Cut from the same cloth, the EFF and the ANC are copying each other's psyops

Compiled by Tony Stone



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Julius Malema

Under authoritarian regimes, communist states and organizations, e.g. the EFF and their ilk. utilize systematic psychological and emotional abuse to maintain political control, enforce ideological conformity and silence dissent. They, along with the ANC and MKP, utilize the term "apartheid" in their narrative not merely to describe the historical, legal system of segregation, but as a mechanism of control to frame contemporary South Africa as a failed, "neo-colonial" state that is still, as they claim, legally and economically under white domination. By defining the current economic landscape as "economic apartheid," the EFF, to maintain their perceived control over their narrative, in an attempt to force the ruling party (ANC) onto the defensive, and position themselves as the only true, militant alternative fighting for liberation. However, in order to offset the EFF's narrative, the ANC now uses the term quite extensively. It's a battle for the minds of voters.

What is quite clear is the EFF and ANC's use of psyops (psychological operations) is designed to influence the emotions, beliefs, behaviour and attitudes of domestic and foreign audiences—including "enemy" forces (a targeted segment of South Africa's civilian population), and the ANC government, as well as opposition parties, in order to support their goals. By using tactics like propaganda, they aim to weaken the "enemy's" will to resist while bolstering support for friendly forces (the voting public). Interestingly, the ANC are applying the same tactics.

In terms of law, hate speech is any form of communication—speech, writing, or behaviour—that attacks or uses discriminatory, dehumanizing, or pejorative language against individuals or groups based on inherent characteristics like race, religion, ethnicity, gender, or sexual orientation. It aims to promote hatred, incite violence, and cause emotional or physical harm. Julius Malema is quite clearly guilty of this.

The South African constitution (Section 16) prohibits this type of activity and (is supposed) to use the Prevention and Combating of Hate Crimes and Hate Speech Act of 2023 to reinforce and apply these prohibitions and protect the targeted victims, making hate speech a criminal offense with penalties including fines or prison sentences. Penny Sparrow and Vicky Momberg are two such examples. Sparrow was ordered by the Equality Court to pay a R150,000 fine (to be paid to a charity). Momberg became the first person in South Africa to be effectively jailed for racist slurs. She was sentenced to three years in prison (with one year suspended). What Malema spews out on a regular basis is far worse e.g. calling for a specific White man to be killed and repeatedly singing the "Kill the Boer, Kill the Farmer" chant, and leading his supporters in the singing.

The SA Constitution's legal definition covers any communication that can "reasonably be construed to demonstrate a clear intention to be harmful or to incite harm" and propagate hatred. It includes, but is not limited to, race, gender, sex, pregnancy, marital status, ethnic or social origin, colour, sexual orientation, age, disability, religion, conscience, belief, culture, language, and birth. The law applies to social media, public discourse, and digital communication However, the law generally excludes, in good faith, artistic creativity, academic inquiry, fair reporting, or religious expression that does not incite harm. Nothing about Malema is artistic creativity or academic.

Malema was found guilty of hate speech by the Equality Court in August 2025. The court, in its judgement, said that Malema's remarks made in 2022 "incited harm" and violence against White people. The ruling determined his statements went beyond political speech, constituting a direct call to violence, which the EFF has vowed to appeal. And nothing has happened to punish Malema, such is the hypocrisy of the Equality Court, and the National Prosecuting Authority,

Malema had publicly said to supporters that they should "never be scared to kill" and, according to the FW de Klerk Foundation, said that the "honeymoon for White people in South Africa was over". The Equality Court ruled that this constituted hate speech and direct incitement of violence, emphasizing that calling for people to be killed is not protected speech. The South African Human Rights Commission (SAHRC) initiated the litigation, arguing the comments violated constitutional protections.

Even so, Malema has a history of legal issues. He was found guilty on firearm-related charges on October 1, 2025 and sentenced to five years in prison on April 16, 2026. He was granted leave to appeal, not of the conviction, but of the sentence. He accused Magistrate Twanet Olivier of being racist, specifically citing her decision to convict him while

acquitting his co-accused, who is White (and who handed him the AK47), in the same case. He described the case as political persecution by "AfriForum" and intends to take the case to the Constitutional Court.

When US Ambassador to South Africa, Leo Brent Bozell III, called out the “Kill the Boer, Kill the Farmer” chant as hate speech and criticised our courts for declaring it a freedom song and not hate speech, Malema castigated the US Ambassador for not respecting South Africa’s courts and justice system. But, Malema verbally, and critically attacked the magistrate in his case. Such hypocrisy!! What’s good for the goose is not good for the gander.

South Africa’s courts are constitutionally mandated to be independent, and in practice, they have to judge for and against the interests of the ANC in past cases. Whether the EFF has any influence in the Appeal Courts would be speculation. If Malema’s appeal fails, he will take his case to the SA Constitutional Court. Based on recent cases, the SA Constitutional Court is not considered inherently sympathetic towards the EFF. Generally speaking, appellate matters can take anywhere from several months to over a year to be finalized. Then there is the SA Constitutional Court. While urgent cases are expedited, the court has recently faced backlogs, with some judgments being reserved for over six months, leading to concerns about delayed justice.

If Malema’s appeal failed in the appellate court, he may feel less convinced that the SA Constitutional Court will rule in his favour. And, having learned from Jacob Zuma, will apply Stalingrad tactics for as long as possible while he and the EFF engineer a revolution.

While ideological alignment exists, cooperation between Julius Malema’s EFF and Jacob Zuma’s MK Party is complex. Although they share goals like nationalization and land expropriation, and that Zuma has called for unity, Malema has dismissed forming a formal alliance or merging, despite occasional personal meetings and visits, for the simple reason is he desperately wants to be President of South Africa – as he has publicly stated.

Although the EFF and MKP have their shared goals on certain issues, and suggesting they could unite in a coalition, there is no official indication that Zuma would endorse Malema for the Presidency. In my opinion, it is highly unlikely given that the MKP secured 14,58% of the vote and the EFF secured 9,52% of the vote. However, the outcome of the November 2026 local elections will indicate the nature and extent of a possible coalition between the EFF and MKP, and whether the MKP will support Malema’s presidency bid.

Time will tell!!

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