

**UNIVERSITY OF EDUCATION, WINNEBA**

**A CHARISMATIC RHETORIC ANALYSIS OF SELECTED SPEECHES OF  
FORMER PRESIDENT JERRY JOHN RAWLINGS**



**2024**

**UNIVERSITY OF EDUCATION, WINNEBA**

**A CHARISMATIC RHETORIC ANALYSIS OF SELECTED SPEECHES OF  
FORMER PRESIDENT JERRY JOHN RAWLINGS**

**MICHAEL SOKPOLI**



**A Thesis in the Department of Communication Instruction,  
School of Media and Communication Studies, submitted to the  
School of Graduate Studies in partial fulfilment**

**of the requirements for the award of the degree of  
Master of Philosophy  
(Communication Instruction)  
in the University of Education, Winneba**

**FEBRUARY, 2024**

## DECLARATION

### Student's Declaration

I, Michael Sokpoli, hereby declare that with exception of references to other works which I duly cited, this thesis is the result of my own effort. No part of it or in whole has been presented elsewhere.

**Signature:** .....

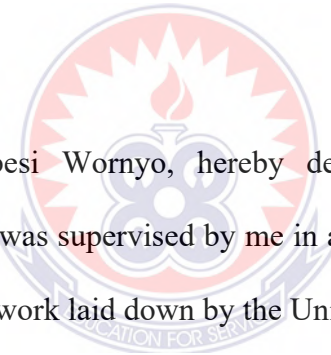
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### Supervisor's Declaration

I, Professor Albert Agbesi Wornyo, hereby declare that the preparation and presentation of this thesis was supervised by me in accordance with the guidelines on the supervision of project work laid down by the University of Education, Winneba.

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**Date:** .....



## **DEDICATION**

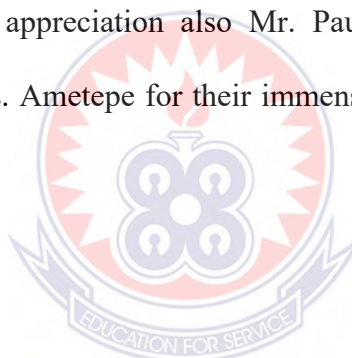
This thesis is dedicated to my parents Mr. David C.K Sokpoli and Ms. Agnes Binah Dorpenyo.



## ACKNOWLEDGMENTS

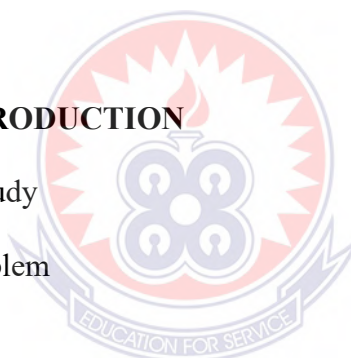
I would like to gratefully express my heartfelt appreciation to all and sundry who contributed in diverse ways to make my project a successful one. I wish to express my profound gratitude to my supervisor, Professor Albert Agbesi Wornyo of the School of Communication and Media Studies, University of Education, Winneba for his invaluable suggestions, comments, corrections, guidance and patience, which made this thesis possible. To him I am highly indebted, Thank you Sir.

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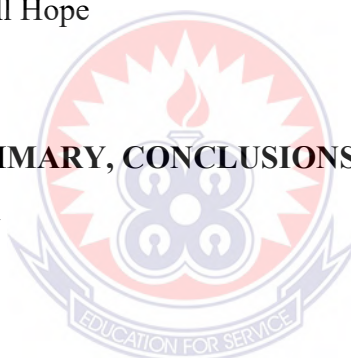
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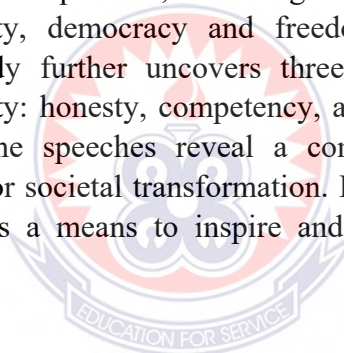
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## ABSTRACT

Charismatic leadership has been a subject of considerable scholarly interest, and Former President Jerry John Rawlings as a prominent political figure, provides an intriguing case for exploration. The research aims to contribute to the broader understanding of how charismatic rhetoric is used in framing and trust building and its impact on public discourse. The analysis focuses on identifying recurring themes, sociopolitical issues, and elements of credibility patterns in Rawlings' speeches. The study employs qualitative research methods to sift through the content, identifying themes and rhetorical strategies that exemplify charismatic leadership. The research design, which is qualitative content analysis was used and through purposive sampling, six State of the Nation address speeches that showcase charismatic rhetoric elements were selected. The data collection technique involves document analysis, specifically using the written versions of Rawlings' speeches available from the website of the Ministry of Information. Ideological goals and visions, appeals to history, emphasize followers worth, emphasize collective identity, mention self-confidence, mention past success, and similarities with followers were the charismatic themes discovered. Also, the findings revealed that Rawlings addressed five sociopolitical issues in his speeches, including accountability and anti-corruption, social justice and equity, democracy and freedom, Pan-Africanism, and youth empowerment. The study further uncovers three pivotal elements crucial for a communicator's credibility: honesty, competency, and the ability to inspire or instill hope for the future. The speeches reveal a compelling narrative of resilience, nationalism, and a call for societal transformation. His speeches not only served as a political tool but also as a means to inspire and mobilize the masses towards a common goal.



## CHAPTER ONE

### INTRODUCTION

#### 1.0 Background to the study

Charismatic rhetoric refers to a persuasive communication style characterized by the use of captivating and influential language to inspire, motivate, and gain support from an audience. This rhetorical approach is commonly associated with charismatic leaders who possess exceptional speaking skills and the ability to convey a compelling vision or message (Ospina et al., 2020). Charismatic rhetoric has evolved over the years as a result of cultural, social, and technological changes that have shaped communication practices. One significant evolution of charismatic rhetoric is its transition from an oral tradition to the utilization of mass media platforms. In the past, charismatic leaders relied heavily on face-to-face communication to connect with their followers (Nieken, 2023). However, with the advent of radio, television, and the internet, leaders gained the ability to reach larger audiences and disseminate their messages more effectively. This shift in communication mediums has impacted the strategies and delivery of charismatic rhetoric (Campbell & Jamieson, 2017). Over time, the language and style of charismatic rhetoric have also undergone transformations. Cultural changes and shifts in audience expectations have influenced the choice of words, rhetorical devices, and overall tone used by charismatic leaders.

Modern charismatic rhetoric often incorporates a more conversational and relatable style, appealing to contemporary sensibilities (Erickson & Simon, 2015). Charismatic rhetoric has increasingly emphasized emotional appeal as a powerful tool for persuasion. Effective charismatic leaders evoke strong emotions in their audience, aiming to create a sense of identification, loyalty, and passion. Emotional appeals can

be achieved through storytelling, the use of vivid imagery, and empathetic language. In recent years, the rise of social media and digital platforms has revolutionized the practice of charismatic rhetoric (Nieken, 2023). Leaders can now directly engage with their followers, bypassing traditional media gatekeepers. Social media platforms provide opportunities for instant feedback, real-time interaction, and the dissemination of personalized messages, allowing charismatic leaders to build and maintain a strong online presence (Chadwick 2017). The evolution of charismatic rhetoric has also brought forth critical examination and ethical considerations. Scholars have raised questions about the potential manipulation, demagoguery, and dangers associated with charismatic rhetoric (Chilton, 2023).

The study of charismatic rhetoric now includes discussions on responsible leadership, ethical communication, and the need for critical analysis of persuasive techniques (Meijer, 2017). Language facilitates goal articulation, making it a crucial tool for charismatic leaders who want to influence their followers especially when there is no direct interaction between them and their followers to influence (Cole et al. 2010). According to Bligh et al. (2004), there are eight different ways to explain charismatic rhetoric. Three of these factors; collective emphasis, follower worth, and likeness to followers emphasize the communal and social group elements of charismatic discourse that encourage identification between leaders and followers (Schroedel et al. 2013). A leader's usage of collective references is captured by collective focus, which subtracts self-references.

The leader's emphasis on similar experiences and identification with followers is captured by similarity to followers. The phrase "follower worth" summarises the leader's use of words to honour and elevate followers. Action and adversity are two

charismatic rhetorical characteristics that aid the leader in illuminating a dire situation and the steps required to achieve their objectives while also representing the agentic component (Schroedel et al., 2013). Action encapsulates how a leader uses language to inspire followers to respond to a call to action that is necessary to realise the vision. Adversity is a leader's way of describing an untenable status quo that needs to be changed through the leader's vision. Tangibility, values and moral reasons, and temporal orientation, the final three components of charismatic discourse, let followers understand the vision and connect it to pre-existing beliefs. The leader's use of abstract language to increase the appeal of the vision they have put out is called "tangibility." More charismatic speech is correlated with lower levels of tangibility (Bligh et al., 2004). Values and moral reasons capture the leader's use of high-level moral principles and figurative language that inspires moral impulses and indicates how the leader's purpose and the followers' values are in line. Finally, temporal orientation describes how a leader makes links between historical and contemporary time periods. Some argue that while research indicates that leaders utilise charismatic rhetoric more frequently during times of crisis (Bligh et al., 2004), others contend that this use may vary based on the crisis's characteristics (Davis & Gardner, 2012).

Many people consider the charismatic leader as a spellbinding or effective communicator (Joullié et al., 2021). Schroedel et al (2013) described charismatic leader as someone who is able to forge a “compulsive, inexplicable emotional tie” with their followers. A charismatic politician brings rapture to his audience. They swoon and wobble, regardless of race, gender, or political affiliation. And, this oratory was often described as charismatic in the press (Schafer, 2008). Kisti (2000) described charismatic leadership as a process by which followers ascribe “exceptional powers or qualities” to the leader. Aristotle did describe how leaders

should persuade followers by demonstrating character and defending values, stoking follower emotions and using strongly reasoned argumentation; ethos, logos and pathos (Heracleous & Klaering, 2014). Rhetoric, the art of effective speaking and writing, is a subject that look at texts, arguments and speeches in terms of how they are designed to persuade the audience. Three central appeals are discussed in charismatic rhetoric, established by the philosopher Aristotle and sometimes called the rhetorical triangle: logos, ethos, and pathos. Appeals are how the author convinces their audience. Logos, or the logical appeal, refers to the use of reasoned argument to persuade (Mohamad et al., 2022).

"The term 'charisma' will be applied to a Certain quality of an individual personality by virtue of which he is set apart from ordinary men and treated as endowed with supernatural, superhuman powers, or at least specifically exceptional powers or qualities. These are not assessable to the ordinary person, but are regarded as of divine origin or as exemplary, and on the basis of them, the individual concerned is treated as a leader. "According to this definition by Pérez-Agote, and Aleman, (2023), charisma is a property attributed to extra ordinary people such as religious prophets but just as naturally describes certain artists, political leaders and military heroes.

Contemporary writers in sociology and political science are searching with the term charisma in an attempt to develop a conceptual frame work which might be of service in the analysis of twenty-first century politics. In this attempt to develop a more current concept charisma has lost its consistency of meaning. It has entered common usage in a variety of forms and is widely applied-to virtually every situation in which a popular public or political personality is involved. Spencer attempts to untangle the confusion by listing three ways charisma is normally defined today (Antonakis et al.,



2016). Current usage has moved away from the supernatural and now speaks of extraordinary individuals, magnetic political personalities and moving away from the pure charisma and realistically looking at leaders who project charismatic qualities but who also understand and manipulate the organizations in which they operate (Szelényi, 2016).

Modern charisma, what Bensman and Givant call 'pseudocharisma', readily admits to not being genuine or pure according to the standards set by Max Weber (Zúquete, 2011). This departure from traditional principles may seem in the same light as the growth of organizational theory. A structure was brought which underpins charisma by defining and listing the elements that made up the term charisma. This was very important in providing a foundation of thought which modern theorists could examine and criticize. Charisma has gone through a phase of intense examination in which psychologists, sociologists and political scientists are rejecting the idea of a rigid definition. Charisma is situational, it depends on the time, on the culture, on the predisposition of people involved and therefore the complexity of these factors preclude a fixed listing of elements that apply to all situations. Charisma is coming of age, it is struggling for a useful identity which its historical definition cannot provide (Bell, 2020)

Charisma has also sparked interest in the fields of behavioral psychology and management. The focus in these fields was targeted towards the psychological effects of charisma on the followers, especially in settings where the leader-follower relationship is more direct. Charisma and charismatic leadership have become salient concepts in these fields due to their concentration on leadership, its types and its necessities as well as its effects on the followers and their performance (Antonakis et

al, 2015). By the 1990s, the concept found its footing in pop-culture and entertainment. Indeed, charisma has become a phenomenon associated with the laity due to its usage outside of the academic space. Now any person could be described as charismatic or possessing a charismatic presence. This is especially true in the case of celebrities as Prusa, and Brummer, (2022) remarks that when discussed in media, charisma is often thought of as that unusual and genuine attribute that makes an individual special, enticing, and or charming. Such individuals demand one's respect and admiration, and, most importantly, they are not manufactured.

Charisma has become a fairly widespread term, having been used in multiple academic and non-academic fields alike. Consequently, this cross-disciplinary usage became a major characteristic of the concept. However, due to this very characteristic, charisma struggled to maintain a specific definition. A problem which became even more concerning when charisma was appropriated and turned into a pop-culture phenomenon. Consequently, the term became vague and combined with its historical development problems regarding the nature of the concept. Charisma and charismatic leadership are still in fact a component of modern-day democracies and politics especially in the time of mass media and social media platforms. Aristotle's insight on the rhetoric of leadership as well as the importance of persuasive devices like metaphor has provided a basis on which modern ideas of charisma evolved (Antonakis et al., 2016). Antonakis et al (2016) argued that charismatic leaders create devoted followers who help their leader on a mission that arises out of enthusiasm or of despair and hope.

Understanding leaders' rhetoric in diverse settings can thus help expand our understanding of the fundamental link between charismatic leadership and rhetorical

competence. Rhetoric as a field of study has enjoyed a resurgence of interest in management and organization theory over the last few years Heracleous & Klaering, (2014). Understanding rhetoric is important as rhetorical competence is not only a key attribute of leadership, as noted above, but is also intimately bound up with its context (Bitzer, 1968) and can have real effects on work arrangements such as how employees are managed (Abrahamson, 1997), how organizations respond to stakeholder concerns (Sveningson and Alvesson, 2003) or how organizations can emphasize different aspects of their identity to help accomplish their strategic objectives and achieve competitive advantage (Sillince, 2006). More than three decades ago, Pondy (1978: 87) described leadership as a “language game,” a sentiment that has been echoed by more recent calls for the incorporation of communication into the study of modern leadership ( Bennis, 2007). Scholars have explored this important issue by examining charismatic rhetoric as a salient perspective in the study of leadership and the organizational sciences. Indeed, as top-level leaders (e.g., executives and senior managers, as well as political leaders) are frequently unable to meet with their followers in face-to-face situations, rhetoric has been recognized as a vital method of demonstrating leadership in some contexts (Bligh & Robinson, 2010; Pfeffer, 1981; Pondy, 1978; Shamir et al, 1994; Shamir et al, 1993). Further, rhetoric is a critical method for charismatic leaders to influence followers to adopt their vision (Emrich et al, 2001; House et al, 1991).

Davis & Gardner (2012) have examined charismatic rhetoric of a single leader using a configurational approach and found support for differing patterns of use over time. In the present investigation, the researcher seek to extend this line of research, and provide a more informed understanding and usage of charismatic rhetoric across leaders. Specifically, the researcher search for the existence of profiles of charismatic

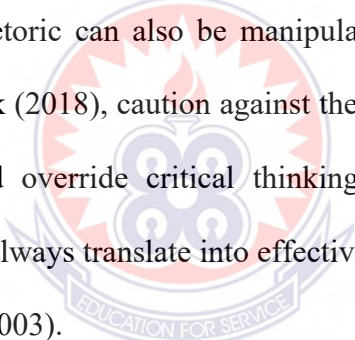
rhetoric among a sample of leaders, as well as the relative efficacy of rhetorical profiles in the prediction of influence success. Because rhetoric represents a primary avenue through which leaders communicate and generate support for their visions, evidence of distinct profiles of charismatic rhetoric contributes to research on leader charismatic rhetoric by identifying a number of viable directions (Bennis, 2007).

Presidential rhetoric in the modern age has undergone significant changes due to advancements in technology and the increasing importance of mass media. The role of the President in shaping public opinion and communicating with citizens has become more crucial than ever before. The history of presidential communication can be traced back to the early days of the American republic, when Presidents would deliver speeches and issue written statements to communicate their policies and priorities to the public (Teten, 2003; Shogan & Neale, 2009). However, it was not until the advent of radio and television that presidential communication became truly mass-mediated. Franklin D. Roosevelt was the first President to master the art of radio communication, using his "fireside chats" to connect with millions of Americans during the Great Depression and World War II (Shogan, 2009). Television soon emerged as the dominant medium of presidential communication, with John F. Kennedy's televised debates with Richard Nixon in 1960 marking a watershed moment in American politics (Shogan, 2009).

Kovalchuk (2013) examines the use of retractors and explainers in prepared political speeches of American charismatic presidents. It is based upon the results of psychological analysis of 24 speeches of John F. Kennedy, Ronald Reagan, Barack Obama, and Gerald Ford. The research shows that certain differences may be found in the use of explainers and retractors not along the axis "Charismatic versus Non-

Charismatic Presidents”, but with regard to their party affiliation. Rhetoric of Democratic presidents (Kennedy and Obama) is characterized by a more explanatory communication style than of Republican ones (Reagan and Ford), which results in respective differences in the use of explainers.

Furthermore, Weber (1947) theory of charismatic authority provides a sociological foundation for understanding how charismatic rhetoric can be employed to establish authority and create devoted followers. The charismatic rhetoric's ability to tap into emotions and values has been explored by researchers like Conger and Kanungo (1987), who argue that charismatic leaders effectively align their messages with followers' aspirations, creating a sense of shared purpose. However, it is important to note that charismatic rhetoric can also be manipulative or lead to shallow support. Some critics, like Hanslik (2018), caution against the potential for charismatic leaders to exploit emotions and override critical thinking. Additionally, the reliance on charisma alone may not always translate into effective governance or decision-making (Waldman & Kathleen, 2003).

The logo of the University of Education, Winneba, is a circular emblem. It features a central sunburst design with rays extending outwards. Below the sunburst, there are three stylized human figures or symbols. The entire emblem is encircled by a banner that reads "EDUCATION FOR SERVICE".

This study seeks to analyze charismatic rhetoric themes in selected speeches of Jerry John Rawlings. Scholars have delved into the significance of charismatic rhetoric in various contexts, from political speeches to business presentations. In contemporary discourse, Antonakis and House (2014) have emphasized the three key components of charismatic rhetoric: vision, personal identification, and emotions. This approach sheds light on how charismatic leaders craft narratives that resonate with their followers on an emotional and intellectual level. The study of charismatic rhetoric themes has revealed recurring patterns in the language and techniques used by charismatic speakers. Themes such as empowerment, moral appeal, and

transformation resonate strongly with audiences. Researchers have explored the religious dimensions of charismatic rhetoric, highlighting its role in mobilizing social movements (Bartkowski, 2001).

The study of charismatic rhetoric and its themes is crucial in understanding how communication shapes perceptions, inspires action, and influences societal change. Through scholarly inquiry, we gain insights into the mechanics of persuasive discourse that transcend time and cultural boundaries. This study delves into the scholarly landscape of charismatic rhetoric studies in Ghana, examining key works that have contributed to our understanding of this phenomenon. Ghana's socio-political history is replete with charismatic leaders who have used eloquent rhetoric to galvanize support and effect change. The study of charismatic rhetoric provides valuable insights into the art of persuasive communication and effective leadership. By analyzing its theoretical foundations, historical context, and practical applications, scholars continue to uncover the mechanisms that underlie charismatic rhetoric's ability to captivate audiences and inspire action. As communication evolves, charismatic rhetoric remains a timeless and potent tool for those seeking to wield influence and create lasting impact (Calas, 2019).

### **1.1 Statement of the Problem**

The study of charismatic rhetoric has garnered significant attention from scholars in various fields due to its profound impact on communication, leadership, and persuasion. There are studies in political science on presidential rhetoric including a discussion of shifts in presidential rhetoric (Tulis, 2006). Lim (2008) also researched into a systematic quantitative analysis of the use of presidential rhetoric in the United States analyzing inaugural addresses and annual messages delivered between 1789

and 2000. His findings highlighted the significant impact of presidential rhetoric on public opinion, policy outcomes, and the perception of presidential leadership. Shamir et al (1993) studied the relationship between rhetorical behaviour and charismatic leader's speeches. Same research was conducted on the four presidential candidates of U.S 2008 election (Schroedel et al, 2013). This suggests the possible existence of rhetorical profiles, where leaders employ different levels of the charismatic rhetoric dimensions. Further, scholars have suggested that some dimensions may be more impactful in different contexts (Lim, 2002, 2008; Schroedel et al. 2013). Similar to earlier examinations of influence configurations (Bolino & Turnley, 2003), combining various dimensions into common configurations positions the use of charismatic rhetoric as employing different and unique strategies of rhetorical influence.

