aware of the fact that, there was absolutely nothing like election rigging of November last year.

Can I ask one question; if for example President Pohamba's rally was attended by 15 thousand, and that of RDP was at-

tended by 50 people - is there any comparison?

If RDP garnered 400 votes and SWAPO over 4000 at Eenhana, would one claim that elections were flawed? What about Omuthiya Local Authority election, where the SWAPO Party received similar number of voters?

One would therefore obviously conclude that, claims that last November's election were rigged, are perfidious attempts aimed at hood-winging world public opinion, and in particular the Namibian people.

It is on record that RDP panicked again during the Tobias Hainyeko By-election. Because, they knew the scenario of Eenhana and Omuthiya, was going to be repeated. Thus, in order to avoid that from happening, they had to withdraw completely from participating.

This year's election has gotten on to the nerves of RDP leaders; first its leader Hidipo Hamutenya went to the extent of contemplating to withdraw from the whole process.

Because of panic, on part of RDP, the Electoral Commission of Namibia has become a scape goat. Either they are not competent to properly supervise elections, or they would have to be replaced by others who may do better.

Therefore, the only way the RDP can avoid being shamefully defeated by SWAPO in any election, is to stay away from participating in future elections in the country.

Leave politics if you know that your political grouping is not popular instead of shaming your weakness on the electoral Commission of Namibia or the courts.

After all, courts never invited you to go to them. It was because of your own miscalculations.

ELECTORAL CAMPAIGN SPEECHES

By Paul T. Shipale

Over the past weeks, since the announcement of the date for the holding of the Regional and local Authority Elections, politicians have been up and about using rhetorical language incorporating appealing functions and expressions with well-composed structures and arguments in order to garner citizens' support for their policies. Indeed, elections time is a good opportunity for all politicians to articulate not only administrative goals, policies and philosophies but also their hopes and dreams for the electorate through Well Written and eloquently elaborated speeches inclusive of using noticeable sound bites and using imageries and even beliefs to reach a broader audience.

Reading a book by Milo O. Frank titled "How to Get Your Point Across in 30 seconds or less", points exactly to what I just said. Frank explains the 30 seconds in the context of factors such as time constraint, attention span and most especially the sound bite. The latter, meaning well thought of catchy phrases, is also a term used in radio and television news circles by TV news anchors and women as well as reporters to mean that the average time needed for TV news stories is 30 seconds to set up the story, another 30 seconds reserved for the actuality, then another 30 seconds for the reporter to summarize and end the story. That 30 seconds portion is what is called a 'sound bite' when a subject makes his point or statement in 30 seconds. There is also imagery or painting a colorful picture meant for the listeners to 'see' and visualize through descriptive words what you intend to say. Consider the following sentences: "Deficits badly affect the economy" or "deficits spread as subtle, devastating poison through the economic blood stream." The second sentence is full of vivid descriptive imageries and a sound bite. The caveat however is that some 'journalists' will go to any length to find fault anywhere, so you also need clarity to avoid been misconstrued, lest you leave people wondering, intrigued or puzzled by your words.

Sometimes is even good to personalize the story so that people can identify with you. My intention here is not to lecture you on speechwriting but to use that backdrop as a point of departure to analyze the electoral campaign speeches of our politicians and see if they fulfilled these basic principles in the just ended



Paul T. Shipale

election campaign.

Last year around the Presidential and National Assembly Elections, I wrote that Benoit and Brinson (1994, 1995, and 1997) identified image restoration five strategies that an organization may use when its image is under jeopardy. These five strategies include: denial, evasion of responsibility, reduction of the offensiveness of the event, corrective action, and mortification. This is exactly what RDP et al, once again, were trying to do when they were claiming that they will not take part in the Regional and local Council Authority elections allegedly because the voters' roll was 'contaminated' while also exerting undue pressure on the judiciary just to come and claim later that it is thanks to the pressure they exerted on the judiciary that the process was expedited. They are indeed sending out mixed signals with their highly confusing approach.

According to Haggerty (2003), litigation public relation is the management of the communication process "during the course of any legal dispute or adjudicatory proceeding so as to affect the outcome or its impact on the client's overall reputation" (p.2) and according to Snow and Benford (1992), frames are "interpretive schemata that simplifies and condenses by selectively punctuating and encoding objectives, situations, events, experiences, and sequences of actions within one's present or past environment" (p.137). In a word, through frames, public relations practitioners strive to influence the public's perception, attitudes, opinions, and behaviors as the 'golden boys' of the media were once again trying to do.

Overall, the speechwriters seems to have gone back to the basics with the main idea in a topic sentence; with concession-understanding the weaker side to the argument with words such as *although, while and despite*; Making a point with phrases such as *I am not convinced, I don't believe that, it is not necessarily the case, I am afraid that I cannot accept that*

argument; Giving evidence with phrases like *there are several reasons, a good example of this is, this argument has been supported by...*; Giving reasons with *this would mean that, as a result of this...*; Giving additional information with *not only but also, another good reason is...*; Consequences with *if, provided that*; Clearing and putting emphasis on important issues with *besides, moreover, to make matters worse*; Cohesion with paraphrasing e.g. *bought, purchased*; substitutions; connectors with relative clauses and linking words; Using descriptive adjectives and adverbs like *absolutely amazing, spectacular, hurriedly* etc; Consistent register of writing and appropriate quality of language and vocabulary with the right range of tenses. In sum, the style and grammar was good.

The main slogans of the SWAPO Party campaign seems to have been: "no to the bantustanization and yes to nation building; no empty promises but a Party that gets things done, based on a proven track record in governance and a tried and tested leadership with realistic and implementable policies and programmes, anchored on a solid history and values," hence the presidential order of "hitting the ground running" and 'building on a strong foundation of our forbearers', hence again another sound bite of "Those who don't know where they come from, would not know where they are going" and "a people united and striving to achieve a common good for all its people, will always emerge victorious" as a famous Statement by the Founding President and Father of the Nation, Dr. Sam Nujoma.

As the incumbent, SWAPO Party is seeking to convey an image of success, focusing on its achievements while it is still in office, asking for a chance to further build on these achievements, hence the slogan 'forward ever with nation building' and 'never to retrogressive tendencies of regionalism and tribalism' inviting neo-colonialism through the back door. SWAPO Party emphasized its successes and the economic growth achieved while it is in office and sought to show people how it will benefit them and their family. The party also made tangible pledges to the Nation, including social safety nets of grants to pensioners, vulnerable children, marginalized communities and veterans, quality and improved education and Health, Developed and expanded road infrastructures and communication

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FOR THE CITY OF WINDHOEK



TENDER INVITATION

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Closing Date: Friday, 15 December 2010 at 14:30

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Levy: N\$150.00 (Non-refundable)

Enquiries Technical: Mrs. M. Uuyuni -Tel:+264-(0)61-290 3110

Fax: +264 (0) 61-290 2844 - **E-mail:** uuy@windhoekcc.org.na

TENDER NO. TDP 09/2005

Title: CONSTRUCTION OF TOWNSHIP SERVICES-KHOMASDAL EXT. 16

Description: The contract covers all the work required for the construction of surfaced roads, water and sewage reticulation, drainage structures and appurtenant works in Khomasdal Ext. 16 Phase II.

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