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A CRITICAL DISCOURSE ANALYSIS OF JULIUS MALEMA'S FOREWORD TO THE ECONOMIC FREEDOM FIGHTERS (EFF) 2024 ELECTION MANIFESTO

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ABSTRACT

Using van Dijk's (1998/2001) model of Critical Discourse Analysis, which includes text structure, social cognition, and social context, the article examines Julius Malema's foreword to the Economic Freedom Fighters (EFF) 2024 election manifesto. The primary aim was to explore the ideologies implicit (hidden) in Malema's foreword to the EFF 2024 election manifesto. This paper contributes to the literature by demonstrating the value of language in politics. The analysis was done through the examination of lexical, semantic and syntactic features of Malema's foreword to the EFF 2024 election manifesto. The rhetorical devices examined include blaming others, self-praise, metaphor, pronouns and the use of tenses. Critical Discourse Analysis provides the tools for analysing how certain ideologies are produced and legitimised through discourse. It provides appropriate tools to uncover the underlying ideologies present in texts. The findings revealed that Malema could liberate the majority of South Africans economically.

Keywords: Critical Discourse Analysis, Economic Freedom Fighters, foreword to the EFF election manifesto, rhetorical strategies