Researchers have explored this important issue by examining charismatic rhetoric as a salient perspective in the study of leadership and the organizational sciences. Indeed, as top-level leaders (executives and senior managers, as well as political leaders) are frequently unable to meet with their followers in face-to-face situations, rhetoric has been recognized as a vital method of demonstrating leadership in some contexts (Bligh & Robinson, 2010). Further, rhetoric is a critical method for charismatic leaders to influence followers to adopt their vision (Emrich et al., 2001). Theories of charismatic leadership have discovered that the capacity to communicate what is inherent in charismatic leaders through outstanding oratory plays a significant role in the formation of charisma (Bennis, 2007).

In some of these studies, the individual dimensions of charismatic rhetoric have been examined separately (Seyranium & Bligh, 2008). In other studies, the effects of an aggregate charismatic rhetoric construct have been tested, such that the dimensions

are summed together for a combined level of charisma that is then examined in relation to important outcomes (Bligh et al, 2004). Another study quantified rhetoric and greatness and found that US presidents who engaged in more image based rhetoric are rated higher in charisma and greatness (Emirch et al, 2000). Many researchers and scholars have studied the delivery aspects of the rhetorical behaviours and found that charismatic leaders project a powerful, confident, and dynamic presence through delivery factors like eye contact, fluency, gestures, facial expressiveness, eloquence, energy and tone voice variety (Tan& Wee, 2002). Other studies on charismatic leader's rhetoric behavior have focused the use of linguistic devices, communication strategies image management and vision delivery (Liu et al., 2023). Johnson and Dipboye (2008) found that both content and delivery have effects on both the attributions of charismatic leadership by the audience, as well as employees' quality of performance on complex organizational tasks. Charismatic rhetoric has gained significant attention as a powerful communication tool used by leaders to engage, influence, and inspire their audiences. Barreto et al., (2023) explores the effects of crises on the way a narcissistic leader employs charismatic rhetoric, and the way charismatic rhetoric affects voting behavior.

It is evident that narcissist leaders amplify their charismatic rhetoric during crises, as they may use it to maintain control, manipulate perceptions and bolster their image. Another study by Yue (2021) is "Navigating change in the era of COVID-19: The role of top leaders' charismatic rhetoric and employees' organizational identification". The study draws on the self-concept based motivational theory of charismatic leadership and substitutes for leadership theory to explore the motivational effects of leaders' charismatic rhetoric during organizational change. The study developed a seven-item scale to quantitatively measure the construct of leaders' charismatic rhetoric during



change. Despite the apparent consensus on the importance of charismatic leader's rhetoric, the relationship between the content of the speeches and charismatic leadership has not received much attention from theorists and researchers. Only few studies have explored the content of charismatic leader's rhetoric (Schroedel et al., 2013).

In Africa, the study of presidential speeches is recent and mainly limited to Inaugural speeches and speeches given at international fora (Appiah, 2015). Most studies on the State of Nation addresses have largely focused on the United States, and the State of the Nation Address in Ghana has been under studied (Dadugblor, 2016). For instance, scholarship on the address in Ghana has largely relied on the speeches as a basis for policy formulation and evaluation (Rosencrans, 2014; Dadugblor, 2016). Amponsah (2018) examines the persuasive techniques used by Pentecostal preachers to connect with their congregations and cultivate a sense of belonging. Charismatic rhetoric often intersects with Ghana's cultural heritage. Tabi et al., (2020) investigates how traditional storytelling techniques have influenced contemporary charismatic communication patterns. In the era of mass media, charismatic leaders utilize various platforms to disseminate their messages. A study by Dzokoto (2019) analyzes how political figures leverage television and radio to amplify their charismatic rhetoric for a broader audience. The gendered dimensions of charismatic rhetoric are explored in Adu-Gyamfi's (2017) sheds light on how female leaders navigate charismatic communication within a traditionally male-dominated sphere.

While there is consensus on the importance of charismatic rhetoric, the relationship between speech content and charismatic leadership has received less attention. Few studies have explored the content of charismatic leaders' rhetoric, particularly in

African contexts such as Ghana. This study aims to analyze selected speeches of Jerry John Rawlings to understand the relationship between rhetoric content and charisma, focusing on frame alignment and trust-building. Despite the wealth of literature on charismatic rhetoric, charismatic rhetoric study in relation to the State of the Nation Address in Africa is under study.

## **1.2 Research Objectives**

The study seeks to:

1. Identify the charismatic rhetoric themes in the selected speeches of Jerry John Rawlings.
2. Examine the dominant socio-political issues raised by Rawlings in the selected speeches.
3. Explore elements of credibility in the use of his charismatic rhetoric.

## **1.3 Research Questions**

The following research questions will guide this study:

1. What are the charismatic rhetoric themes displayed in the selected speeches?
2. What are the dominant socio-political issues in the selected speeches of Rawlings?
3. How does Rawlings establish his credibility through charismatic rhetoric?

## **1.4 Significance of the Study**

The study of charismatic rhetoric holds significance in academia as it provides insights into the persuasive techniques and communication strategies used by charismatic leaders, which can inform various fields such as political science, psychology, sociology, and communication studies. Understanding how charismatic rhetoric works sheds light on the dynamics of leadership, public opinion formation,

and social influence. The study is important because it provides critical investigation into the role of rhetoric in charismatic leadership and its subsequent effects on followers. And it applies that charismatic leaders do not win the support of followers simply through speech eloquence but also through meaning making. The study of charismatic rhetoric is significant to policy making as it helps policymakers understand how effective communication can influence public opinion, garner support for policies and inspire action. By analyzing charismatic rhetoric, policymakers can tailor their messages to resonate with audiences, build trust, and mobilize stakeholders towards desired policy outcomes. Effective communication is essential for conveying the rationale behind policies and garnering public support, making the study of charismatic rhetoric a valuable tool in the policymaking process. It also sheds light on the future research directions of charismatic leaders' communication in the context of the budding transformational leadership in Africa as well as the use of technology to enhance their rhetoric behaviour.

### **1.5 Scope and Delimitation**

A single speech of a charismatic leader cannot provide a test of the propositions. However, a carefully chosen speech can serve to provide vivid examples of the theoretical constructs included in the propositions and thus guide the development of the operational definitions for use in systematic studies. For this study the researcher chose Jerry John Rawlings' speeches of the State of Nation Address during the democratic era. These speeches could easily be accessed online. The speeches also reflect Jerry John Rawlings' personality which make it suitable for the study. It is based on the speaker, the speech itself and its effects on the viewers and listeners.

## **1.6 Definition of Key Terms**

**Charismatic:** It refers to personality trait or leadership style that is characterized by a combination of charm, magnetism and persuasiveness.

**Rhetoric:** It is the use of language (spoken or written) to persuade, influence or impress an audience and it encompasses a wide range of techniques and strategies designed to achieve this goal.

**S.O.N.A:** State of the Nation Address

## **1.7 Organization of the Study**

This study consists of five chapters. The first chapter is introduction which covers the background to the study, the statement to the problem, objectives of the study and research questions. The chapter also presents the significance of the study, scope and delimitation and organization of the study. The chapter two presents the literature review and the theoretical framework. It reviews previous studies related to the current study. Chapter three presents the methodology of the study, which comprises the research approach, research design, data collection instrument and data analysis. Chapter four presents the findings of the study and the discussions of the results. Chapter five, which is the last chapter, summarizes the study. It presents discussions on the implications of the study and suggestions for future research.

## **1.8 Chapter Summary**

Chapter one of the thesis on “Charismatic Rhetoric Analysis of Selected Speeches of Rawlings” has provided an introductory overview of the research. It outlines the objectives, significance and scope of the study. Additionally, it presented a brief background on charismatic rhetoric and how it has evolved over the years.

## CHAPTER TWO

### LITERATURE REVIEW AND THEORETICAL FRAMEWORK

#### 2.0 Introduction

Every effective research is based on reviews of past knowledge of researchers. Best and Thomas (2021) wrote that a summary of the writing of recognized authorities and of previous researches provide evidence that the researcher is familiar with what is already known and what is still unknown. This chapter therefore presents the literature review of charismatic rhetoric. Many of the researches on charismatic rhetoric were conducted in the Western world with a few leadership related researches conducted in Africa. The literature for this review is taken from research journals, articles and theses from online which has become the cardinal source of relevant literature for most researchers. The literature review focuses on Charisma and Leadership, Charisma and Rhetoric, Presidential Rhetoric and Charisma, Configuration of Charismatic Rhetoric, Conceptualizing Charismatic Rhetoric.

In recent years, charismatic leadership has come to be recognized as an essential element of both micro and macro administrative, social, and political organizations (Khurana, 2002). The idea has been in use since the late 1970s and has been significant in numerous debates about leadership in numerous contexts and settings (Glynn & DeJordy, 2010). Nonetheless, one aspect of the phrase appears to be puzzling and unclear in academic circles. When talking about the idea of charismatic leadership, the term charisma has an intriguingly mysterious genesis that is frequently brought up. As it has already been mentioned, the idea of charisma had an odd beginning, beginning in a cradle veiled in Christian theology and Greek myth before finally finding foot in various fields, creating charisma a hazy idea in the process

(Scott, 2021). It should therefore come as no surprise that varying definitions of charisma, and thus of charismatic leadership, are required depending on the subject in which they are examined. For the purposes of this study, I will disregard religious and popular culture definitions of charisma and just pay attention to those offered in academic contexts. The majority of the time, Max Weber is the author who is usually quoted when discussing charismatic leadership (Scott, 2021). Certain personality trait that makes a person stand out and be perceived as having superhuman, supernatural, or at the very least exceptional abilities or attributes. These are things that are beyond of reach for the average person but are held to be divinely inspired or exemplary, and because of them, the person in question is viewed as a leader.

This definition seems to ascribe a supernatural element to the term charisma. According to this definition, a leader is someone who stands out from the crowd due to an innate ability. Delaney, (2020) Weber makes reference to the effect of charm on followers in an effort to further explain the idea. He thinks that followers give charisma its legitimacy. Further, Nikoloski (2015) asserts that charismatic leadership only emerges in times of crisis. Several academics believe that Weber's description was the first and most significant effort to introduce the idea of charismatic leadership to the field of social sciences (Potts, 2009). His explanation, however, came under fire from many detractors who claimed it was mired in mysticism and lacked a methodical framework for grasping the idea, making it unreliable. Nonetheless, it is asserted in Weber's defense that the problem is with the definition's phrasing, which closely reflects that of its religious forebears, rather than with the way Weber conceptualized the term (Joosse, 2014). But, the response to the Weberian explanation led to definitions of the idea that were more constrained in scope than Weber's.

Sociology begins to approach charismatic leadership in terms of organizations and structures, removing it from the psychological and private context of individual powers. Sociologists frequently examine the function of the charismatic leader and how it affects the institution's members. How one of the three types of power that leaders can wield over their followers in organizations is charisma, or symbolic power; this sort of influence results in the strongest commitment from followers (Antonakis et al., 2015). In a similar vein, Carton, (2022) offers a social analysis of the idea. He claims that it consists of both representation and expert performance. The first fold tends to inspire awe, while the second represents the principles of the followers. Political scientists' attempts to define charisma and charismatic leadership paralleled sociologists' conceptualizations of these concepts. Most of them had a relational perspective on it. Rather than being a trait, charisma is the bond a leader has with his or her followers (Rivers, 2019). Willner (1984) makes an effort to define the concept's essential components and major features. According to her, charismatic leadership is the interaction between a leader and their followers that includes aspects of the leader's perception, confidence in his or her exceptionality, respect and obedience toward them, as well as religious devotion. The traits of charismatic leadership were another area of interest for political scientists.

The idea of charismatic leadership, however, has waned in popularity and occasionally been flatly rejected in the field of political science. Some political scientists thought the idea was useless in today's democracies (Walters, 2022). As charisma itself was connected with totalitarian dictators, it seemed practically impossible to research charismatic leadership in democratic settings (Hollyer et al., 2023). As a result, charisma and charismatic leadership were equated with demagoguery and personality cults rather than being seen as relevant notions in

political science (Pappas, 2011). Some people held the view that charismatic leadership cannot legitimately deliver power since its theological implications are weak and waning (Wilkinson, 2021). Others said that their reductionist approach to analyzing political trends and occurrences made it advantageous for the political discourse to dismiss the idea of charismatic leadership and charisma (Poddar, 2023). They generally blame this sad turn of events on problems with conceptual definitions of the concepts involved as well as unfair measurement techniques. They also stress the importance of defining charisma precisely and separating it from the idea of transformational leadership. It's interesting how this field revived interest in the idea of charismatic political leadership. The most glaring example of this is electoral politics, which focuses more on the impact of the charismatic political leader on the followers. Many research have been done to study the impact of charismatic leadership on macro management settings.

As a result of the historical conditions surrounding its inception as well as its widespread application across numerous disciplines and fields, charisma is a term that is difficult to describe (Kravis, 2021). Yet, a definition that works for the objectives of this study must be offered. I may offer a definition of charismatic leadership based on the prior analyses and definitions of the term. So, a perceptual connection between a leader and his or her followers that elicits a strong emotional response from them (in the form of support and endorsement) as well as gets their legitimacy and validation can be regarded as charismatic leadership (Lahbib et al., 2023). Charismatic leadership has been extensively studied in the field of leadership and organizational behavior. Scholars have attempted to define and understand the characteristics and effects of charismatic leaders on their followers and organizations (Nassif et al, 2021).



One of the earliest and most influential studies on charismatic leadership was conducted by Weber who defined charisma as "a certain quality of an individual personality by virtue of which he is set apart from ordinary men and treated as endowed with supernatural, superhuman, or at least specifically exceptional powers or qualities" (Grimbald and Takwi, 2021). Weber identified three key elements of charismatic leadership: the leader's personal qualities, the leader's relationship with followers, and the followers' response to the leader. Also, Conger and Kanungo, developed a theoretical model of charismatic leadership that included three components: envisioning, empathizing, and empowering (Arghode et al., 2022). Envisioning refers to the leader's ability to articulate a clear and compelling vision of the future, empathizing refers to the leader's ability to understand and relate to the needs and concerns of followers, and empowering refers to the leader's ability to delegate authority and responsibility to followers.

Another important study on charismatic leadership was conducted by House who developed the Charismatic Leadership Theory (Attieha and Zouhairy, 2021). House identified six key characteristics of charismatic leaders: vision and articulation, sensitivity to the environment, sensitivity to member needs, personal risk-taking, unconventional behavior, and self-sacrifice. A study by Shamir proposed a revised version of the Charismatic Leadership Theory, which included four key elements: idealized influence, inspirational motivation, intellectual stimulation, and individualized consideration (Gitu and Awuor, 2020). Idealized influence refers to the leader's ability to serve as a role model and inspire followers, inspirational motivation refers to the leader's ability to inspire and motivate followers, intellectual stimulation refers to the leader's ability to stimulate followers' creativity and

innovation, and individualized consideration refers to the leader's ability to provide individualized attention and support to followers.

These studies and others have provided important insights into the nature and effects of charismatic leadership. While there is ongoing debate about the exact definition and components of charismatic leadership, there is general agreement that charismatic leaders have a powerful impact on their followers and organizations (Tokbaeva, 2022).

## **2.1 The Myth of Charismatic Leadership and Rhetoric Fantasy**

It is important to note that the myth of charismatic leadership is the belief that leader's charisma is the most important factor in their effectiveness. This belief is often perpetuated by popular media and cultural narratives that focus on individualistic heroic figures (Cooper et al., 2023). Despite the positive view of charismatic leadership presented by Eman et al (2023), there is a growing body of literature that suggests that the myth of charismatic leadership may be more harmful than beneficial to organizations and their leaders. The myth of charismatic leadership is based on the idea that the leader is a heroic figure who possesses exceptional qualities that set them apart from ordinary people. This myth creates unrealistic expectations of the leader and places too much emphasis on their personal qualities rather than on their ability to lead effectively (Chandler, 2022).

One of the key problems with the myth of charismatic leadership is that it can lead to a cult-like following of the leader. This can result in followers becoming overly dependent on the leader and losing their ability to think critically and independently. In extreme cases, this can lead to followers blindly following the leader even when

their actions are clearly detrimental to the organization or society as a whole (Kellerman, 2012).

Another problem with the myth of charismatic leadership is that it can lead to the creation of a fantasy rhetoric that is disconnected from reality.

According to Hume (2006), fantasy rhetoric is a type of language that is used to describe a world that does not exist. This type of language is used to create an imaginary world that is separate from reality. It is used to create a sense of wonder and awe in the audience. Fantasy rhetoric is used to create an alternate reality that is different from the real world. This alternate reality is often based on myths, legends, and other imaginary elements.

Additionally, fantasy rhetoric often includes the use of metaphors and similes. This rhetoric can be used to justify unethical or immoral behavior on the part of the leader or their followers. It can also be used to distract from the real issues facing the organization and to create a false sense of unity and purpose among followers (Alvesson & Sveningsson, 2003).

### **2.1.1 The Implications of the Myth of Charismatic Leadership**

The myth of charismatic leadership can have several negative implications for organizations and their leaders. First, it can lead to the creation of unrealistic expectations of the leader. When the leader fails to live up to these expectations, it can lead to disillusionment and a loss of faith in the leader. This can be particularly damaging when the leader is faced with a crisis or difficult situation where their leadership is needed the most (Avolio & Yammarino, 2013).

Second, the myth of charismatic leadership can create a culture of fear and intimidation within the organization when the leader is seen as the only source of wisdom and guidance.

One influential study on the myth of charismatic leadership was conducted by Tokbaeva, (2022). The authors analyzed the speeches and writings of several famous business leaders, including Lee Iacocca and John DeLorean, and found that their rhetoric was often based on fantasy rather than reality. These leaders used language that appealed to the emotions of their followers, promising them a better future and tapping into their fears and hopes. However, the authors argued that this rhetoric was not grounded in actual achievements or results, and that charismatic leaders often failed to deliver on their promises.

Kellerman (2004) conducted another study on the dangers of charismatic leadership. He argued that charismatic leaders often rely on their personal charm and charisma to gain followers, rather than on their actual skills and qualifications. This can lead to situations where leaders are selected based on their likability rather than their ability to lead effectively. Furthermore, Kellerman argued that charismatic leaders may be more likely to engage in unethical or abusive behavior, since they are less likely to be held accountable by their followers. Recent research has also shown that the myth of charismatic leadership may be particularly harmful in certain contexts, such as politics or religion. For example, in a study of the 2016 US presidential election, Stroud and Muddiman (2019) found that voters who were more susceptible to charismatic rhetoric were also more likely to support conspiracy theories and fake news. Similarly, in a study of religious leaders in the United States, Marler and Hadaway

(2002) found that charismatic leaders were more likely to be involved in financial scandals and other unethical behavior.

In conclusion, while the idea of charismatic leadership may be appealing, there is mounting evidence that it is a myth based on fantasy rhetoric rather than reality. Charismatic leaders may be more likely to engage in unethical or abusive behavior, and their rhetoric may be particularly dangerous in certain contexts. As organizations and society continue to grapple with the challenges of leadership, it is important to recognize the limitations of the charismatic leadership model and to explore alternative approaches to leadership that are based on evidence and results.

## **2.2 Language of Leadership**

The language of leadership has been a topic of interest for scholars across various disciplines, including psychology, management, and communication. Researchers have explored the ways in which leaders use language to influence their followers, shape organizational culture, and achieve their goals.

One of the seminal studies on the language of leadership was conducted by Sundararajan and Sundararajan, (2023). They proposed a model of communication in organizations that emphasized the importance of four different "speech acts" that leaders can use: asserting, proposing, questioning, and listening. They argued that effective leaders must be able to use all four of these speech acts appropriately, depending on the situation and the needs of their followers. This model has been widely cited in subsequent research on leadership language (Stock et al., 2022).

Another influential study was conducted by Pennebaker & Chung (2007). They analyzed the language used by U.S. presidents in their inaugural addresses, and found

that the most effective leaders tended to use words and phrases that emphasized big ideas, such as "freedom," "justice," and "equality." They also found that effective leaders tended to use more complex sentence structures and a wider variety of words, which suggested that they were able to communicate their ideas more effectively (Pennebaker & Chung, 2007). Researchers have focused on the ways in which leaders use language to create a sense of "authenticity" and build trust with their followers (Shamir et al., 2013). A study by Laura (2010) found that authentic leaders tend to use language that is more self-disclosing, emotionally expressive, and humble. They also found that these leaders were able to create a sense of shared identity with their followers by using inclusive language that emphasized "we" rather than "I."

Finally, some researchers have explored the ways in which leaders use language to shape organizational culture. Jo-Hatch and Schultz (1997) argued that leaders can use metaphors and other symbolic language to create a shared sense of meaning and purpose within an organization. They suggested that leaders who are able to create a compelling vision for their organization through language are more likely to be successful in achieving their goals.

In summary, research on the language of leadership has revealed a variety of strategies that effective leaders can use to influence their followers, shape organizational culture, and achieve their goals. Scholars have emphasized the importance of using a variety of speech acts, emphasizing big ideas, creating a sense of authenticity and trust, and using symbolic language to create a shared sense of meaning and purpose (Holdo, 2022). These studies provide important insights for practitioners who seek to develop their leadership skills and communicate more effectively with their followers. Charismatic leadership is often associated with a

leader's ability to influence, inspire, and motivate their followers through their communication style (Bell, 2013). Verbal and nonverbal rhetorical strategies are critical components of charismatic leadership that can help a leader to convey their vision, values, and goals to their followers effectively (Soloshchuk & Skrynnik, 2023).

### **2.3 The Role of Verbal and Non-Verbal Rhetoric**

Verbal rhetoric is a powerful tool that charismatic leaders use to convey their message to their followers. Charismatic leaders use persuasive language, such as metaphors, stories, and analogies, to create a powerful emotional impact on their followers. Research has shown that leaders who use verbal rhetoric are more likely to be perceived as charismatic and are more effective in motivating their followers to work towards achieving their goals (Seyranian & Bligh, 2008). For instance, in a study conducted by Krüger et al (2019) on charismatic leadership and its effects on followers behaviour and attitudes, they found that charismatic leaders were able to use metaphors to create a vivid and compelling vision of the future that inspired their followers to work towards achieving their goals. The study also found that charismatic leaders were skilled in using language to express their emotions and connect with their followers on an emotional level. Michelle Obama used a variety of rhetorical strategies in her speeches, including repetition, storytelling, and emotional appeals. For example, in her 2016 Democratic National Convention speech, she repeated the phrase "When they go low, we go high" to emphasize the importance of taking the high road in political discourse. She also shared personal stories about her family and upbringing to connect with the audience emotionally (Van Quaquebeke & Fredrickson, 2019).

Nonverbal rhetoric refers to the use of body language, facial expressions, and other nonverbal cues to convey a message. Charismatic leaders use nonverbal rhetoric to create an emotional connection with their followers, to inspire confidence and trust, and to convey their vision and values. Studies have shown that nonverbal cues, such as facial expressions and body language, can have a significant impact on the perception of a leader's charisma (Seyranian & Bligh, 2008). In a study conducted by Bass and Riggio (2006), the authors found that charismatic leaders used nonverbal cues, such as eye contact, facial expressions, and gestures, to create a sense of intimacy and rapport with their followers. The study also found that charismatic leaders were skilled in using nonverbal cues to convey their confidence and authority, which inspired their followers to trust and follow them.

Research has shown that both verbal and nonverbal rhetoric play important roles in charismatic leadership. A study by Van Quaquebeke and Fredrickson (2019) found that charismatic leaders use a combination of verbal and nonverbal cues to create a sense of presence and charisma. They also found that followers perceive charismatic leaders as more competent and trustworthy when they use effective verbal and nonverbal communication strategies. In summary, verbal and nonverbal rhetorical strategies play a crucial role in charismatic leadership. Charismatic leaders use persuasive language, such as metaphors, stories, and analogies, to create a powerful emotional impact on their followers. They also use nonverbal cues, such as facial expressions, body language, and gestures, to create an emotional connection with their followers and to convey their confidence and authority. Overall, the effective use of verbal and nonverbal rhetoric can help leaders to inspire, influence, and motivate their followers, and to achieve their organizational goals.



## 2.4 Charisma and Rhetoric

Although there are many theories and studies that examine the efficiency of a leader's rhetorical skills. This study aims to draw attention only to those factors that are either directly connected to charismatic leadership, their rhetorical behaviors, or have advanced the field through recommendations and guidelines. Ojo, (2020) talked about the three aspects of verbal communication that, in her opinion, characterize the eloquence of charismatic leaders. First, the capacity to modify the audience's linguistic level. Alliteration, rhythm, and other sound-related rhetorical strategies are the second. Third, the persuasive use of metaphors and other figurative language and imagery by charismatic leaders. She also brought out the issue of adapting language for various audiences. The level of the spoken language, such as whether it is formal, literal, or informal, is crucial since each level may have a different set of associations and emotive impact. Ojo, (2020) cited Franklin D. Roosevelt as an example of someone who skillfully catered public speeches to the average Joe. In a series of tests, (Khalfallah et al., 2022). sought to understand the effect of leaders' language on followers' assessments of charisma. Khalfallah et al (2022), conduct the first of their two tests, holding the substance of a filmed speech constant in order to concentrate specifically on the effects of delivery. Eye contact, posture, voice fluency, and body language were all affected. As was predicted, the powerful delivery therapy resulted in higher perceptions of charisma than the weak delivery treatment. Bonaccio et al (2016) expanded on their initial investigation by varying the content and delivery of vision in a subsequent trial. To convey a visionary or non-visionary message, speech content was modified. The conditions with visionary material and powerful delivery elicited higher levels of perceived charisma than the conditions with non-visionary content and weak delivery, which both had significant main effects. Particularly

intriguing is the conclusion that non-visionary content and powerful delivery increased perceptions of charm more than the opposite combination (Johnson & Dipboye 2008). This suggests that delivery effects are stronger than content impacts.

In their laboratory study, Meslec et al (2020) experimented with both vision (vision versus no vision) and delivery (communication style, or charismatic versus non-charismatic). A good congruence between the leader's beliefs and those of the followers, as well as enhanced trust in the leader, were all found to be effects of vision. Vision encouraged followers to establish high standards for themselves and enhanced their self-confidence, which improved performance. Surprisingly, there was no proof that the speech had an effect on the behavior or views of followers (Johnson & Dipboye 2008). The authors argued that, regardless of the results, delivery is a critical factor in perceived charm. Johnson and Dipboye (2008) looked at how views of a leader's charisma and effectiveness were impacted by the content, delivery, and organizational success. They used undergraduate students as subjects and exposed them to fake CEO of a software company's videotaped talks. The subjects were then asked to rate the message's visionary or nonvisionary substance, as well as its strength or weakness in terms of delivery and organizational performance. The experiment also examined Meindl's claims that, in general, people romanticize leadership by exaggerating its impact on organizational results.

The results of this laboratory study were consistent with other findings; they show that delivery is a key factor in how charismatic and effective a leader is viewed to be. Stronger perceptions of charisma and leadership effectiveness were produced by strong delivery, non-visionary content, and low organizational performance than by weak delivery, visionary content, and good organizational performance (Skarnitzl, &

Hledíková, 2022). By this experiment, the psychometric flaws of the Romance of Leadership Scale (RLS) are also brought to light. Pradhan & Pradhan (2012) examined the potent speech of three charismatic CEOs of well-known global corporations (Anita Roddick-The Body Shop; Matthew Barrett Bank of Montreal; Jan Timmer – Phillips). The content of the CEOs' remarks is anticipated to highlight the foundations of global strategy and management culture. Gaining followers' acceptance of and devotion to the purpose depends heavily on the content of speeches intended to explain the vision. In order to further understand the rhetorical design of charismatic talks, they used discourse analysis. They came to the conclusion that charismatic leaders heavily rely on the rhetorical strategies listed below to elicit favorable audience responses:

1. Contrast – Describing the subjects in terms of its opposite, e.g., “leaders are born not made”.
2. Lists – especially three parts lists e.g. “Government of the people, by the people, for the people”.
3. Puzzle-solution /headline-punchline- Increasing audience interest in a solution or punchline, by presenting a puzzle or headline.
4. Position taking- Offering a more or less neutral description of a state of affairs, and then strongly agreeing or disagreeing.
5. Pursuit, Repetition and Alliteration- Actively pursuing an audience reaction by emphasizing a point just made.

Together, these rhetorical analyses make a compelling case that the content and construction of a leader's vision can serve as powerful sources for follower inspiration (Heracleous & Klaering, 2014). Exceptionally expressive individuals, charismatic leaders use speech to convince, influence, and mobilize others (Poddar, 2023).

Personal charisma, according to Friedman, Riggio, and Caseslla, is "a theatrical flair involving the desire and skill to transmit emotions and so inspire others" (1988). According to Assouad (2020), charismatic leaders create meaning. They assemble images of fantastic possibilities by picking and choosing from the raw ingredients of reality. So, their persuasion is of the subtlest kind since they provide us tempting future images by interpreting reality.

#### **2.4.1 Strategic narratives, Charismatic rhetoric, and Leadership**

Strategic narratives, charismatic rhetoric, and leadership are interrelated concepts that have been the focus of considerable scholarly research. A strategic narrative is a story that leaders use to shape the perceptions and beliefs of their followers about their vision for the future (Wibben, 2018). According to some scholars, strategic narratives are a powerful tool for leaders who seek to create a sense of shared purpose and mobilize support for their vision. Some studies have shown that strategic narratives can be used to build trust, increase resilience, and promote cooperation, among other benefits. One example of a study on strategic narratives is the work of Kaldor and Selchow (2007) who argue that strategic narratives can play a crucial role in shaping international security policies. They suggest that narratives are not just stories or discourses but are also performative and help shape the reality they purport to describe. Kaldor and Selchow argue that strategic narratives are essential for creating a shared sense of identity and purpose among diverse groups of people, which is necessary for successful collective action.

Studies on strategic narratives, charismatic rhetoric, and leadership in Ghana have gained significant attention from scholars in recent years. Scholars have examined the role of strategic narratives in promoting development, the use of charismatic rhetoric

by political leaders to inspire followers, and the relationship between leadership and national development. Studies have shown that strategic narratives can play a critical role in promoting development in Ghana.

In Ghana, the government has used strategic narratives to promote development and shape national identity (Adutwumwah, 2020). For instance, the government's "Ghana Beyond Aid" narrative aims to mobilize citizens to work towards self-sufficiency and reduce the country's dependence on foreign aid ((Adutwumwah, 2020). In Ghana, charismatic rhetoric has been used by political leaders to inspire followers and promote national development (Nugent et al., 2018). For example, Kwame Nkrumah, Ghana's first president, used his charisma to mobilize the masses and promote the country's independence (Baffoe, 2020). Similarly, Jerry Rawlings, Ghana's longest-serving president, used his charisma to promote development and unity in the country (Aning, 2001).

Studies on strategic narratives, charismatic rhetoric, and leadership in Ghana have contributed significantly to our understanding of the role of leadership in promoting national development. The findings in the review highlight the importance of strategic narratives in shaping national identity and promoting development, the use of charismatic rhetoric by political leaders to inspire followers, and the critical role of effective leadership in promoting development. These studies have important implications for policymakers and leaders in Ghana and other developing countries seeking to promote development and improve the welfare of their citizens.

#### **2.4.2 Presidential Rhetoric and Charisma**

Political science has a thriving body of literature on presidential rhetoric. The consideration of changes in presidential speech over time is a significant theme in this

literature. Presidents of earlier eras avoided making policy-specific appeals, possibly out of respect for the Founders' prohibition against demagoguery, while twentieth-century presidents are described as routinely attempting to go "over the heads" of Congress to appeal directly to the American people (Tulis, 2006). This is especially intriguing in light of Lim's (2002, 2008) research, which is the first to attempt a systematic quantitative analysis of the use of presidential rhetoric over time by examining inaugural addresses and annual messages delivered between 1789 and 2000 using content analysis software. Lim (2002, 2008) , finds evidence to support the claim that presidential rhetoric has changed, with five key changes: an anti-intellectual trend, where reasoned argument is absent and is largely replaced by sloganeering and pandering; an increase in the use of abstract lofty words; more democratic rhetoric, such as the use of we, us, and the collective; more assertive rhetoric, which reflects the president's more powerful role over time; and a more conversational rhetoric, which is also more informal. Researchers have also examined how well certain presidents have used rhetoric. For instance, there has been discussion on whether Reagan's statements during the mid-term elections benefited or harm his party (Meagher, 2021). Edwards et al, (2022) raise the crucial point that, given the unique political environment in which they operate, presidents are limited in the rhetorical strategies they can use. They contend that President Reagan's speech was highly effective considering the high unemployment rate the nation was experiencing. Another instance is how Holian (2004) investigated how President Clinton exploited language to gain an advantage on the Republican-traditionally-owned crime topic.

Lastly, President Bush's issue discourse in the 2002 State of the Union address was associated with voter approval, according to Druckman and Holmes (2004). While the above studies all focused on sitting presidents, there is also academic research on the

rhetorical strategies employed by presidential contenders during the campaign and their efficacy. Many works in this field have examined the use of issue rhetoric or, more specifically, the problems that candidates choose to emphasize (Burden & Sanberg 2003; Waldman & Jamieson 2003). For instance, Burden and Sanberg (2003) provide a methodical investigation of the evolution of presidential candidates' use of budget rhetoric. A few academics have also studied how presidential candidates employ their values discourse and its results (Barker 2005; Doherty 2008). For instance, Doherty (2008) discovers that Republican candidates are more likely to use limited government discourse in their nomination speeches, whereas Democratic candidates are more likely to employ egalitarian vocabulary. Doherty (2008), demonstrates that candidates may gain from adopting the speech associated with the opposing party, with the exception of Republican candidates' usage of egalitarian discourse, despite the fact that both parties portray themselves as possessing specific ideals in their rhetoric. While it's crucial to comprehend how charismatic speech affects followers, one must first comprehend its usage, users, and target audiences. Simply put, there is not much literature out there on how charismatic rhetoric is used by presidents or presidential candidates (Bligh et al. 2010). Ramos, (2023) investigates the content and structure of the candidates' charismatic rhetoric in the 2008 U.S presidential election.

In Ghana, charismatic rhetoric has been used by political leaders to inspire followers and promote national development (Nugent, 2018). For example, Kwame Nkrumah, Ghana's first president, used his charisma to mobilize the masses and promote the country's independence (Baffoe, 2020). Similarly, Jerry Rawlings, Ghana's longest-serving president, used his charisma to promote development and unity in the country (Aning, 2001).

Over the years, presidential rhetoric has evolved in response to changes in society, media, and political culture. Study reveals five trends in presidential rhetoric. Here are the five trends in presidential rhetoric:

#### **2.4.3 Emphasis on Personalization and Authenticity**

One trend in presidential rhetoric is the increasing emphasis on personalization and authenticity. In recent years, presidents have used more informal and conversational language, and have sought to connect with audiences on a personal level. According to scholar John Murphy, this trend reflects a broader cultural shift towards individualism and the importance of personal identity (Murphy, 2014).

#### **2.4.4 Use of Social Media and Digital Communication:**

Another trend in presidential rhetoric is the use of social media and digital communication platforms. In recent years, presidents have used social media to communicate directly with the public, bypassing traditional media channels. This trend reflects a broader shift towards participatory politics and the increasing importance of digital media in shaping public opinion (Cornfield & Dallek, 2014).

#### **2.4.5 Focus on Crisis Management and National Security:**

Presidents have increasingly used their rhetoric to address crises and national security concerns. According to Mercieca (2019), this trend reflects a broader cultural shift towards a politics of fear and the perception of constant threat (Mercieca, 2019). In times of crisis, presidents have used their rhetoric to project strength and leadership, while also reassuring the public and rallying support for national security measures.



#### **2.4.6 Appeal to Populist Sentiments:**

Presidents have also increasingly appealed to populist sentiments in their rhetoric. Populism is characterized by a focus on the concerns of ordinary people and a rejection of the elite. According to Jan-Werner Müller, populist rhetoric typically involves a simplification of complex issues, a focus on symbolic appeals, and an emphasis on the leader as the embodiment of the people (Müller, 2016). Presidents who adopt populist rhetoric seek to tap into the frustrations and grievances of ordinary citizens, and to position themselves as the champions of the people.

#### **2.4.7 Emphasis on Unity and Collaboration:**

Finally, presidents have increasingly emphasized unity and collaboration in their rhetoric. According to George Edwards, this trend reflects a growing recognition that presidents need to work across party lines and build broad coalitions to achieve their policy goals (Edwards, 2017). Presidents who adopt this rhetoric seek to position themselves as unifiers and consensus builders, and to appeal to the common interests of all.

#### **2.4.8 Rhetorical Presidency**

The concept of the "rhetorical presidency" refers to the shift in the role of the President of the United States from a purely administrative and executive figure to one who actively engages in public communication and persuasion. The term was first coined by a political scientist Grimaldi, (2023) and has been widely studied and debated in political science ever since. One of the key arguments made by Tulis and other scholars is that the rise of the rhetorical presidency has been fueled by changes in the media environment. As television and other mass media became more prominent in the 20th century, presidents increasingly relied on public speeches, press

conferences, and other forms of communication to connect with the American people. This trend has only intensified in the digital age, with presidents now using social media platforms like Twitter to reach even wider audiences.

Other scholars have built on Tulis's work to further explore the dynamics of the rhetorical presidency. Wood (2007) argues that the rise of the rhetorical presidency reflects broader changes in the nature of the American political system, as the president has come to play a more central role in the policymaking process.

Similarly, Medhurst (2008) has argued that the rhetorical presidency has been fueled by the growth of the modern media environment, which has created new opportunities for presidents to shape public opinion and rally support for their policies. Dickinson traces the history of the rhetorical presidency back to Franklin D. Roosevelt's innovative use of radio broadcasts to communicate directly with the American people during the Great Depression (Medhurst, 2008).

While the rise of the rhetorical presidency has undoubtedly had a profound impact on politics, it has also been the subject of criticism and debate. Some scholars have argued that the emphasis on presidential rhetoric has come at the expense of other important functions of the presidency, such as managing the federal government and working with Congress to pass legislation. Others have raised concerns about the potential for presidential rhetoric to be used to manipulate public opinion or undermine democratic norms (Schroedel et al., 2013).

In conclusion, the rise of the rhetorical presidency is a complex and multifaceted phenomenon that has been the subject of extensive scholarly research and debate. While there is no consensus on the precise causes or consequences of this trend, it is

clear that the role of the president as a communicator and persuader has become increasingly central to politics in recent decades.

#### **2.4.9 Budget Rhetoric**

Budget rhetoric refers to the language and arguments used by political actors to justify their proposed budgets and defend them from criticism (Bartels, 2005). It is a critical aspect of the political process, as it allows policymakers to communicate their priorities and values to the public and other stakeholders. Scholars have studied budget rhetoric extensively, examining the strategies and tactics employed by policymakers to advance their agendas. Research has shown that budget rhetoric can have a significant impact on public opinion and policy outcomes. A study by Soroka and Wlezien (2010) found that public opinion on the federal budget was strongly influenced by the framing used by policymakers, with respondents more likely to support budgets framed as investments in critical programs than those framed as deficit reduction measures. Similarly, a study by Bartels (2005) found that the language used by politicians in discussing taxes and spending was closely linked to their policy positions, suggesting that budget rhetoric can serve as a proxy for policy preferences.

The topic of budget rhetoric in presidential campaigns has been the subject of numerous academic studies over the years. These studies have examined the ways in which presidential candidates talk about budgetary issues, the effectiveness of different types of budgetary messages, and the impact of budget rhetoric on voter attitudes and behavior. Here are some examples of scholarly studies on this topic. Whitford and Yates (2009) in their study on examines the budget rhetoric used by presidential candidates from 1952 to 2004 and finds that candidates who use more

vivid and concrete language about budget issues are more successful in persuading voters to care about those issues.

Also Milkis and Rhodes (2007) compares the budget rhetoric of Bill Clinton and George H.W. Bush in the 1992 presidential campaign and finds that Clinton was more successful in using budgetary issues to appeal to swing voters. A study by Atkinson and Bierling (2005) uses survey data to examine the impact of different types of budget messages on voter attitudes and finds that messages that emphasize the need for fiscal discipline are more effective than messages that focus on spending priorities. Mertz et al (2009) uses experimental methods to examine the impact of emotional appeals about the budget deficit on voter attitudes and finds that anger and anxiety messages are more effective than enthusiasm messages. These studies and others like them provide valuable insights into the ways in which presidential candidates use budget rhetoric to appeal to voters and the effectiveness of different types of budget messages. They can help inform our understanding of the role that budget issues play in presidential campaigns and how voters respond to these messages.

A study, conducted by Hart and Uhr (2011), examined the use of budget rhetoric by Australian political leaders during the 1996 federal election campaign. The authors found that political leaders used a variety of rhetorical strategies, including framing, metaphor, and emotive language, to convey their budgetary priorities to the electorate. They concluded that budget rhetoric was an essential tool for political leaders to communicate their policy priorities to the public (Boin et al., 2012). Another study, conducted by Jacobs & Skocpol (2010), examined the role of budget rhetoric in shaping public perceptions of healthcare reform in the United States. The authors

found that opponents of healthcare reform used budget rhetoric to frame the debate as a choice between fiscal responsibility and government overreach. Proponents of healthcare reform, on the other hand, used budget rhetoric to emphasize the economic benefits of healthcare reform, such as reduced healthcare costs and increased productivity. A third study, conducted by Devaney et al (2020), examined the effects of budget rhetoric on public attitudes toward government spending. The authors found that individuals were more likely to support government spending when it was framed as an investment in the future rather than as an immediate expense. They concluded that the use of positive rhetoric and framing techniques was an effective way to increase public support for government spending.

Overall, these studies suggest that budget rhetoric plays a crucial role in shaping public perceptions of government spending and policy decisions. By using persuasive language and framing techniques, political leaders can influence public opinion and support for their budgetary priorities (Dearing & Lapinski, 2020).

### **2.5 State of the Nation address as a rhetorical genre**

Rhetorical genre is a phrase that can be used in reference to at least two different concepts in the rhetorical discipline, which is a subset of the larger discipline of communication studies (Akbaş & Farnia, 2021). Briefly, rhetorical genre can be a useful phrase to describe a category of rhetoric or a methodology for analyzing a piece of rhetoric. First, since rhetoric is sometimes defined as the art of public speaking, one use of rhetorical genre is in reference to describing different kinds of rhetoric (Lucas & Stob, 2020). For example, film, television, presidential speeches, and magazine advertisements represent different genres of rhetoric. Second, rhetorical genre is used in reference to a method of rhetorical criticism sometimes called genre criticism. These two conceptual understandings of rhetorical genre are rooted in the

assumption that rhetorical genres can guide the creation of public communication as well as the interpretation of that communication by public auditors, including rhetorical critics (Keith & Lundberg, 2013).

The State of the Nation address is a rhetorical genre that has a long history in Ghana. It dates back to the colonial period when the British governor-general would deliver an annual speech to the Legislative Council outlining the government's policies and plans for the coming year (Debrah, 2016). After Ghana gained independence in 1957, the tradition continued, with the president delivering an annual speech to the parliament and the nation as a whole.

The study of African oratory by Asante (2007) emphasises the value of oratory in African culture. According to Asante (2007), African oratory is a way of life that expresses the culture, identity, and ambitions of the people rather than just a show. The State of the Nation address is a type of oratory that represents the culture and ambitions of Ghanaians, making Asante's work relevant to this research. One of the founding fathers of rhetoric, Aristotle, is studied by the researcher in his analysis of his writings. The study of public speaking and speech-making has been impacted by Aristotle's writings on rhetoric. Three components are necessary for effective communication, according to Aristotle: ethos, logos, and pathos. The ethos is the speaker's personality, the logos is the argument's logic, and the pathos is the audience's emotional appeal. These factors are important for understanding the State of the Nation address, making them relevant to our study.

The researcher looks at several political speech studies. For instance, the analysis of political speeches utilising a framework that takes into account the speaker, audience, occasion, purpose, and message is demonstrated in Ryan and Hildebrand's (2015)

study on these speeches. Because it can be used to evaluate the State of the Nation address. Research on the State of the Nation Address is examined by the researcher. For instance, Lee's (2009) study on the US President's State of the Union address demonstrates how the speech has changed through time and how it reflects the country's political and social developments. Similar to this, Greene's (2008) investigation of Taiwan's State of the Nation Address demonstrates how the address captures the country's political, social, and economic changes. These studies are pertinent to this investigation because they show how political and socioeconomic developments in a nation are reflected in the State of the Nation address. According to Ryan (2020), one of the key rhetorical genres used in State of the Nation addresses is the use of ethos. Ethos refers to the speaker's credibility and authority. Another important rhetorical strategy used in State of the Nation addresses is the use of pathos. Pathos refers to the speaker's appeal to the emotions of the audience. A third rhetorical strategy used in State of the Nation addresses is the use of logos. Logos refers to the speaker's appeal to reason and logic.

The State of the Nation address is an important political event in Ghana, as it provides an opportunity for the president to communicate with the people and outline the government's policies and plans. The address is typically delivered at the beginning of the parliamentary session and is followed by a debate in parliament. The speech is broadcast live on national television and radio, and it is closely watched by the public and the media.

### **2.5.1 The Historical context of the State of the National Address**

The country has experienced various political and economic changes that have shaped the context of the State of the Nation address. One significant event in Ghana's history

was the establishment of the Fourth Republic in 1992 and this marked a transition from military rule to a democratic system of governance (Idun, 2022). The Fourth Republic brought about a constitutional framework that included provisions for the president to deliver an annual State of the Nation address to Parliament and the Ghanaian people. The State of the Nation address is a rhetorical genre that has a long history in Ghana. It dates back to the colonial period when the British governor-general would deliver an annual speech to the Legislative Council outlining the government's policies and plans for the coming year (Debrah, 2016). After Ghana gained independence in 1957, the tradition continued, with the president delivering an annual speech to the parliament and the nation as a whole. The state of the Nation address also reflects the political and social context of the time. It is influenced by the ongoing events, public sentiments and the priorities of the ruling government (Dzorgbo & Dei, 2018). For instance, during the periods of economic challenges, the president may focus on measures to stimulate growth, reduce poverty or address unemployment. In times of social unrest or political tensions, the address may emphasize unity, peacebuilding and democratic values (Amoako, 2021; Hammond, 2017).

The State of the Nation address is an important political event in Ghana, as it provides an opportunity for the president to communicate with the people and outline the government's policies and plans. The address is typically delivered at the beginning of the parliamentary session and is followed by a debate in parliament. The speech is broadcast live on national television and radio, and it is closely watched by the public and the media.



### **2.5.2 The Justification for the use of Rawlings' State of the Nation Address**

Former Ghanaian president Jerry John Rawlings was renowned for his dynamic leadership style and rhetorical prowess. Throughout his time as the military ruler and president, he gave multiple State of the Nation Address speeches that were praised for their fervor and persuasiveness for national integration. Rawlings' presidency was a critical period in Ghana's history, marked by significant political, economic and social transformations. His State of the Nation addresses reflect the challenges faced by Ghana during that time and the strategies employed as leader to address them (Dzorgbo & Dei, 2018).

Again, the speeches are a reflection of the feelings, attitudes and reactions to the many dimensions of the events surrounding the governance of the country. Jerry John Rawlings is also a person who has exerted a huge influence on the politics of Ghana and this influence will remain for a long time to come (Akosah-Sarpong, 2010). He ruled the country for almost twenty years. He first ruled the country for three months, after junior officers of the army toppled the SMC II on June 4 1979, and he became the Head of State. After three months, he handed over to a civilian administration. He overthrew the government he handed over through a military coup and ruled as a military head of state for eleven years (Idun, 2022).

Then he became the civilian ruler in a constitutional regime for eight years. The ideological portrayal of Rawlings constitutes one of the reasons for my choice of his state of nation address speeches. The choice of the addresses is premised on the assumption by Shogan (2015:7) that “the State of the Nation address is not primarily a partisan speech or document.” A critical feature of the SONA, he posits, is that it is

characterized by a bipartisan tone, an element he contends distinguishes such addresses from all other types of presidential rhetoric.

In conclusion, the State of the Nation address is a key rhetorical genre in Ghana that has a long history and a big influence on the country's political discourse.

## **2.6 Configuration and Dimensions of Charismatic Rhetoric**

Decisions made regarding the handling of multidimensional dimensions in empirical research have an impact on the outcomes produced by their use (Johnson et al., 2011; Rosen et al., 2012). For instance, using an aggregate measure assumes that each dimension of the rhetoric has an equal and consistent impact on the overall construct and that using more of each dimension is better than using more of a particular subset of potential dimensions (Baur et al., 2016). Although it is important to grasp how the charismatic rhetoric construct as a whole relates to important leadership outcomes, a brief summary of the dimensions inhibits a deeper comprehension of how the many dimensions interact with one another and the important outcomes.

More precise evaluations of the dimensional links to the outcomes are possible when each dimension's utilization is examined. This strategy, meanwhile, still prevents a deeper comprehension of how the factors might work together to forecast crucial leadership outcomes. The adoption of a configurational approach to many organizational phenomena has thus been pushed for by researchers in order to build upon the body of knowledge examining the distinct dimensions of constructs (Bolino & Turnley, 2003; Kipnis et al. 1984; Law et al., 1998; MacDougall et al., 2014; Short et al., 2008; Knippenberg & Sitkin, 2013). A configurational method conceptualizes constructions as profile variables, exploring each dimension in relation to the others to identify patterns of the dimensions. By enhancing or clarifying the construct and its

properties, such an approach offers the chance to contribute to theory development (Bolino & Turnley, 2003).

An examination of the charismatic rhetoric dimension connections from earlier studies finds that some dimensions have substantial links while others have weak or no correlations (Bligh et al., 2004). This implies that there may be rhetorical profiles wherein leaders use various degrees of the charismatic rhetorical qualities. Scholars have also asserted that certain dimensions might have a greater impact in particular circumstances (Lim, 2002, 2008; Schroedel et al. 2013). Davis and Gardner (2012) used a configurational approach to investigate the charismatic rhetoric of a single leader and discovered evidence in favor of changing usage patterns over time. In the current study, we want to further this line of inquiry and offer a better knowledge of the usage patterns of the aspects of charismatic rhetoric among leaders. Specifically, looking for the presence of charismatic rhetorical profiles among a sample of leaders as well as the relative effectiveness of rhetorical profiles in predicting the success of influence. Evidence of different profiles of charismatic rhetoric contributes to study on leader charismatic rhetoric by offering a variety of possible directions because rhetoric is a fundamental means through which leaders communicate and garner support for their objectives (Carsten et al., 2019). For instance, rhetorical studies could start to look at how various combinations of the charismatic rhetorical qualities perform better or worse in various leadership circumstances. Furthermore, as rhetoric is something that can be purposefully created and given, leaders can use the knowledge of how profiles connect to significant outcomes to frame their communication in a way that will encourage support for their goal. A brief introduction of charismatic rhetoric as a multidimensional construct is presented at the outset, and this knowledge used to frame the research questions.

Leadership experts have found certain rhetorical features used by charismatic leaders, which were first described by Shamir and colleagues (Heracleous & Klaering 2014). Eight dimensions of charismatic rhetoric were created by Bligh and her associates (Bligh et al., 2004), who also verified dictionaries to assess the dimensions in later investigations (Bligh et al., 2004b; Bligh & Robinson, 2010; Seyranium & Bligh, 2008). This is a quick explanation of each dimension.

**Collective Focus:** Leaders that are charismatic make more references to the group as a whole and fewer to their own self-interest (Ciulla & Ciulla, 2020). By doing this, these leaders are able to foster a sense of belonging and harmony among the organization's participants. This sense of oneness can be used by charismatic leaders to inspire their workforce to work hard toward achieving group objectives while putting aside personal interests (Kamaluddin & Citaningati, 2023). When followers believe their boss is like them, they are more willing to put their trust in him or her, take chances, and give things up for him or her (Kleynhans, Heyns & Stander 2021).

**Temporal orientation:** sacrifices when people believe the leader is like themselves. More references to the relationship between the past and the present will be made by charismatic leaders (Bligh et al., 2004). This enables a leader to articulate the reasons behind the organization's current state and supports a compelling future vision.

**Follower Worth:** Using language that emphasizes the significance of followers to the leader and the collective, charismatic leaders boost the support and self-efficacy of their followers ((Kamaluddin & Citaningati, 2023). Leaders can encourage staff to strive for objectives that might otherwise be viewed as impossible by using motivating language and praise (Schroedel et al., 2013).

**Similarity to Followers:** By emphasizing the advantages of communality and downplaying distinctions between the leader and their followers, charismatic leaders

foster a sense of belonging and an attitude of all for one (Bligh et al., 2004b). In order to generate this impression, charismatic leaders usually stress common experiences between the leader and followers (Schroedel et al., 2013).

**Values and Moral Justifications:** In order to motivate staff, charismatic leaders frequently cite moral justifications and values (Tavares et al., 2021). High-level values are an essential part of how followers evaluate themselves, and they serve as a fundamental foundation for how an employee sees himself or herself as a person and as an employee. Leaders can match the collective goals with the values of the workforce by using language that both affirms and challenges those values.

**Tangibility:** Charming leaders frequently use flowery language that paints an abstract and less specific picture of the future (Kotter 2008). As a result, leaders are better able to unify their followers around the vision rather than specific objectives. As a result, motivation is likely to keep rising as the goals become less definite and more like changing targets. By doing this, staff members will continue to support the leader's vision and won't lose motivation when the goals are achieved. A crucial tool for charismatic leaders, tangibility is therefore a reverse measure where a lower reference of tangibility implies less concrete aims (Tan et al., 2023).

**Action:** A leader must inspire followers with a feeling of direction and purpose in order for charisma to be effective. Hence, if the objectives and vision are to be fulfilled, a call to action is crucial (Sivarat et al., 2021). The way charismatic leaders do this is by exuding a clear, compelling, and meaningful vision that they are confident can be realized (UMOH 2023), inspiring and motivating their people (Bass, 1990).

**Adversity:** Employees must think that the future vision is superior to their current perceptions in order for the new vision to be powerful. Charismatic leaders draw

attention to the difficulties and issues of the present to create a contrast with their outlook for the future (Nieken, 2023). These leaders would usually exaggerate the current bad situations in an effort to make people follow their vision more out of necessity than out of pleasure.

### **2.6.1 Conceptualizing Charismatic Rhetoric**

A compelling vision is a description of a desired future state (Carton et al. 2014) that becomes a symbol of potential future outcomes, fosters shared meaning and a sense of community, energises and challenges while connecting the present with the future, and more. In fact, Knippenberg and Stam (2014:241) stated in their analysis of visionary leadership that the "transmission of an inspirational vision is understood to sit at the core of the exceptional leadership that mobilizes the masses" The ability to communicate one's vision to followers and persuade them to give up their own objectives in favor of the leader's vision makes a person a charismatic leader (Chatman et al., 2020). According to Shamir et al (1993, 1994) theory, charismatic leaders can use their vision for the organization to connect their followers' interests and self-concepts to the objectives and requirements of the latter (Attieha & Zouhairry, 2021). By doing this, followers will become more intrinsically motivated, sacrifice more of themselves, and internalize the leaders' vision (Howell & Shamir, 2005). Therefore, charismatic leaders can exert influence over others' values, behaviors, and performance through their vision (Attieha & Zouhairry, 2021).

The employment of language by leaders is one method they can convey their vision (Conger, 1991; Emrich et al., 2001; Shamir et al., 1994). Heracleous & Klaering, (2014) noticed that rhetoric is being used more and more to shape views and attributions of leadership. In some situations, rhetoric is really believed to be the

primary method of leadership (Heracleous & Klaering, 2014). In order to inspire and motivate their followers, for instance, leaders of huge organizations and nation states must utilize rhetoric to express a vision because they are unable to establish personal ties with every one of their followers (Attieha & Zouhairi, 2021). Without excellent rhetorical abilities, leaders are less likely to be able to persuade people to unite behind them. They consequently have a lower likelihood of promoting improved subordinate performance, commitment, and satisfaction (Raina & Roebuck, 2016).

### **2.6.2 Prior Empirical Research and Current Research**

Research has looked the existence of the eight dimensions as well as how they have changed over time in these and other studies (e.g., before and after a crisis). Examining the multidimensional construct of charismatic rhetoric from a different perspective could serve as an alternative to looking into each of its component parts. Multidimensional constructs can be conceptualized in one of three ways, according to Knox & Lucas, (2021) by using a latent model, an aggregate model, or a profile model. The charismatic rhetoric dimensions would be influenced by a more comprehensive, overall charismatic rhetoric construct using a latent model. Alternately, an aggregate conception would suggest that the charismatic rhetoric construct is formed by adding the individual dimensions. Finally, a profile model would suggest that various arrangements of the rhetoric dimensions are reflected in the charismatic rhetoric construct.

According to a latent model approach on charismatic speech, charismatic leaders employ all eight aspects at quite high degrees (Kissas, 2020). Since each dimension "represents an alternate mechanism via which charismatic rhetoric might be introduced," scholars have argued that the latent model is inappropriate (Bligh et al.,

2004). In order to examine the impacts of charismatic speech, some researchers chose the aggregate model, which adds up each of the eight variables. Yet, the choice to aggregate prevents researchers from looking at how the underlying characteristics interact (Bolino & Turnley, 2003). The oversimplification of the charismatic rhetoric construct, in other words, may prevent a deeper understanding of the interplay among the eight dimensions as well as their efficacy as influence mechanisms. This is because if the eight dimensions do not have consistent individual effects on predicting perceived leadership abilities.

Using a profile method, Davis and Gardner (2012) recently investigated the charismatic rhetoric of one leader and discovered evidence that a leader's pattern of rhetoric changed over time. More particular, they discovered that while leader rhetoric use varied by crisis, crises were a prerequisite for it. Since their study only focused on one leader, concerns about the possibility of different rhetorical profiles across leaders and their potential relative effectiveness still linger. To find out if leaders employ different rhetorical patterns while defining a vision and trying to persuade followers to adopt it, we continue our investigation into the characteristics of charismatic rhetoric.

## **2.7 Theoretical Framework**

House's theory of charismatic leadership posits that charismatic leaders possess unique qualities that inspire followers to exhibit exceptional levels of commitment, motivation, and performance (Brown, et al., 2020). This theory emphasizes the transformational nature of charismatic leadership, where leaders influence their followers' beliefs, values, and behaviors through their personal charisma and vision. House identified several key components of charismatic leadership, including the leader's ability to articulate a compelling vision, display confidence and self-



assuredness, and establish strong emotional connections with followers. Shamir et al (1993) motivational theory of charismatic leadership extends the understanding of charismatic leadership theory proposed by House (1977) by focusing on the psychological processes that underlie its effectiveness. According to this theory, charismatic leaders inspire and influence their followers by addressing their fundamental psychological needs and aspirations (Meslec, et al., 2020).

The theory emphasizes two main mechanisms through which charismatic leaders motivate their followers: identification and internalization (Decuyper & Schaufeli, 2020). Identification occurs when followers see the leader as a role model and develop a strong emotional attachment to them. This identification leads to a desire to emulate the leader's behaviors and values. Internalization, on the other hand, involves followers adopting the leader's vision and goals as their own, integrating them into their self-concept. Shamir et al (1993) propose that charismatic leaders are particularly effective at satisfying followers' needs for a sense of direction, meaning, and self-worth. By providing a compelling vision and a clear sense of purpose, charismatic leaders fulfill these needs, leading to increased follower motivation, commitment, and performance.

The motivational theory of charismatic leadership proposed by Shamir et al (1993) serves as a foundation for investigating the connection between speech content and charisma. The hypothesis makes certain claims on the conduct of charismatic leaders. These statements do not just pertain to the leader's verbal behavior, and the theory does not imply that the leader's verbal activity alone, or even primarily, produces charismatic effects. However, some of the theory's broad assertions can be reduced to more focused assertions regarding the speech content components that charismatic

leaders are most likely to highlight. As a partial test of the theory, speeches given by leaders can therefore be examined in relation to the hypotheses.

The following presumptions concerning the self-concept and its motivational consequences form the foundation of the motivational theory put forth by Shamir et al (1993):

- (i) People are rational, goal oriented, and expressive of themselves.
- (ii) Individuals are inspired to sustain and grow their sense of worth and self-worth.
- (iii) Maintaining and enhancing a person's sense of self-consistency is another motivation.
- (iv) Identity-salience is reflected in behaviour, and self-concepts are made up in part of identities that are arranged in a hierarchy of salience.
- (v) Humans may be motivated by faith because optimism or having confidence in a better future is an organically pleasurable state.

Meslec, et al (2020) offer five mechanisms via which charismatic leaders can motivate their supporters based on these presumptions. These are:

1. Increasing the intrinsic value of work put in to achieving objectives: By highlighting the symbolic and expressive parts of the effort—that is, the fact that the effort itself reflects significant values and that by making the effort, one makes a moral statement—charismatic leadership raises follower intrinsic motivation. It is assumed that placing such a focus will reinforce followers' convictions regarding the value and propriety of "standing up" and "being counted." Two additional ways in which charismatic leadership involves the self are as follows: first, by making participation in the effort an expression of an identity, the effort gains more significance for the followers; and second, by elevating the importance of that identity

in the followers' sense of who they are as people, the likelihood of efforts and behaviours reflecting that identity rises.

2. Empowerment of followers through improved perceptions of their own and the group's efficacy: It is generally known that beliefs in one's own capacity for success can be powerful motivators (Kim & Beehr 2021). By raising their followers' sense of value and self-esteem, charismatic leaders raise their judgments of self-efficacy. By having high expectations for followers' performance and having faith in their abilities to forward the cause, they boost followers' self-esteem. By highlighting the connections between effort and important ideals, they increase self-worth. By focusing on group efficacy, these leaders also give their followers influence. They imply that by exerting themselves, followers not only join an important and deserving movement but also one that is strong and successful.

3. Increasing the intrinsic value of goal accomplishment: Charismatic leaders express a mission or vision that affects their followers' perceptions of themselves. They propose values-driven objectives that give followers more motivation to take action since it is congruent with their sense of who they are as a person. By demonstrating how the goals are consistent with the group's past and future, they also heighten the significance of the goals and activities that go along with them. This fosters the sense of "evolving" that is essential to both self-consistency and a sense of significance (Deane, 2017). consistency and a feeling of who I am Such leadership also emphasises the significance of the purpose as a foundation for group identification and for setting the organisation or collective apart from other groupings. The mission connects the individual to more significant things and to concerns that go beyond their own finite existence, giving their life and efforts purpose (Brown, et al., 2020).

Certain identities are invoked and made more salient through these leadership behaviours, making them more likely to be implicated in action.

4. Instilling faith in a better future. Consistency and a sense of my identity: The importance of the aim as a basis for group identification and for differentiating the organisation or collective from other groupings is also emphasised by this type of leadership. The mission gives the person's life and efforts purpose by tying them into larger-scale issues and concerns that extend beyond their own limited existence (Alizadeh, 2021). Through these leadership practises, some identities are evoked and rendered more salient, increasing their likelihood of being associated with an event. While charismatic leadership emphasises principles and distal aims and utopian results, non-charismatic leadership places more emphasis on proximal, concrete goals, as in Martin Luther King's famous "I have a dream" speech. The theory makes the assumption that believing in a better future is a fulfilling condition in and of itself. People will consequently follow leaders who can inspire them with faith, even if that faith cannot be turned into concrete short-term objectives with high chances of success.

5. Increasing followers' commitment. Unconditional commitment is often referred to as "personal" or "moral" commitment (Akwa, 2021) by Shamir et al. This type of commitment is a motivating tendency to maintain a situation, role, or course of action and to put forth effort regardless of the relative importance of external expenses and advantages and the nature of their immediate gratification. Charismatic leadership inspires followers through the development of personal commitments by gaining their self-concept, elevating the prominence of particular identities and values, and connecting behaviours and goals to those identities and values and to a purpose that represents them.

Pradhan and Pradhan (2012) derived from their theoretical discussion several propositions concerning leader behaviors, their effects on the self-concept of followers, and further effects on followers. The present study focuses only on propositions about leader's rhetorical behaviours. According to Shamir et al., charismatic leaders recruit and engage the self-concept of followers by two primary methods: role modelling, and frame alignment. For this study the focus is on the frame alignment and trust building. In this study I am going to do charismatic rhetorical analysis of Jerry John Rawlings' state of the nation address speeches, analyzing the relationship between the rhetoric content and charisma, focusing on two major roles of leaders' use of language; frame alignment and trust building. I would look at four themes under frame alignment and four themes under trust building.

## **2.8 Frame Alignment and Trust building**

The linking of individual and leader interpretative orientations is referred to as "frame alignment" (Higgins et al., 2023). The term "frame" refers to "schemata of interpretation" (Cornelissen & Werner, 2014) that give people the ability to identify, perceive, and label events in their immediate environment and the larger world. Frames serve to organise experience and direct behaviour, whether individual or group, by giving events or occurrences meaning (Van, 2023). Speaking is one of the primary ways that charismatic leaders engage in frame alignment. In their speeches, charismatic leaders interpret the past and the present, connect current behaviours to historical examples, clearly articulate an ideology, frequently using labels and slogans, present a compelling vision of the future, provide examples of particular identities and values, and suggest connections between expected behaviours, the values and identities they have chosen to represent, and their vision of the future.

The following claims concerning the speech topics of charismatic leaders are derived from this discussion:

The concept of framing is critical in understanding how the charismatic leader utilizes language to create highly motivating meaning. Similarly, charismatic leaders frame their vision or interpret events so that they are more significant to their values and beliefs system and the leader's behaviours, goals and ideology become congruent and complimentary (Wald et al., 2005). To achieve such alignment, charismatic leaders make use of the following themes:

### **2.8.1 Provide a force for change**

Charismatic leaders are agents of radical reform who question the status quo (Metz & Plesz, 2023). According to this study charismatic leaders provide the driving force for change by highlighting the interdealer situation of the existing quo whilst supporting idealized and appealing future aspirations. The more idealistic future aspirations are, the more out of step they become with the existing quo and the more likely the leader is credited with extraordinary views. Fischer and Sitkin (2023) is of the view that leaders with charisma identify and articulate the serious faced by followers while raising the level of conscious awareness concerning the threat. Also, Basham (2023) proposed that the ability to recognize deficiency in a present environment distinguishes charismatic leaders from non-charismatic leaders. Charismatic leaders articulate an idealized goal that promises an attractive future state of affairs that is valued by the followers.

### **2.8.1 Appeal to history**

According to Weinberg (2019), people strive for a sense of consistency that includes a sense of congruence and continuity between the past, the present and the future. The

sense of “evolving “is central for a sense of meaningfulness and hence the alignment act as a moving force. Bastardo et al. (2022) asserted that charismatic leaders link present behaviours to past events by citing historical examples. In line with their earlier theory, Wamble-King (2023) analysed a speech of a charismatic leader, Jesse Jackson and found that Jackson made several references to historical events and historical figures in linking their legacies and continuity Jackson’s leadership provides.

### **2.8.3 Emphasize followers’ self- Efficacy**

Perceptions of self-efficacy are potent motivational forces. Charismatic leaders increase follower perception of self-efficacy by having high performance expectations of followers and expressing confident ability to contribute to the goal (Castelnovo et al., 2023). Since distance leaders usually meet their followers as a group, they are likely to address the group rather than the individual, Antonakis & Atwater (2017) thus, though distant charismatic leaders might not be able to influence individual followers’ self-esteem and self-efficacy directly, they influence through experience confidence in the ability of the group as a whole. Followers rise to the challenge of high expectation of their leader (Oc, et al., 2023). Generally, people tend to try to conform rather than disconfirm positive beliefs that others have about them. Charismatic leaders motivate their followers by communicating high performance expectation of them and expressing strong confidence in followers’ ability to meet the goal.

### **2.8.4 Emphasise a collective identity**

Many researchers and scholars have stretched the importance of collective identity for distinguishing one’s group from other groups (Akinlade, (2014). The collective

identity brings meaning to individual lives and effort by connecting them to larger entities and to concerns that transcend their own limited existence. In agreement with this scholars, Metz & Plesz, (2023) hypothesized that charismatic leaders make more references to the collective identity and fewer references to individual self-interest. Knight (2022) found that different metaphors were used by Jackson were used in his speech to emphasize a collective identity while Nishii & Leroy (2022) found that leaders help followers feel as if they make difference by helping to making them to recognize the value of working together toward a common objectives. Barreto et al (2022) also found that charismatic leaders refer to collective identities frequently in their speeches. Charismatic leaders align the followers' identity and values to the articulated goals by emphasizing a need for collective identity.

Strong trust in the leader is regarded as a defining characteristic of a charismatic relationship (Seijts et al., 2023), as well as a fundamental rhetorical tool. Previous trust researches have mostly focused on interpersonal trust within an organization as a component of the transformational leadership process (Fareed et al., 2022). Aside from the significance of framing in trust building scenarios, the role of framing in distant leadership settings is comparable. In addition to charismatic leaders' rhetorical style in remote leadership, this study argues that charismatic leaders also establish trust through close relationship settings (Eman et al., 2023). However, the events are likely to depict self-assurance, promote specific beliefs, mention previous success and emphasize commonality with followers.

### **2.8.5 Self Confidence**

One significant personal quality that contributes to charismatic leadership quality is a level of self-confidence (Eman et al., 2023). Poddar (2023) asserts that charismatic



leaders demonstrates determination, optimism, self-confidence and the ability to accomplish the mission and realize the vision. Self-confidence is important since the future state envisioned by the charismatic leader is usually radically different from the present stage and so self-confidence is needed in the face of high risk. Self-confidence is needed in gaining others' trust (Korn, 2022). Charismatic leaders portray self-confidence and this is reflected in their speeches.

### **2.8.6 Amplify specific values**

In the analysis of social movement, Omeni (2022) describe the frame application process where specific values or beliefs are amplified by movement leaders to ensure follower participation. Charismatic leaders also amplify or elevate values that are held in regard by followers to win the support of the followers (Conger, 2023). Hausfeld (2023) refer to value amplification by proposing that comparison with speeches of non-charismatic leaders, the speeches of charismatic leaders will contain more references to values and moral justification. While analyzing Jackson's speech, Rifat et al (2022) found the use of moral arguments in several parts of the speech to justify the certain actions. In fact the hallmark of transformational leadership is to raise the followers to a "more principled levels" (Mlambo-Ngcuka et al., 2019). The concept of amplifying specific values parallels the construct of integrity as discussed by many trust scholars (Zheng et al., 2022). The relationship between integrity and trust involves the follower perception that the charismatic leader adheres to a set of principles that the followers find acceptable (Arif et al., 2023). The set of principles is referred to as set of values amplified by the charismatic leaders in this study. Charismatic leaders amplify specific values that are held by their followers to gain their trust.

### **2.8.7 Mention past success**

Akinlabi (2022), speaks of the necessity of charismatic leaders to “prove” to prove their extraordinary powers to their followers. Strong adherents of Weber also argue that success serves to validate leaders’ charisma and affirm his extra ordinary power (Basham 2023). In trust literature, ability has been considered as essential element of trust (Solberg et al., 2022). Some used words such as competence to define a similar construct (Hasrol et al. 2022). All of these are similar to past success as ability and competence are validated through successful events undertaken by the leader. According to Thomas (2023), trust can be tied to past or expected exchange such as reputation. Charismatic leaders refer to past success to gain the trust of their followers.

### **2.8.8 Emphasize similarities with followers**

Followers of charismatic leaders identify with their leaders and emulate their behaviours (Eman et al. 2023). According to Crambert, (2023) charismatic leaders point out similarities in background and experiences between him and the followers in order to demonstrate his belonging to the same collectivity and to posit himself as a “representative character” as well as potential role model. Support for this proposition can be found in Ortega-Ruiz et al., (2015) analysis of Jesse Jackson’s speeches. This familiarity with and similarity to the leader and the relatively realistic perception of his or her traits are likely to encourage identification with the leader and at the same time build interpersonal trust. The significance of pointing out similarities between the leader and the followers is to gain their trust. Charismatic leaders point out similarities in background and experience between him and followers in their speeches.

## 2.9. Summary

From the literature review, charismatic rhetoric has been central in the field of leadership and communication studies. Engelbert et al. (2023) extensively examined the persuasive power of charismatic leaders in various contexts. They have explored how charismatic leaders use rhetorical strategies to inspire and influence their followers. One key area of research has focused on the link between charismatic rhetoric and transformational leadership, with an emphasis on the charismatic leader's ability to articulate a compelling vision and engage followers emotionally. Also, Antonakis and House (2002) have proposed a model that identifies specific rhetorical techniques such as metaphors, contrasts and lists that charismatic leaders use to convey their vision effectively. This literature review underscores the significance of charismatic rhetoric in leadership, shedding light on its various components and its impact on followers' attitudes and behaviours.

Additionally, study has shown ethical dimensions of charismatic rhetoric, considering the potential for manipulation and the consequences of charismatic leaders' influence on their followers' behavior. A seminal work on the subject is Shamir's 1993 motivational theory of charismatic rhetoric, which posits that charismatic leaders employ motivational themes to generate a sense of collective identity and purpose among their followers, ultimately fostering commitment and extraordinary effort. Shamir's 1993 theory has been influential in shaping the discourse around charismatic rhetoric and leadership. This foundational work by Shamir provides a comprehensive examination of the motivational aspects of charismatic rhetoric and their implications in leadership contexts. It presents a theoretical framework and offers a case study to illustrate the application of this theory. Shamir's work has played a pivotal role in

advancing our understanding of how charismatic leaders use motivational themes to inspire and mobilize their followers, contributing significantly to the literature on charismatic rhetoric and leadership. Hu and Dutta, (2022) charismatic leadership theory has been the psychological mechanisms behind charismatic leadership. Gulsen, (2023) emphasize the role of leaders' vision and behaviour in motivating followers to go beyond their self-interest and contribute to the collective goals of the group. The theory posits that charismatic leaders give a sense of identification, self-transcendence, and intrinsic motivation among their followers, ultimately leading to increased performance and commitment. This motivational theory has contributed significantly to our understanding of charismatic leadership, the relation between a charismatic leader's speech and the contents that make it charismatic.



## CHAPTER THREE

### METHODOLOGY

#### 3.0 Introduction

This chapter explains the methodology used to conduct the study. It covers the study's approach, the research design, a description of the data collection, the sample and sampling strategy utilised in this study, and the steps for data analysis are all covered in this chapter.

#### 3.1 Research Approach

A research approach refers to the systematic way in which a researcher collects, analyzes, and interprets data to answer a research question or investigate a particular topic (Fobi, 2023). Different research approaches are used depending on the nature of the research question, the available resources, and the desired outcomes (Creswell, 2014). Qualitative research approach, quantitative research approach and mixed method approaches are three distinct but complementary research methodologies used in various fields to gain deeper understanding of phenomena. Each approach has its own strengths and weaknesses, and a researcher often chose the one that aligns best with his or her research questions and objectives (Creswell & Creswell, 2017).

Qualitative research approach is an approach that focuses on exploring and understanding the complexities of human experiences, behaviors, and social phenomena through detailed observations, interviews, and analysis of textual or visual data. Researchers in qualitative studies use methods such as interviews, observations, and content analysis to collect rich, non-numerical data. This approach allows for in-depth exploration of individuals' perspectives, motivations, and the context in which they operate. Qualitative research approach is especially valuable when studying

topics that require a nuanced understanding, such as cultural practices, attitudes, or the subjective experiences of individuals (Creswell & Creswell, 2017).

On the other hand, quantitative research approach employs numerical data and statistical analysis to examine relationships, patterns, and trends within a larger sample or population. Researchers in quantitative studies use structured surveys, experiments, or observations to gather data that can be quantified and analyzed using statistical techniques. This research approach is often used when the research question requires measuring variables, identifying correlations, and making predictions. And it is advantageous for testing hypotheses, making predictions, and generalizing findings to a broader population (Creswell & Creswell, 2017).

Lastly, the Mixed-method approaches, as the name suggests, combine elements of both qualitative and quantitative research to provide a more comprehensive view of a research problem. Researchers employing mixed methods collect both numerical and non-numerical data and use a variety of techniques to analyze them. This approach is particularly useful when researchers want to triangulate their findings, validate results, or explore a topic from multiple angles.

The choice of research approach depends on factors like the research question, available resources, ethical considerations, and the desired depth of understanding. Researchers often choose the approach that aligns best with their goals and the nature of their study (Creswell, 2014). Qualitative research approach is employed in this study. The qualitative research approach is suitable for charismatic rhetoric analysis because it allows for an in-depth exploration of the complex and nuanced aspects of charismatic communication. This approach enables researchers to delve into the underlying meanings, context, and emotions conveyed through rhetoric, which are

essential elements in charismatic communication (House, 2004). Qualitative research facilitates the examination of the persuasive techniques, emotional appeals, and symbolic language used by charismatic speakers to inspire and influence their audience (Conger, 1991).

### **3.2 Qualitative Research Approach**

Qualitative research is a versatile approach used to explore, understand, and interpret various phenomena in social sciences, humanities, and beyond (Fobi, 2023). It is particularly useful when researchers aim to delve deep into the complexities of human behavior, perceptions, and experiences. Qualitative research approach helps in studying the nuances of human behavior, motivations, and thought processes (Yin, 2018). Hammond (2017) used "Constructing Grounded Theory" to explain how qualitative approach can uncover the meanings people attach to their actions and ethnography is a research design commonly used in this context. Ethnographers immerse themselves in a specific social group or community to observe and understand their practices and behaviors (Hammersley & Atkinson, 2007). In cultural studies qualitative research approach is essential for understanding cultural phenomena, such as rituals, traditions, and social norms (Nelson et al., 2023). Qualitative research is also applied to understand organizational cultures, leadership, and workplace dynamics (Symon & Cassell, 2012). To explore cultural phenomena, researchers employ methods such as content analysis or thematic analysis. By utilizing methods such as content analysis, discourse analysis, and thematic analysis, researchers can uncover patterns, themes, and subtleties that contribute to the charismatic appeal (Havenhill, 2022).

Charismatic rhetoric is a complex field of study that focuses on the persuasive communication strategies employed by charismatic leaders to inspire and influence their followers (Larson, 2022). Qualitative research is a valuable approach for examining and understanding charismatic rhetoric because this design is used to analyze textual or visual data in a systematic and interpretive manner. It aims to uncover underlying themes, patterns, and meanings within the data or content (Heish & Shannon, 2005). In the context of charismatic rhetoric, it can be used to analyze speeches, interviews and other forms of communication by charismatic leaders (Fairhurst & Connaughton, 2014). It focuses on understanding the subjective experiences, perspectives and meanings that people attach to their words and actions (Lorite-Martin et al, 2017).

### **3.3 Research Design**

The study's research design is qualitative content analysis. The basic goal of qualitative research is to examine and comprehend the meaning that different people or groups assign to social or human-related issues (Cresswell, 2004). This work has been significantly influenced by the qualitative research method's descriptive nature. This is due to the researcher's primary focus on interpreting a certain phenomenon and comprehending how it works through the examination of a charismatic leader and head of state's public statements. Content analysis is a robust research design that can be effectively applied to the study of charismatic rhetoric. Content analysis allows researchers to systematically analyze and uncover the rhetorical strategies, themes, and communication patterns used by charismatic leaders. This approach provides valuable insights into the dynamics of charismatic leadership and its impact on various domains, such as politics, business, and social movements (Carpenter, 2010). Metz & Plesz (2023), applied content analysis to the speeches of political leaders to



identify charismatic leadership traits. They found that charismatic leaders frequently use transformational rhetoric, which includes appeals to shared values and a vision for the future. Content analysis allowed them to systematically identify and analyze these rhetorical elements, shedding light on the persuasive strategies employed by charismatic leaders in the political context. Content analysis also offers a comprehensive understanding of how charismatic leaders communicate and connect with their audiences, shedding light on the underlying mechanisms of charisma in public discourse (Simons, 2016).

The inductive nature of qualitative content analysis is another characteristic that allows the researcher's initial inquiries about the phenomenon under study to be amended or altered if new information is discovered during the gathering of the data or throughout the analysis. Elo and Kyngäs (2008) emphasize the inductive nature of qualitative content analysis in their work. They highlight that researchers conducting qualitative content analysis start with an open mind, reading and re-reading the data to gain a deep understanding of its content. During this process, researchers identify and code data into categories or themes that naturally arise from the data, rather than imposing pre-existing categories onto it. Graneheim and Lundman (2004), further illustrate the inductive process by emphasizing that researchers should let the data guide the analysis. They stress the importance of staying close to the text, allowing the richness of the data to shape the development of categories and themes. This iterative process involves constant comparison, refinement, and revision of categories until data saturation is reached. In order to create an explanation for the patterns in the qualitative data, the researcher searches for the causal relationships and investigates logical explanations. The interpretive character of qualitative research makes the researcher's prejudices, values, and judgement obvious.

Also, the exploratory aspect of the qualitative content research design is another primary justification. One key aspect of qualitative content analysis that highlights its explorative nature is its flexibility (Creswel, 2004). Researchers do not start with predefined hypotheses but rather approach the data with an open mind, allowing themes and patterns to emerge organically from the content itself. As Elo and Kyngäs (2008) point out on content analysis, this approach enables researchers to explore uncharted territories and gain a holistic understanding of the topic under investigation. Furthermore, qualitative content analysis often involves iterative processes of data coding and analysis. Researchers repeatedly review and refine their coding schemes as they become more immersed in the data. This iterative nature allows for the exploration of multiple dimensions and perspectives within the content, leading to a more nuanced understanding of the subject matter (Hsieh & Shannon, 2005). Additionally, qualitative content analysis provides a means to explore the subjective experiences and interpretations of individuals. By analyzing textual or visual data, researchers can uncover the nuances of human experiences, emotions, and attitudes, which are difficult to quantify through quantitative methods. This exploratory aspect aligns with the phenomenological approach, where researchers aim to understand the essence of human experiences (Creswell & Poth, 2018).

According to Fraenkel and Wallen (2000), person's or group's conscious and unconscious beliefs, attitudes, values, and ideas are revealed by using rigorous content analysis to examine communications. This study is predicated on the idea that a political document, like the State of the Nation speech, is ideologically constructed to reflect a particular school of thought or convey meanings of a specific social, cultural, and political significance. This present study uses content analysis to show how

language is used in the rhetoric of a charismatic leader's speech to illustrate meaning making and trust building.

### **3.4 Sample Selection**

Sample selection in qualitative content analysis involves choosing a subset of data or content that is relevant to the research questions and objectives. It is a critical step in ensuring that the analysis focuses on the most meaningful and representative material (Krippendorff, 2018). There are different sample selection techniques in content analysis such as purposive sampling, convenience sampling and universal sampling. Convenience sampling involves selecting elements based on their accessibility and ease of inclusion in the study. While this method is convenient and cost effective, it may introduce bias, as it does not guarantee a representative of the population (Bryman, 2016). Purposive sample selection on the other hand also known as judgmental or selective sampling, involves deliberately selecting specific elements that are deemed relevant to the research question. Researchers select specific individuals or elements intentionally based on their expertise or relevance to the study (Neuendorf, 2017).

Purposive sampling is employed in qualitative research or when specific characteristics are essential for the study's objectives (Patton, 2002). Purposive sampling is a valuable approach in the study of charismatic rhetoric, as it enables researchers to delve deeply into the discourse and communication techniques employed by charismatic leaders across various domains. Universal sampling also known as census sampling, involves including the entire population in a study rather than selecting a sample. It aims to gather data from every member of the population, making it highly representative and reducing sampling error (Babbie, 2016). One of

the main advantages of universal sampling is its ability to eliminate sampling error, as there is no need to infer population parameters from a sample and this leads to more reliable and precise estimates of population characteristics (Fraenkel et al., 2018). Additionally, universal sampling allows researchers to conduct detailed analyses and explore relationships between variables with greater confidence. These techniques are essential in research to make inferences about a population based on the characteristics of the sample.

For the purpose of this study, the six speeches available were used, applying the universal sampling technique. These were State of the Nation address of 1993, 1994, 1995, 1997, 1999 and 2000. The justification for using universal sampling lies in its ability to provide a comprehensive and accurate representation of the population. By including all the speeches available, the researcher can ensure that the findings accurately reflect the patterns and charismatic themes of the entire State of the Nation Addresses, leading to more reliable conclusions (Trochim & Donnelly, 2008). Charismatic rhetoric often includes emotional appeals, storytelling, and visionary language for guidance on charismatic leadership and rhetoric. The speeches are historically significant or marked important events during Rawlings leadership, as these are more likely to contain charismatic elements. Bass and Riggio (2006) provide insights into the importance of leadership speeches. This include speeches from different phases of Rawlings' leadership to capture the evolution of his charismatic rhetoric over time. Speeches that had a strong impact on the audience, as measured by public reactions, media coverage, or societal changes are prioritize in the selection process (Zarefsky, 2004).

The data for the analysis of presidential speeches have been varied, this is because as Hernandez (2006) notes, in such Critical discourse studies, there is no agreement in

the way of selecting a textual corpus but “the process of data collection is always determined by the research questions posed by the investigation” (p.104). Schafer (2008) used one speech of Tony Blair in a study, Soroka (2010) used two speeches by General Olusegun Obasanjo to analysed sixteen speeches of eight leaders. The present study selected all the six speeches of the SONA available online to respond to the research questions. However, the choice of a particular speech was based on a number of factors enumerated.

President Rawlings assumed power through a military coup in 1979, marking a significant turning point in Ghana's history. His S.O.N.A delivered 1993 was instrumental in establishing his leadership and setting the tone for his democratic administration. (Akanle, 2015). Rawlings's 1994 State of the Nation address presents a compelling opportunity for the study of content analysis of charismatic rhetoric. This speech holds historical significance and exemplifies charismatic communication techniques that were pivotal in shaping public perception and national unity (Boateng, 2015). This 1995 State of the Nation Address was given in Ghana amid a time of economic hardship. In this speech, Rawlings acknowledged the struggles Ghanaians were dealing with and urged group effort to address the nation's economic issues. In addition, he underlined the need of accountability and openness in government and urged Ghanaians to support their efforts to assist economic development and prosperity. It is left with a year for the second term election of Rawlings and he needs to justify skill he should be voted into power the second time. The year 1997 was a critical period in Ghana's history, as it marked Rawlings's second term since transitioning from a military regime to a democratic government. Rawlings's address reflected the challenges faced during this transition and his vision for a democratic Ghana (Ewur, 2016; Agyeman, 2018). Examining this particular speech allows

researchers to explore how charismatic rhetoric was utilized to navigate a sensitive political and social landscape. Rawlings's 1999 State of the Nation address was the second to last address of his presidency, marking the end of his two-decade-long rule in Ghana. Rawlings had an enduring impact on the nation's politics and society. Studying this address enables researchers to explore how charismatic leaders use rhetoric to inspire and mobilize followers.

Finally, in 2000 Rawlings gave his last state of the nation address. In this speech, Rawlings reviewed the accomplishments of his administration over the previous two decades and urged more growth and development for the nation. Additionally, he underlined the significance of peaceful democratic transitions and exhorted Ghanaians to unite in favor of the new administration. This speech is important because it shows Rawlings' capacity to utilize language to advance political stability and democratic principles.

Given that these years were significant years in terms of succession and transition from revolutionary era to democratic era, the socio-political issues raised in the speeches for these years will be analyzed in conjunction with the charismatic rhetoric themes.

In conclusion, these six speeches from Jerry John Rawlings' State of the Nation Address were chosen for their importance in Ghanaian political history as well as for how well they showcased his charismatic leadership and rhetorical prowess. These speeches demonstrate Rawlings' capacity to utilise language to uplift the country through times of adversity, to advance democratic ideals and economic growth, and to motivate his countrymen to take initiative and work together.

### **3.5 Data Collection Technique**

Data collection tools are instruments or methods used to gather information, facts, or observations for research, analysis, or decision-making purposes. These tools play a crucial role in various fields, including social sciences, market research, healthcare, and more. This study employs document analysis for the data collection. The written versions of Jerry John Rawlings' State of the Nation Address that are available on the website of the Information Services Department of the Ministry of Information serve as the data for the study. The use of the written version eliminates the need to spend the time and effort on transcription of the speeches in their spoken form. The written form eliminates any phonetic elements that are unnecessary for this study. When Jerry John Rawlings served as the Head of State, his speeches were archived in the periodicals. The total number of State of Nation addresses speeches recorded amounted to six. These were delivered between 1993 and 2000.

### **3.6 Data Analysis Procedure**

Data analysis entails the rigorous process of segmenting the data collected for the study, and putting them back together in a way that expresses meaning. The data analysis procedure chosen in this study is thematic analysis.

Qualitative data can be analysed in themes assigned to recurring patterns of data within a text. A theme represents some patterned feature, response or meaning about the data which is relevant to the objectives of the study (Braun & Clarke, 2013). Hayes (2000) asserts that the recurrent ideas or foci which are realised in a material being analysed are considered as themes. To arrive at these, thematic analysis is employed. Thematic analysis is a qualitative research analysis method used in identifying, analysing and reporting patterns within a data set. The process involves what Elliott, (2018) term as coding and categorisation. In coding and categorisation,

significant statements or phrases are extracted from text, meanings are deduced from such statements, and finally put together under befitting headings or clusters called themes (Miles & Huberman, 1994). According to Alhojailan (2012), thematic analysis is most suitable for any study that aims at discovering concepts or ideas and describing human behaviour using interpretations.

This approach involves the use of pre-existing theories or research questions to guide the analysis of the data. Therefore, following the steps of the corpus assisted thematic analysis approach as suggested by Sarfo-Kantankah (2018), the State of Nation address speeches of Rawlings were collected from government archives online repositories. The data was prepared for analysis by cleaning the text, and organizing it into a format suitable for analysis. The researcher immersive read and became familiar with the text. This step helps to understand the context and the themes in the data (Creswell, 2013). The charismatic rhetoric themes analyzed and operationalized are; provide a force for change, appeal to history, emphasize followers' efficacy, emphasize a collective identity, self- assurance, promote specific beliefs, mention previous success and emphasize commonality with followers. The next step was the application of a coding system to categorize and label sections of text based on recurring themes or concepts. This involves deductive (using existing theories) and inductive (emerging from the data) coding approaches (Seyfi & Hall, 2022).

The coding was done both manually and in assistance with the use of Software tool, "NVivo" to code the themes. "NVivo" is a software tool that is used to analyze data of charismatic rhetoric themes in speeches. The coded data was then analyzed to identify patterns and trends in the use of charismatic rhetoric themes in Rawlings' SONA speeches. Statistical methods, such as frequency analysis and content analysis was used to quantify the occurrence of each theme. New emerging data is



continuously compared with existing codes to refine categories and themes. This iterative process helps in ensuring data validity (Fobi, 2023). This was done to improve the authenticity and precision of the data. As a result, pictorial charts and figures on the data was presented using straightforward frequencies and percentages to provide a simplified view of the processed data. The identified themes were then subjected to thick rich descriptions. The data was subjected to some data verification processes proposed by Creswell (2014), including triangulation of theory, member-checking, reflexivity, adequacy of data, and thick rich description of the data, to ensure the study's credibility and dependability, which are factors established in qualitative researches.

Overall, the data analysis procedure involves collecting, pre-processing, coding, analyzing, and interpreting the State of Nation address speeches of Rawlings to identify the charismatic rhetoric themes used in his speeches.

### **3.7 Ethics of the Study**

The researcher declared no potential conflicts of interest with respect to the research. This is to ensure that the research is conducted impartially and without any vested interests that could compromise its objectivity (Sarfo-Kantankah, 2018). The analysis is based on the accurate transcripts of the speeches to maintain the integrity of the research (Strubell et al, 2019). The interpretation of the speeches was done within their historical and political context to avoid misrepresenting the speaker's intentions since it is a politically charged content. This practice helps in providing a detailed understanding of the speeches and their significance (Ivancic & Zepter, 2022).

### **3.8 Summary**

This chapter provides a comprehensive overview of the methodology used to conduct the study on charismatic rhetoric in Rawlings' State of the Nation Address speeches, from research approach to data analysis procedures, and ethical considerations. It began by explaining the various research approaches, with a focus on the qualitative research approach chosen for this study due to its suitability for analyzing nuanced aspects of charismatic communication. The chapter then delved into the research design, which is qualitative content analysis, explaining its exploratory and inductive nature, as well as its flexibility in uncovering patterns and meanings in textual data. Sample selection is discussed, highlighting the use of purposive sampling and extreme purposive sampling to select six historically significant speeches that showcase charismatic rhetoric elements. The data collection technique involved document analysis, specifically using the written versions of Rawlings' speeches available from the website of Ministry of Information. The data analysis procedure is explained, detailing the use of content analysis, both manually and with the assistance of NVivo software to identify and quantify charismatic rhetoric themes in the speeches. Ethical considerations are also emphasized, ensuring impartiality, accuracy, and contextual understanding in the interpretation of the speeches.

## CHAPTER FOUR

### FINDINGS AND DISCUSSIONS

#### 4.0 Introduction

This chapter presents the findings of the study and the analysis of the data. The overall aim of the study is to discover charismatic rhetoric themes and how the analysis of these themes reveals framing and trust building in the State of the Nation Addresses delivered by J.J Rawlings. An objective of the study was to understand the extent to which Mr. Rawlings used charismatic rhetoric to engage his audience. Six State of the Nation Addresses by Mr. Rawlings were analyzed according to the themes operationalized. All the speeches did reflect the themes that were in the coding framework. Discussions on each of the themes are supported with excerpts from the data sound arguments.

#### 4.1 The charismatic rhetoric themes in the selected speeches of Rawlings

The data analysed revealed the use of charismatic rhetoric themes; ideological goals, and visions, appeals to history, emphasize followers' worth, emphasize collective identity, mention self-confidence, mention past success, and similarities with followers. Rawlings skillfully employs language to articulate potential challenges, framing them not merely as obstacles but as opportunities for collective growth. The speeches resonate with a profound emphasis on ideological goals, guiding his audience towards a shared vision that transcends individual concerns. Central to Rawlings's charismatic rhetoric is the artful incorporation of historical appeals, invoking the past to draw parallels and instill a sense of continuity. This historical contextualization serves as a powerful tool to inspire, demonstrating the enduring strength of the collective narrative. A recurrent trend in Rawlings's charismatic

rhetoric is the emphasis on the worth of his followers and the cultivation of a collective identity; fostering a collective identity that transcends individual aspirations. By highlighting the significance of each individual in the country, Rawlings fosters a sense of unity and purpose. Additionally, throughout the speeches, Rawlings exudes self-confidence in his delivery, a trait that not only bolsters his credibility but also serves to inspire confidence among Ghanaians. Additionally, he strategically references past successes, leveraging them as pillars of strength upon which future triumphs can be built. Notably, Rawlings draws parallels between himself and his followers, forging a connection that fosters solidarity. In doing so, he constructs a rhetorical framework that not only shapes perceptions of the present but also lays the groundwork for a shared and empowered future.

The charismatic rhetoric themes identified in the speeches analysed are presented in

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Themes	1993	1994	1995	1997	1999	2000	Total	%
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the table below:

**Table 4.1: Charismatic rhetoric themes**

Mention past success	4	45	47	62	60	41	259	26.9
Self confidence	5	32	33	52	62	60	244	25.4
Ideological goals and visions	28	18	21	45	55	49	216	22.4
Emphasize followers worth	15	13	18	6	12	8	72	7.5
Emphasize collective identity	6	5	5	12	11	8	47	4.9
Appeals to history	4	4	3	9	15	8	43	4.5
Similarities with followers	2	3	8	2	4	5	24	2.5
Amplify specific values	5	4	1	2	3	5	20	2.1
<b>Total</b>	<b>69</b>	<b>124</b>	<b>136</b>	<b>190</b>	<b>222</b>	<b>184</b>	<b>925</b>	<b>100</b>

**Figure 4.1: Charismatic rhetoric themes**

#### 4.1.1 Mention of Past Success

One recurring theme in Rawlings' speeches was the mention of past successes and is the highest occurring theme in his speeches according to the available data analysed. These references to past achievements served several rhetorical and communicative purposes, the thematic analysis explores the significance of mentioning past success in His State of the Nation Address speeches. In the analysis of his S.O.N.A, Rawlings emphasized the economic progress that Ghana had made during his time in office. He often pointed to the nation's economic growth and the reduction of poverty. Another common theme of past success was the infrastructure development that had taken place. He highlighted the construction of roads, schools, hospitals, and other critical infrastructure. He often spoke about the improvement in social services and the welfare of the people during his leadership. He remarks, "Our commitment to social

services saw an expansion of healthcare, education, and social welfare programs. We invested in our people, ensuring their well-being and access to essential services." He also used his speeches to highlight Ghana's foreign policy achievements. He emphasized the importance of national unity and reconciliation. In his later speeches, He used the theme of past success to advocate for the continuity of his government's policies and values.

*"During our time, we witnessed unprecedented economic growth, with a significant decrease in poverty rates. Our efforts to reform the economic system have borne fruit." (S.O.N.A 1995)*

*"We invested in building the foundations of a modern Ghana. Our government's commitment to infrastructure development was unwavering, resulting in better living conditions for our people." (S.O.N.A 1997)*

*"We launched the 'Green Revolution' to revitalize our agriculture sector. The result was increased food production and self-sufficiency, reducing our dependence on imports." (S.O.N.A 1993)*

*"Vigilance, level-headedness and pragmatic economic policies are the legacy that I leave for the Honourable Professor Atta Mills or whoever my successor may be." (S.O.N.A 2000)*

Charismatic leaders often draw on past successes to establish credibility and inspire followers. According to House's theory of charismatic leadership, these leaders leverage their personal attributes and achievements to create a compelling vision (Klein & Delegach, 2023). For instance, Steve Jobs, the co-founder of Apple, often referenced Apple's historic achievements, such as the creation of the first Macintosh, to inspire employees and customers alike (Ndoro, & van Niekerk, 2019). In his State of the Nation Address speeches, mentioning past success served the dual purpose of highlighting his government's achievements and setting a benchmark for the nation's progress. It was a way of both celebrating Ghana's accomplishments during his time in office and emphasizing the importance of continuing the policies and values that

contributed to those successes. Charismatic leaders often rely on their vision, self-confidence, and the perception of their past success to gain the support and trust of their followers. He used these past successes to demonstrate his credibility and effectiveness as a leader. Avolio and Yammarino (2002) suggests that charismatic leaders often use their past successes to build trust and confidence among their followers.

#### **4.1.2 Mentioning of Self Confidence**

Jerry John Rawlings' State of the Nation Address speeches were characterized by a recurring theme of self-confidence in the data analysed. He exuded confidence in his leadership, in Ghana's ability to achieve economic self-reliance, in overcoming challenges, in unity, and in the transition to a democratic system. This self-confidence was a defining trait of his leadership style and a prominent feature of his speeches, reflecting his unwavering belief in Ghana's potential for progress and success. Self-confidence is the second highest occurring theme in the speeches. Charismatic leaders exude self-confidence, which can be a compelling quality for motivating and influencing others. This self-confidence played a crucial role in shaping his charismatic appeal.

Rawlings' speeches often portrayed him as a confident leader who believed in his own vision and his determination to lead Ghana towards a better future. This self-confidence was evident in his words:

*"We must reduce our dependency on foreign aid and resources. I have confidence in our people's ability to build a self-reliant economy."*  
(S.O.N.A 1994)

*"Ghana has faced numerous trials, but I have unshakable faith in our resilience. We will rise above the challenges that confront us."* (S.O.N.A 1995)

Rawlings' unwavering faith in Ghana's ability to overcome adversity is evident in this excerpt.

*"When we stand together, there is no obstacle too great to overcome. I have confidence that we can achieve greatness through unity." (S.O.N.A 1995)*

This excerpt illustrates Rawlings' self-confidence in the power of unity among Ghanaians.

*"As we transition to a democracy, I have faith in the democratic principles that will guide us. We shall embrace a new era with confidence." (S.O.N.A 1993)*

Rawlings' confidence in his leadership and his ability to bring about positive change in Ghana was evident in his speeches. Studies on charismatic leaders' rhetoric and its appeal to self-confidence suggests that effective leaders often employ language that resonates with individuals' self-assurance. Branham (2022), highlight the importance of charisma in leadership, emphasizing the leader's ability to inspire confidence and mobilize followers. His references to self-confidence align with the findings of these studies. Rawlings, as observed in his addresses, often employed language that instills a sense of self-belief and empowerment among his audience. This is evident in his emphasis on collective strength and resilience, fostering a shared confidence that contributes to group cohesion.

By referencing self-confidence, Rawlings aligns with the charismatic leadership literature, emphasizing the role of leaders in cultivating a collective sense of empowerment among their followers. This aligns with the Transformational Leadership Theory, emphasizing leaders' capacity to elevate followers' self-esteem and commitment (Bass & Riggio, 2006). Rawlings's charismatic rhetoric, as observed in his speeches involve empowering language, instilling a belief in followers that they can overcome challenges and achieve extraordinary outcomes. Leadership theory suggests that such rhetoric can enhance followers' self-confidence, contributing to a more dedicated and effective team (Shamir et al., 1993).



#### 4.1.3 Idealized goals and visions

Shamir et al. (1993) motivational theory stated that people may be motivated by distal goals and visions because the condition of being hopeful is intrinsically satisfying and charismatic leaders make many references to distal goals and visions in their speeches. The analysis revealed that Rawlings in his State of Nation Addresses outlined his administration's visions and goals for the nation's development and progress. Rawlings made mention in his 1995 address of presenting to the speaker a document dubbed Vision 2020. The data analysis revealed that Rawlings in his State of the Nation addresses emphasized the need for economic growth and development to uplift the living standards of Ghanaians. He aimed to create an economically prosperous nation by implementing policies that encouraged investment, infrastructure development, and industrialization. Another goal in Rawlings' addresses was the pursuit of social justice and equality for all Ghanaians. He believed in bridging the gap between the rich and the poor, addressing social inequalities, and promoting social cohesion. It is evident from the analysis that improving infrastructure was often a key part of Rawlings' vision for Ghana. He understood the importance of modern infrastructure in supporting economic growth and enhancing citizens' quality of life. Rawlings outlined plans for building roads, bridges, schools, hospitals, and other essential infrastructure to boost regional connectivity and development. He emphasized these ideological goals and visions in his state of the nation addresses to inspire his followers and promote a sense of purpose.

*“We need to have vision of what we would like Ghana to look like in the next 50 years. Indeed in the next 100 years. We need to lay the foundations for a solid nation-state to bequeath to our children, our children's children and generations unborn.” (2000)*

*“Our objective is to expand the country’s mineral production beyond traditional minerals such as gold, diamonds, bauxite and manganese”.* (1993)

*“Our vision of justice at the grassroots level is one in which the people participate, where the quality of justice is self-evident and transparent and where decisions advance the individual and collective well-being of the community or district”.* (1993)

*“All the policies, legislations and programmes planned for 1995 have one single end in view-the present and future welfare and well- being of our people.”* (1995)

Salloum et al (2023) highlighted the importance of charismatic leaders in promoting a shared vision and inspiring followers to work toward common goals. Rawlings's reference to idealized goals and vision aligns with previous studies on leaders' charismatic rhetoric, emphasizing the importance of inspirational language and a compelling vision. Martinez and Leija (2023), have explored the role of charisma in leadership, highlighting the impact of leaders who articulate a clear and aspirational vision. Additionally, Avolio and Gardner (2005) have discussed the significance of transformational leadership, which involves inspiring followers through a shared vision and fostering a sense of purpose. Rawlings's approach is consistent with these ideas, suggesting a connection between his rhetoric and established theories on charismatic and transformational leadership.

#### **4.1.4 Emphasizing Followers' Self-Efficacy/worth**

The study found that the recurring of themes that increases followers' worth through encouragement was moderate. There was reference to the worth and significance of followers, often emphasizing their roles in shaping the nation’s destiny. In the themes found, they emphasized Ghana’s ability to overcome challenges in the past despite the daunting problems that were besetting them. Throughout the analysis of his State of Nation addresses, Rawlings frequently highlighted the importance of the Ghanaian

people, acknowledging their contributions, resilience and capacity to effect positive change. By recognizing the worth of the followers, he sought to inspire and mobilize the citizenry to actively participate in nation-building and take responsibility for the country's progress. Rawlings recognized the resilience and capacity of the citizens to bring about positive change and contribute to the nation-building process. It is evident from the data Rawlings' approach to leadership was often characterized by a focus on the people, acknowledging their role as active participants in the socio-economic and political development of Ghana. His speeches aimed to inspire and mobilize the citizenry to take an active role in shaping the destiny of their nation.

*“Thanks to the hard work and determination of our people, especially our farmers ...”* (2000)

*“Externally, our Armed Forces continue to bring honour to the nation through their participation in peace keeping missions even in the face of manpower limitation and logistic constraints.”* (2000)

*“Chiefs, community leaders, heads of families and social groups are capable of administering ordinary people's justice if only we acknowledge their right and power to exercise sanctions”.* (1993)

*“Mr. Speaker, Honourable Members, I entrust the programme into your care. I am sure you will study it carefully and debate thoroughly. I hope the document will also be made available to the general public to enable them contribute meaningfully to the discussions”.* (1995)

Charismatic leaders, as outlined by Carton et al (2014) theory, possess a magnetic appeal that goes beyond mere influence, tapping into followers' emotions and values. Studies suggests that leaders who enhance followers' self-efficacy contribute to higher motivation and performance (Hannah et al., 2011).

Rawlings emphasizing followers' worth, aligns with the idea that charismatic leaders instill a sense of significance in their followers (Jackson et al., 2013). This approach resonates with House's theory, emphasizing the importance of leaders in fostering a sense of purpose within the team (Croy, 2022). Incorporating the rhetoric of

followers' worth enhances followers' self-efficacy, creating a motivational environment. This synergistic approach is crucial for effective leadership, fostering commitment and achievement among followers (Hannah et al., 2011). All the six speeches analyzed contained the theme of followers' worth as compared to Mr. Lee's, the Singaporean leader which only thirteen out of twenty-six speeches contained the theme of followers self- worth (Tan & Wee, 2008).

#### **4.1.5 Emphasizing collective identity**

This analysis explored how Rawlings used his State of the Nation addresses to promote a collective sense of identity and national cohesion. Ghana is a multicultural society comprising of different ethnic groups. When Rawlings emphasized a collective identity, he was referring to the cooperation between the different ethnic groups and the different political parties so as to merge themselves in the identity of a bigger whole. Rawlings' speeches emphasised collective identity, highlighting the importance of unity and shared purpose among Ghanaians. The analysis reveals how Rawlings utilized language and rhetoric to forge a sense of unity and shared identity among the Ghanaian people.

*"The economic constraints which face us are by no means as severe as some which we have overcome before through unity of purpose and determination."* (S.O.N.A 1995)

*"It is for this reason that this government throws a challenge to all citizens irrespective of their political alignment or affiliation to make their contribution to our national goals."* (S.O.N.A 1999)

*"We should approach this exercise also in the spirit of unity and nationhood."* (S.O.N.A 2000)

*"Ghana, our beloved country, is a tapestry of diverse cultures and backgrounds. Yet, we are bound together by a common vision for a better nation. Let us embrace our differences and work together for a brighter future."* (S.O.N.A 1993)

Charismatic leaders play a crucial role in shaping group dynamics through the integration of collective identity. Studies suggest that these leaders inspire followers by emphasizing shared values and goals, fostering a sense of belonging and purpose within the group (Choi & Lee 2022). By aligning individual identities with a common vision, charismatic leaders enhance group cohesion and commitment (Milesi, (2022).

Furthermore, Wagner-Pacifici, (2023) highlights the charismatic leader's ability to create a symbolic world that resonates with the collective identity of followers. This symbolic framing fosters a strong emotional connection, enhancing group members' willingness to exert extra effort towards common objectives (Prickett & Timmermans, 2022). In addition, Eman et al (2023) argue that charismatic leaders enhance group identity by fostering a sense of belonging and purpose. Adolf Hitler's speeches, such as those during Nazi rallies, exploited collective identity to manipulate masses, demonstrating the dark side of charismatic leadership (Kershaw, 2008). Nelson Mandela in his inaugural speech as the first black president of South Africa, Mandela used collective identity to address the legacy of apartheid and the need for reconciliation (Suttner, 2007). He emphasized the importance of unity and the shared values of justice, equality, and human dignity, which ultimately led to the creation of a new constitution and the establishment of a democratic society. Barack Obama (2008) in his "A More Perfect Union" speech, Obama used collective identity to connect the experiences of white working-class Americans with the struggles of African Americans. He emphasized the shared values of hard work, perseverance, and the American Dream, which helped to unite his supporters and win the presidential election.

#### **4.1.6 Appeal to history**

According to Shamir's (1993) theory, people strive for a sense of self-consistency which includes a sense of congruence and continuity between the past, the present and the future. From the data analysis it was discovered that Rawlings frequently emphasized the importance of preserving Ghana's unique cultural heritage and history in his State of the Nation addresses. He acknowledged the struggles and sacrifices made by Ghana's forefathers in the fight for independence and sought to instill a sense of national pride among citizens. By referencing historical events and traditions, he aimed to create a shared sense of identity and belonging.

In his addresses, it is evident from the data that Rawlings often looked back at historical events and periods of change to draw lessons that could guide Ghana's development in the present and future. He believed that studying history could help the nation avoid past mistakes and chart a more prosperous path ahead. He used stories and anecdotes from Ghana's past to inspire and encourage citizens to tackle contemporary issues with resilience and determination. This approach sought to reinforce a sense of continuity and relevance between Ghana's historical legacy and its current development efforts.

Rawlings often used historical context to shed light on the challenges of socio-economic inequities in Ghana. He pointed out the historical roots of poverty, corruption, and social injustices in the country, emphasizing the need to break away from detrimental cycles and work towards inclusive growth and development.

President Rawlings acknowledged Ghana's colonial history and the struggle for independence. He emphasized the importance of preserving the spirit of the nation's founding fathers, such as Kwame Nkrumah and other leaders who fought for Ghana's

sovereignty. In his last State of the Nation Address, which is his final State of the Nation address before stepping down from office, Rawlings reflected on the journey of Ghana as a nation, drawing on historical references to emphasize the progress made and the challenges ahead.

*"As we stand on the shoulders of our great ancestors who toiled for the liberation of this nation, let us not forget their sacrifices and continue to build upon the foundation they laid."*(1993)

*"After all, it was our own illustrious First President, Osagyefo Dr. Kwame Nkrumah, who lived and died for the unity of the continent. We owe it to his memory to assume that leadership role in the new quest for African Unity and Economic Integration".* (S.O.N.A 2000)

*"Over the years, we have overcome numerous trials and tribulations, much like our ancestors who faced adversities during the struggle for independence."* (S.O.N.A 1994)

Charismatic leaders often draw on collective history to establish a shared identity with their followers, a concept aligned with Eran Shamir's 1993 motivational theory. According to Shamir, leaders can inspire and motivate by tapping into historical narratives that resonate with the collective identity of their followers (Shamir, 1993). Similarly, Nelson Mandela, as a charismatic leader, invoked the struggle against apartheid in South Africa, aligning the present challenges with the historical quest for freedom and justice (Shamir et al., 1993). Rawlings' rhetoric frequently appealed to Ghana's historical struggles for independence and subsequent challenges. By referencing these shared historical experiences, Rawlings aimed to create a sense of unity and collective identity among Ghanaians. This aligns with Shamir's theory, which posits that leaders who effectively link their vision to collective historical narratives can inspire followers.

#### 4.1.7 Similarities with Followers

Another recurring theme in the State of Nation Address speeches by Rawlings was the idea of shared values and common struggles, fostering a sense of similarity with his audience. In his State of the Nation Addresses, the charismatic rhetoric is marked by his ability to convey a deep understanding of the struggles and aspirations of the people. He emphasizes shared values, common experiences, and a collective vision for the nation, all of which create a strong sense of similarity and connection with Ghanaians. This rhetorical strategy was crucial in his leadership and ability to rally support.

*"Fellow Ghanaians, we have walked the difficult path of progress together. We have endured hardships, but our resilience and unity have brought us to where we are today."* (S.O.N.A 1993)

*"My fellow countrymen and women, I was once a young idealist, just like many of you."* (S.O.N.A 2000)

*"I understand your aspirations, your dreams, because they were once my own. Together, we can shape the destiny of our nation."* (S.O.N.A 1999)

Charismatic leaders often employ references to similarities with followers to build rapport and enhance their influence. According to social identity theory (Steffens et al., 2021) emphasizing shared characteristics fosters a sense of belonging and unity within a group. Charismatic leaders leverage this concept to connect with followers on a personal level. For instance, a charismatic leader might highlight common experiences or values. Steve Jobs, co-founder of Apple, often referenced his own struggles and passion for innovation, creating a shared narrative with his audience. This fosters a sense of unity and common purpose.

Shamir et al. (1993), charismatic leaders were found to emphasize shared similarities, reinforcing a sense of 'we-ness' within the group. This connection contributes to



followers perceiving the leader as relatable and understanding their concerns. For instance, in Martin Luther King's famous "I Have a Dream" speech, he repeatedly uses the phrase "I have a dream" to articulate a shared vision of racial equality. This not only personalizes the message but also invites the audience to see themselves within the dream of a harmonious society (Fairhurst & Connaughton, 2014).

From the data analysis it was discovered that Rawlings established a sense of shared experience with his followers. He portrays himself as someone who has faced the same challenges as the people, emphasizing their common journey towards progress. He also uses the first-person perspective to connect with his audience. By highlighting his own past and emphasizing that he was once like them, he creates a sense of similarity and relatability, suggesting that their aspirations are aligned. He acknowledges the diversity within the nation but underscores the common vision they share. This serves as a primary tool for him to foster a sense of unity and similarity among the citizens, emphasizing the importance of working together despite their differences.

#### **4.1.8 Amplify Specific Values**

Rawlings' State of the Nation Address speeches focus on key values and principles that underpinned his leadership and vision for Ghana. He consistently emphasized certain specific values in his addresses; honesty, selflessness, dedication, and integrity. In his speeches, Rawlings frequently employs powerful language to convey a sense of authenticity and transparency.

*"Our nation thrives when built on a foundation of honesty – a commitment to truth that resonates with the core values of our people." (S.O.N.A 1993)*

*"We are honest about the current status of development in the country and we have not glossed over our shortcomings." (S.O.N.A 1995)*

*"True leadership requires a selfless dedication to the service of our people, a commitment to placing their needs above our own desires."*  
(S.O.N.A 2000)

Honesty, as a value, emphasizes transparency and truthfulness in communication. Charismatic leaders frequently use candid language and open disclosure to foster trust and credibility, creating an authentic persona that resonates with followers. As Wagner-Pacifici (2023) noted in his classic work "On Charisma and Institution Building," charismatic authority is rooted in the leader's perceived exceptional qualities, which can include moral integrity and truthfulness.

He also frequently invokes the concept of selflessness, urging leaders to prioritize the well-being of the nation over personal interests. In one address, he declares, *"True leadership requires a selfless dedication to the service of our people, a commitment to placing their needs above our own desires."* This appeals to the audience's sense of patriotism and encourages a collective focus on the greater good.

Additionally, selflessness serves as a compelling theme in charismatic rhetoric, showcasing a leader's commitment to the collective good over personal gain. By emphasizing selfless values, charismatic figures tap into the audience's desire for altruistic leadership. This is reminiscent of the transformational leadership theory, where leaders inspire followers by appealing to higher ideals and fostering a sense of collective purpose (Ladkin, & Patrick 2022). Drawing upon these themes, leaders like Mahatma Gandhi and Nelson Mandela exemplified charismatic rhetoric rooted in honesty and selflessness (Fairhurst & Sarr, 1996). Gandhi's commitment to nonviolent resistance and truth (Satyagraha) became a hallmark of his charismatic leadership, emphasizing the power of moral principles (Wagner-Pacifici 2023). Similarly, Mandela's selflessness during the anti-apartheid struggle and his focus on

reconciliation after his release demonstrated charismatic qualities that inspired a nation (Hargreaves, 1996).

Dedication is another recurring theme in Rawlings' charismatic rhetoric. He often speaks of the need for relentless commitment to the nation's development, stating, *"Our journey towards progress demands unwavering dedication – a tireless effort to overcome challenges and build a brighter future for all."* This reinforces the idea that progress requires sustained effort and perseverance. One notable example is Martin Luther King Jr.'s "I Have a Dream" speech, where he passionately expresses dedication to the civil rights movement and emphasizes the integrity of his vision for equality. In his speech, King employs rhetorical devices to convey dedication, such as repetition, as seen in the iconic phrase "I have a dream." This repetition not only emphasizes his commitment but also inspires a sense of dedication among his listeners. Additionally, King's appeal to shared values fosters a connection based on collective dedication to justice.

Integrity is a cornerstone of Rawlings' speeches, with an emphasis on ethical leadership. He stresses the importance of leaders maintaining a high moral standard, saying, "Integrity is the bedrock of a strong nation. We must uphold the principles that define our character and ensure that our actions align with the values we hold dear." This resonates with the audience, fostering a sense of trust and confidence in leadership.

Furthermore, the theme of integrity is woven into King's rhetoric through his emphasis on nonviolent protest. By advocating for a principled approach, he establishes himself as a leader with moral integrity, reinforcing the credibility of his

message. This aligns with the research of Aristotle, who posited that ethos, or ethical appeal, is crucial for persuasive communication.

In scholarly terms, Golan et al (2019). concept of identification offers insight into how charismatic leaders build a sense of dedication. According to Burke, individuals are more likely to be persuaded when they identify with the speaker. King's ability to connect with the aspirations of his audience enhances the dedication of his followers to the cause of civil rights.

Similarly, McCroskey (2005) on the credibility of a speaker aligns with the importance of integrity in charismatic rhetoric. A charismatic leader's credibility stems from perceived honesty and integrity, essential components for gaining followers' trust and commitment.

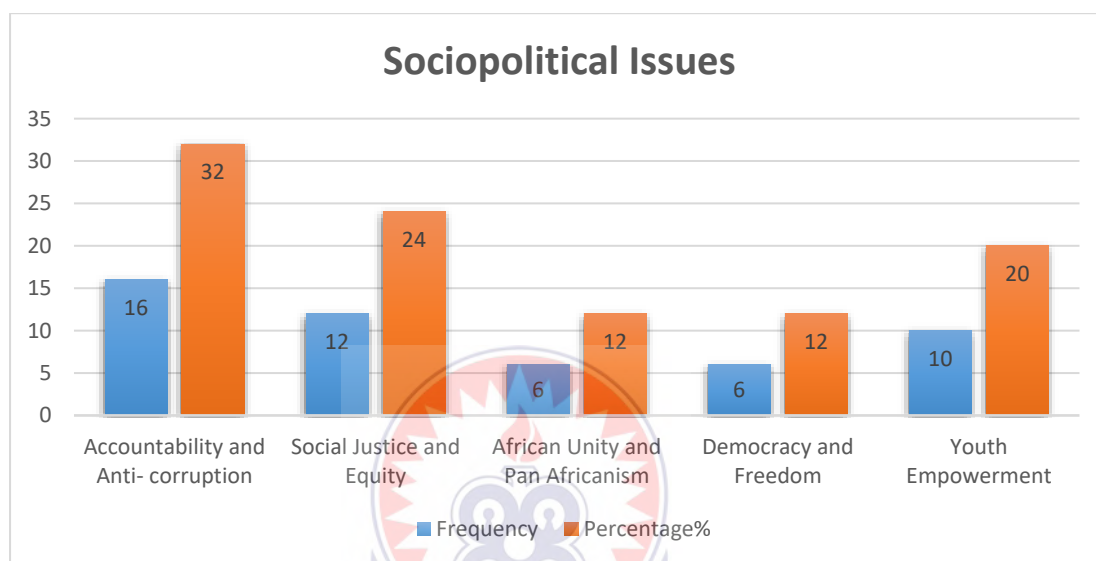
#### **4.2 Dominant socio-political issues in the speeches**

Socio-political issues encompass a wide range of challenges that involve the intersection of societal and political factors. In presidential and issue based-rhetoric, Socio-political concerns are raised since the leader want to present himself as the savior for the followers (Bartels, 2005). This is done to gain followers trust. The analysis of the speeches revealed that during Rawlings' tenure as the President, his S.O.N.A often touched on issues such as economic reforms, corruption and social justice. The addresses reflected his commitment to tackling corruption within the government and promoting a more equitable society.

**Table 4.2: Socio-political issues**

<b>Sociopolitical Issues</b>	<b>Frequency</b>	<b>Percentage%</b>
Accountability and Anti-corruption	16	32

Social Justice and Equity	12	24
African Unity and Pan Africanism	6	12
Democracy and Freedom	6	12
Youth Empowerment	10	20



**Figure 4.2: Sociopolitical Issues**

#### **4.2.1 Accountability and Anti-corruption**

The analysis revealed his advocacy for accountability and the fight against corruption. He consistently emphasized the importance of holding individuals and institutions accountable for their actions. The excerpts from Rawlings' S.O.N.A showcase a consistent theme of accountability and a firm stance against corruption. He emphasizes the duty of individuals, particularly leaders, to take responsibility for the well-being of the nation and underscores the corrosive impact of corruption on the fabric of society. Furthermore, his advocacy for accountability was deeply rooted in his vision for a just and equitable society. The speeches reveals his resolution to strengthen institutions responsible for oversight and investigation, demonstrating a commitment to building a robust framework for accountability. Akanle (2015) have

lauded him for fostering a culture of responsibility and ethical governance. By promoting accountability, He aimed to create an environment where public officials were answerable for their actions, ultimately contributing to the establishment of a more transparent and trustworthy government.

*"We must hold ourselves accountable for the future of our nation. Corruption erodes the foundation of our society, and it is our duty to eradicate it from its roots."*

*"Accountability is not just a buzzword; it is the bedrock of a thriving nation. We cannot turn a blind eye to corruption. Let it be known that those who betray the trust of the people will face the consequences, as we build a future free from the shackles of dishonesty."*

*"We must root out the cancer of corruption that eats at the very core of our society. Those who abuse their positions for personal gain must be held accountable, and we will not rest until this is achieved."*

Charismatic leaders strategically address issues of accountability and corruption by employing persuasive rhetoric and framing their messages in a way that resonates with their audience. They often leverage their charisma to inspire trust and convey a shared commitment to ethical values. Shamir et al. (1993) provide insights into how charismatic leaders intertwine ethical values with their charismatic appeal. Additionally, Klitgaard (2015) explores strategies for leaders to address corruption, shedding light on the role of charismatic leadership in fostering accountability. Mandela often emphasized the importance of accountability and transparency in his speeches, promoting a vision of a corruption-free South Africa during his presidency. His commitment to these values is evident in various speeches and writings (House & Howell, 2018)

Rawlings commitment to accountability extended beyond mere rhetoric, as he implemented various measures to combat corruption. Rawlings initiated anti-corruption campaigns, established anti-corruption agencies, and promoted

transparency in government operations as he mentioned in his State of nation Addresses. Agyeman-Duah (2006), highlighted Rawlings' significant role in shaping Ghana's anti-corruption landscape, pointing to his determination to root out corruption as a crucial factor in the country's governance.

#### **4.2.2 Social Justice and Equity**

In the speeches, Rawlings addresses the economic disparities within the nation, emphasizing the need for social justice. He articulates a vision where wealth and resources are distributed more equitably, advocating for policies that uplift the marginalized and ensure a fair distribution of economic opportunities. Rawlings spoke about the importance of education as a tool for social justice. He stresses the need for equal access to quality education, irrespective of socio-economic backgrounds. This reflects his commitment to breaking the cycle of inequality by empowering all citizens with knowledge and skills, fostering a more just society. He underscores the significance of a just legal system that treats all individuals fairly, regardless of their status, highlighting his dedication to combating systemic issues that perpetuate inequities within the society. The analysis collectively showcase Rawlings' multifaceted approach to promoting social justice and equity, encompassing economic, educational, and judicial dimensions. His speeches reflect a comprehensive vision for a more just and equitable society, addressing various facets of societal imbalances.

*"We must ensure that the benefits of our nation's growth are shared by all, not just a privileged few. Social justice is at the heart of our vision for Ghana."*

*"Government wage policy is towards improving the conditions of our working people in general and addressing the disparities in earnings within the public and civil services."*

*“Our justice at the grassroots level is one in which the people participate where the quality of justice is self-evident and transparent and where decisions advance the individual and collective well-being of the community.”*

Charismatic leaders often play a crucial role in advocating for social justice and equity. Asamoah, (2023) highlighted the ethical dimension of charismatic leadership, suggesting that effective leaders prioritize justice and equality, fostering a positive impact on followers. Charismatic leaders draw on principles from Rawls' theory of justice (Fehr, 2015) emphasizing the importance of fairness and equal opportunities. Martin Luther King Jr. in his famous "I Have a Dream" speech, King passionately advocated for racial equality, emphasizing the dream of a future where individuals would be judged by their character rather than the color of their skin (Munkuli, 2022). Nelson Mandela's inaugural address as the President of South Africa in 1994 highlighted the need for reconciliation and building a united, non-racial society (Horáková, 2018). Baldo, (2018) noted that charismatic leaders need to balance their charisma with ethical leadership practices to ensure sustainable positive impact on social justice and equity.

#### **4.2.3 Democracy and Freedom**

While Rawlings came to power through a military coup, he eventually embraced democracy and emphasized its importance. He emphasized the fundamental principles of democracy. He highlights the broader concept of democracy, emphasizing the importance of continuous citizen engagement and participation.

It is discovered in the analysis of the speeches that he championed freedom of expression. The excerpts from the speeches reflect his commitment to fostering an environment where individuals are able to express their opinions, fostering intellectual discourse crucial for democratic growth. Rawlings conveyed a vision of



inclusive governance, asserting his commitment to inclusivity, essential for a democratic society to function effectively. It is also observed that Rawlings demonstrates a nuanced understanding of democracy, emphasizing not only electoral processes but also the need for continuous citizen involvement, freedom of expression, and inclusive governance as pillars of a thriving democratic society.

*"Democracy is not just about elections; it's about ensuring the voice of the people is heard beyond the polling stations."*

*"A thriving democracy requires a vibrant space for diverse opinions. Let us welcome dissent as a sign of a healthy society, where ideas can freely contend for the greater good."*

*"True democracy extends its benefits to all citizens. No one should feel excluded or marginalized. Our strength lies in the unity that arises from embracing our diversity."*

*"Democracy is the voice of the people, and we must protect and preserve it at all costs. The freedom of our citizens is non-negotiable."*

Charismatic leaders often advocate for democracy and freedom in their speeches, emphasizing the principles of equality, individual rights, and civic participation. Studies suggest that charismatic leadership can inspire public support for democratic values (Bass, 1990; Avolio & Yammarino, 2002).

Charismatic leaders like Nelson Mandela and Martin Luther King Jr. conveyed compelling narratives, promoting the ideals of democracy and freedom. Mandela's "Long Walk to Freedom" and King's "I Have a Dream" are iconic examples of charismatic advocacy for social justice and freedom (Bryant, 2003; Munkuli, 2022). Ozgenel, (2020) highlights how charismatic leaders shape organizational culture, fostering a commitment to democratic principles. Moreover, Riggio (2008) suggests that charismatic leadership enhances followers' belief in democratic processes, contributing to a more participatory and inclusive society.

#### 4.2.5 Pan Africanism

In the S.O.N.A by Rawlings, a recurrent theme is the call for unity among African nations. He emphasizes the shared history, struggles, and aspirations of the African people, urging them to unite against external pressures and work together for the collective advancement of the continent. This echoes the principles of pan-Africanism, which seeks to foster solidarity and cooperation among African nations. In his State of the Nation addresses, he frequently referenced historical Pan-African figures such as Kwame Nkrumah, and others who fought for the liberation and unification of the continent. By invoking these historical figures and their ideals, he aimed to encourage cooperation among African nations and promote a shared vision of progress and prosperity.

*“After all, it was our own illustrious First President, Osagyefo Dr. Kwame Nkrumah, who lived and died for the unity of the continent. We owe it to his memory to assume that leadership role in the new quest for African Unity and Economic Integration”.*

*"Ghana is just one piece of the African puzzle. We must work together with our brothers and sisters across the continent to realize the full potential of Africa."*

*“We must build economic systems that benefit all Africans, not just a privileged few. Our resources should be harnessed for the prosperity of our people, fostering self-reliance and sustainable development.”*

Rawlings in his S.O.N.A highlights the need to overcome the legacy of exploitation and division imposed by colonial powers. This aligns with pan-Africanist ideals, as the movement seeks to dismantle the remnants of colonialism and promote self-determination. Charismatic leaders advocating for pan-Africanism often emphasize unity, liberation, and socio-economic empowerment in their speeches. studies, such as Kwame Nkrumah's "Africa Must Unite" and W.E.B. Du Bois's "The Souls of Black Folk," delve into the historical and philosophical foundations of pan-Africanism, underlining its significance for a united African continent.

His condemnation of external interference reflects a commitment to reclaiming Africa's autonomy and shaping its destiny. Pan-Africanism extends beyond political unity to encompass economic empowerment. Rawlings' speeches often address economic disparities within Africa and advocate for strategies that promote self-sufficiency. His emphasis on economic collaboration and the development of African industries echoes the pan-Africanist vision of economic independence. By encouraging intra-African trade and investment, He aimed to strengthen the continent's economic resilience and reduce dependency on external powers. It is evident from the analysis that Rawlings' speeches consistently exhibit pan-Africanist principles through calls for unity, condemnation of colonial legacies, and advocacy for economic empowerment. These excerpts highlight his commitment to fostering a united and self-reliant Africa, aligning with the core tenets of the pan-Africanist movement.

#### **4.2.6 Youth Empowerment**

It is evident in the speeches Rawlings' belief in the active role that the youth should play in shaping the course of the nation, instilling a sense of responsibility and empowerment. Rawlings often highlights education as a key tool for empowerment in his speeches. It also reflects his commitment to providing the youth with the means to empower themselves through knowledge and education. Rawlings addresses social and economic challenges facing the youth, and excerpts from the speeches underscores Rawlings' focus on creating a conducive environment for the youth to succeed, emphasizing the importance of inclusive policies and economic opportunities that empower the younger generation, urging the young population to actively engage in shaping the nation's destiny, emphasizing education as a tool for personal and

national progress, and advocating for policies that foster opportunities for the youth to thrive.

*"The future of our nation lies in the hands of the young generation. You are not just the leaders of tomorrow; you are the architects of our destiny today."*

*"Investing in education is not just an expense; it is an investment in the potential of our youth."*

*"Our youth are the future of Ghana. We must provide them with the education, opportunities, and support they need to thrive and contribute to our nation's development."*

*"We must create opportunities for our young people to thrive. A nation that neglects its youth neglects its own future."*

Charismatic leaders, such as Nelson Mandela, Martin Luther King Jr., and Barack Obama have historically emphasized youth empowerment in their speeches. Mandela, highlighted the pivotal role of young people in shaping the future, referencing the power of education and unity (Ling, 2015). Barack Obama in his speech "The Audacity of Hope" emphasized the importance of youth engagement and empowerment in his speech, encouraging young people to be active participants in shaping their communities.

In the speeches, the mentioning of these socio-political issues were not mere rhetoric but served as guiding principles for his leadership and his vision for Ghana (Dzorgbo & Dei, 2018). They reflect his commitment to creating a just, united, and prosperous nation and his dedication to the well-being of its people. The promotion of social justice and equitable distribution of resources was a recurring theme in his speeches. Rawlings used his speeches to emphasize the importance of cooperation among African nations. Recognizing the potential of Ghana's youth, Rawlings often stressed the importance of investing in and empowering the younger generation.

### **4.3 Establishment of Credibility through Effective Charismatic rhetoric**

Metzger explained credibility as the extent to which a communicator is perceived to be a source of valid assertions (his ‘expertness’) and the degree of confidence in the communicator’s intent to communicate the assertions he considers most valid (his ‘trustworthiness’) Bogoevska-Gavrilova, (2023). Many well-known scholars have touched on credibility’s importance in leadership (Fogg, 2003). Kouzes and Posner, (2019) stated that “credibility is the foundation of leadership” and describe credibility in terms of trust and confidence, prerequisites for followers to willingly commit and contribute to an organization’s mission. Credibility is also described as “the quality that enables one to be believed and also involves trustworthiness and reliability of information or communication received from a person.” Credibility reflects the degree to which followers perceive their leader is worthy of trust, and how well followers perceive their leader as competent, meaning they have the necessary expertise and skills to do the job. Based on thousands of interviews and surveys, Kouzes and Posner (2019) found people most admire three characteristics in leaders: honesty, competency and the ability to instill hope for the future (distal goals). Analyzing his charismatic rhetoric reveals these key elements that contributed to the establishment of his credibility.

#### **4.3.1 Honesty**

Rawlings's effective use of the theme “honesty” in his speeches plays a pivotal role in establishing his credibility. By consistently presenting transparent and truthful information, he fosters trust among his audience. This honesty is evident not only in the content of his speeches but also in his acknowledgment of challenges and shortcomings. His commitment to truthfulness contributes to a positive perception of his character, reinforcing his authority and influence as a speaker.

*"We must confront our shortcomings as a nation. Only through honest self-reflection can we progress."*

*"In the process we have offended some people. We have upset some people. We have hurt some people. To all such persons I say we are sorry."*

*"We are honest about the current status of development in the country and we have not glossed over our shortcomings."*

*"It's essential to acknowledge the mistakes of the past, learn from them, and move forward united."*

Charismatic leaders often enhances credibility through perceived honesty and transparency (Bass and Riggio, 2006). Studies suggests that honesty fosters trust, a key component of the effective leadership (Mayer et al., 1995). By openly addressing challenges and admitting mistakes, Charismatic leaders strengthen their connection with followers (Shamir et al., 1993). Avolio et al. (2004) emphasizes the importance of authentic leadership, asserting that honesty contributes significantly to leader effectiveness. Also Gardner et al. (2011) highlight that transparent communication enhances followers' perceptions of a leader's credibility, reinforcing the notion that honesty is cornerstone of charismatic leadership.

This admission of personal fallibility humanizes Rawlings, making him relatable to the audience while reinforcing the idea that everyone, including leaders, is prone to errors. Rawlings's commitment to honesty also extended to addressing historical controversies. By openly recognizing historical errors, Rawlings aimed to foster reconciliation and demonstrate a genuine commitment to national healing. Rawlings strategically utilized honesty in his speeches to establish and reinforce his credibility. Whether addressing national challenges, personal mistakes, or historical controversies, his candid approach resonated with audiences, creating a foundation of trust that underpinned his leadership.

### 4.3.2 Competency

The analysis of Rawlings's speeches exhibit a strategic use of competency to enhance his credibility. Through articulate language and a confident demeanor, he conveys a deep understanding of the subjects he addresses. By seamlessly integrating relevant facts and figures, He did not only showcase his knowledge but also positioned himself as a reliable authority. This consistent display of competence fosters trust among his audience, reinforcing his credibility as a speaker. Additionally, Rawlings's ability to navigate complex issues with clarity further solidifies the perception of his expertise, establishing a foundation for persuasive communication.

*“I stand before you today with a profound sense of assurance, knowing that our team’s unwavering dedication and strategic approach will lead us to success.”*

*“As we navigate challenges, let us embrace the power of our collective expertise, confident that each hurdle is an opportunity for us to showcase our capabilities and emerge stronger.”*

The reference of self-confidence in his speeches showed his confident demeanor enhancing his perceived authority. Charismatic leaders are often characterized by their ability to exude confidence, and Rawlings' presence played a crucial role in establishing his leadership persona (Odeyemi, 2022). Trust, consistency, follow-through and “walks the talk” are other terms that used to describe credibility (Bargal, & Schmid, 2012). Research indicates military leaders in combat settings may secure subordinates’ trust by demonstrating competence and character, implying that leaders earn credibility (Bass et al., 2003). Rawlings, perhaps apply this theme in his speeches due to his military background.

### 4.3.3 The Ability to Instill Hope

Charismatic rhetoric, with an emphasis on trust-building, is a common strategy employed by leaders to connect with their audience. This approach can be traced back

to the concept of charismatic leadership where leaders gain authority through their personal charm and ability to inspire trust (Weber, 1947). Conger and Kanungo (1998) emphasize the role of inspirational motivation in charismatic leadership, where leaders articulate a compelling vision that resonates with followers, fostering a climate of trust and commitment. Rawlings came to power during a period of economic and political turmoil in Ghana. Charismatic rhetoric was particularly effective in times of crisis, as it provided a sense of hope and direction. Charismatic leaders often thrive in challenging situations (Schroedel et al, 2013) and the data analysis shows Rawlings' ability to address crises with conviction contributed to his credibility as a capable leader

*"Though our journey is tough, we are tougher. Together, we can transform challenges into opportunities."*

*"Our industrial policy aims at developing an efficient, internationally competitive manufacturing capacity that uses local resources as much as possible and creates jobs for the people".*

*"....it is hoped that 1995 will see the creation of Free Ports, Export Processing zones and other free zones...."*

Leaders use charismatic rhetoric, aiming to build trust by expressing authenticity and this is evident from figure 4.1.1 that Rawlings used more trust-building charismatic themes. Rawlings employed charismatic rhetoric to establish credibility and authority. Riggio et al. (2013) delves into the impact of charismatic leadership, shedding light on how Rawlings' charismatic communication style could resonate with the public, especially during challenging times. It is evident from the speeches Rawlings, possessed a remarkable ability to inspire hope for the future through his speeches, a skill that significantly contributed to establishing his credibility. In various addresses, Rawlings demonstrated a keen understanding of the challenges facing his nation while weaving a narrative of optimism and resilience. It is discovered in the data analysis



that the formal president projected authenticity and relatability in his speeches, connecting with the common people by using language and expressions that resonated with their experiences. An example is the use of the collective identity marker “we” and in the analysis he rarely use the personal marker “I”. Charismatic leaders articulate a compelling vision for the future, inspiring followers to believe in a shared mission. The analysis also revealed Rawlings presented a vision of a united and prosperous Ghana, emphasizing themes of social justice and economic development. By outlining a clear and inspiring vision, he strengthened his credibility as a leader with a purpose.

#### **4.4 Summary**

In this chapter, the analysis focuses on the State of the Nation Addresses delivered by J.J. Rawlings. The study aims to identify charismatic rhetoric themes and their role in framing and trust building. Six of Rawlings' speeches are analyzed, revealing recurring themes such as articulating threats, idealized goals and visions, appeals to history, emphasizing followers' self-worth, collective identity, self-confidence, amplifying specific values, mentioning past successes, and highlighting similarities with followers. These themes were examined in detail to understand their significance in Rawlings' leadership and his vision for Ghana. Charismatic elements include Rawlings' confidence in his leadership, the emphasis on economic self-reliance, the unity of the Ghanaian people, and the importance of democracy, among others. Mentioning past successes serves both to celebrate achievements and set benchmarks for future progress, fostering a sense of shared values and experiences with the audience. Rawlings' speeches effectively use charismatic rhetoric to connect with his followers and convey a strong sense of unity and purpose, establishing his credibility.

## CHAPTER FIVE

### SUMMARY, CONCLUSIONS AND RECOMMENDATION

#### 5.0 Introduction

This chapter presents the conclusion of the study. It synthesizes the culmination of the study, encapsulating key findings related to charismatic rhetoric themes in the selected speeches of Rawlings. A detailed analysis of these themes is undertaken, shedding light on the sociopolitical issues intricately woven into the fabric of his speeches. Additionally, Rawlings' adept use of rhetoric as a means of establishing credibility were also analysed, unraveling the strategic elements that contribute to his effectiveness as a charismatic leader and communicator. This chapter offers recommendations stemming from the findings and suggestions for future research.

#### 5.1 Summary of Findings

This study extensively examines charismatic rhetoric themes within Rawlings' State of Nation addresses, utilizing qualitative content analysis. Six purposively sampled speeches were analyzed, revealing charismatic rhetoric themes such as articulating threats, ideological goals, appeal to history, followers' worth, collective identity, self-confidence, specific values, past success, and similarities with followers. The identified themes fall into two distinct categories; framing and trust-building. The breakdown indicates that 43.14% of charismatic rhetoric themes align with framing, while 56.86% are associated with trust-building. Notably, self-confidence and past success emerge as predominant themes, constituting 25.4% and 26.9%, respectively.

The findings revealed that the speeches addressed five sociopolitical issues in his speeches, including accountability and anti-corruption, social justice and equity, democracy and freedom, Pan Africanism, and youth empowerment. Moreover, the

study uncovers three pivotal elements crucial for a communicator's credibility: honesty, competency, and the ability to inspire or instill hope for the future (Kouzes and Posner, 2011). These findings shed light on the nuanced strategies employed by Rawlings in framing his rhetoric and building trust among the populace.

## **5.2 Conclusions**

Examining the themes in the selected speeches revealed a compelling narrative of resilience, nationalism, and a call for societal transformation. Rawlings' ability to connect emotionally with his audience is evident in the recurrent emphasis on unity and shared purpose, fostering a sense of collective identity. His speeches not only served as a political tool but also as a means to inspire and mobilize the masses towards a common vision. Rawlings' charismatic rhetoric also highlighted justice and anti-corruption. He positioned himself as a savior of the people, fighting against the injustices that plagued the nation. Rawlings' SONA, therefore, were not merely a platform for political discourse but a catalyst for societal change, reflecting his commitment to a fair and equitable Ghana.

The analysis of Rawlings' charismatic rhetoric unveils a strategic use of language. This deliberate choice of language contributed to the creation of a charismatic persona, solidifying his position as a charismatic leader. The reflection of his speeches, were not only the oratory skill of a leader but also the enduring influence of charismatic rhetoric in mobilizing communities and fostering a shared sense of purpose. Strong support was seen in the portrayal of self-confidence as evident in the recurring themes that appeared in all the six speeches analyzed. From the above analysis, it is concluded that Rawlings used his speeches to mainly warn Ghanaians of the threats and to build confidence in his ability. The findings, however, was limited

by the choice of studying only State of the Nation Address speeches. However, other determinants of charismatic leadership such as personality traits and behavior, effects on followers, and leadership style were not studied.

### **5.3 Recommendations**

The objective of this study is to identify the charismatic rhetoric themes in the selected speeches of Jerry John Rawlings, examining the dominant socio-political issues raised by Rawlings in the selected speeches and explore the relationship between Rawlings' personal credibility and the effectiveness of his charismatic rhetoric. Based on the findings;

i. It is recommended that Political leaders could use charismatic rhetoric to connect emotionally with citizens, emphasizing shared values, aspirations, transparency and accountability to gain public trust. Ultimately, political leaders utilizing charismatic rhetoric should prioritize genuine communication, ethical decision-making, and a commitment to the collective well-being of society.

ii. Educators and facilitators should take students enrolled in leadership, political science, and governance courses through Charismatic rhetoric and rhetorical strategies. This offers a powerful toolset for effectively engaging and persuading diverse audiences. By dissecting historical speeches and contemporary communication strategies, students can learn to craft messages that resonate emotionally and intellectually with their intended audiences. Emphasizing the importance of authenticity, empathy, and storytelling, educators can guide students in understanding the nuances of effective persuasion, empowering them to inspire action and garner support for their ideas and initiatives. By equipping students with the skills to navigate complex socio-political landscapes with confidence and clarity,

educational programs can cultivate a new generation of leaders adept at harnessing the power of rhetoric to effect positive change and mobilize the masses toward collective goals.

iii. Activists can effectively employ charismatic rhetoric as a powerful tool to inspire and mobilize diverse audiences. The use of charismatic rhetoric can help activists build bridges across diverse communities, fostering a sense of unity and empowerment that strengthens the impact of their advocacy efforts.

#### **5.4 Suggestions**

Passakonjaras, & Hartijasti, (2020) have suggested that charisma is more easily transmitted in collectivistic cultures. To date, the empirical studies on charismatic leadership on a cross-cultural basis have focused on the leaders' behavior and attributes (Schroedel et al, 2013). Researchers can enlarge the scope of this study by studying the speeches of charismatic leaders at the cross-cultural level. The differences between the rhetoric of political leaders and business leaders, especially those who head large enterprises could be further explored. These suggestions for further studies are offered;

- i. Explore a comparative analysis of Rawlings' charismatic rhetoric with other influential leaders to identify common themes or distinctive elements.
- ii. Investigate the societal impact of Rawlings' charismatic rhetoric, assessing how it influenced public opinion, policies, or social movements.
- iii. Examine the role of media in disseminating and shaping the perception of Rawlings' charismatic rhetoric, considering the impact of different media platforms.
- iv. Lastly, more research is needed to understand how modern communication platforms influence the effectiveness of charismatic rhetoric in leadership.

These suggestions aim to broaden the scope of research on charismatic rhetoric, considering various angles and dimensions for a comprehensive understanding.

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