



MANIPULATION OF LANGUAGE USED BY POLITICIANS IS LIKE SWEET POISON FOR SOCIETY: A STUDY OF GEORGE ORWELL'S ANIMAL FARM.

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ABSTRACT

The purpose of this research paper is to show that how the game of manipulation of language used by politicians to make the people fool in the name of prosperity, caste, creed, religion, and region in any country. And how we can understand the tricks of manipulation used by hypocrite leaders? A game of manipulation of language works like a sweet poison which destroys the future of the young people as well as the socio-political conditions of the country; and creates an atmosphere of hatred and suspicion of man over man. We would try to understand this game of language through a novella *Animal Farm* is one of the greatest novels of the ages, it shows the game of manipulation of language, hypocrisy, corruption, and insatiable lust for power among the politicians for becoming more and more powerful by hook and crook. Orwell described the real conditions of the politicians in a naked form without any fear. George Orwell bravely criticized inequality and discrimination while wished democratic socialism in any society.

Keywords: Hypocrisy, Manipulation, Inequality, Lust for power, Selfishness, discrimination, etc.

The focus of this paper on manipulation of language by politicians in Orwell's fiction to include Nineteen Eighty-Four and specially *Animal Farm*, to demonstrated the effective role of language to control the conceptual system of its speakers by analysing language in relation to political discourse. Another study which investigated the social and psychological dimensions of manipulation is Asya's (2013) Linguistic

manipulation. Orwell boldly satirizes hypocrisy and injustice of politicians through his novel *Animal Farm*. The ambiguous language is used by politicians for retaining their government in the states. *Animal Farm* was generally considered based on the allegory of the Russian Revolution and the ruin of communism (Hirvisaar 23). Orwell believed that the language used by the politicians is vague or meaningless because it was intended to hide the truth rather than express it. George Orwell has always been considered as one of the greatest writers of the 20th century, Eric Arthur Blair who used his pen name George Orwell, was an English Novelist, Essayist, Generalist and Critic. He was born on June 25, 1903 in Motihari, Bengal Presidency, (present day-Bihar) British India. In 2008 '*The Times*' ranked him second on a list of the greatest British writers since 1945. He was so much dedicated for equality and a love for social democratic. Orwell, in fact, stated. his preference unambiguously when, in 1942, he wrote with approbation of a new breed of authors who are specifically 'political writers', whose best writing was to be found in the aesthetically unfavoured subject matter of politics — the writers he names are Malraux, Borkenau, Silone and Arthur Koestler. Bernard Crick, *Essays on Politics and Literature* (Edinburgh : 1989), p.62

He worked as a soldier for POUM against Fascism in Spanish Civil War. He served in Indian Imperial police in Burma from 1922 to 1927. He experienced a lot of things as racism, inequality, domination of man over man for being more and more powerful, and wrote his first novel, *Burmese Days* (1934). George Orwell wrote six novels, non-fictions, essays and journals, among these works *Nineteen Eighty-Four* and *Animal Farm* are known as immortal works in the history of English literature. In 2021, readers of the *New York Times Book Review* rated *Nineteen Eighty-Four* third in a list of "The best books of the past 125 years." (Times, The New York, 29 December 2021, ISSN03624331.) Reviewing his aims and methods as a writer, Orwell wrote: "Animal Farm was the first book in which I tried, with full consciousness of what I was doing, to fuse political purpose and artistic purpose into one whole."

Why I Write,(1936).

Manipulative discourse takes position between two extreme points – the legitimate (true, full) information and a lie. A lie and manipulation are opposed to different types of truth: a lie stands up against "semantic truth"; manipulation opposes "pragmatic truth". Manipulation is realized when the listener cannot see the speaker's covered intentions behind what is actually being said. As one of the key parameters of manipulative utterance is specific intentionality, in order to discriminate manipulation, one has to analyse

such parameters as aim of verbal communication, communicative intention, reason, and motive. Manipulation is pragmatic aspect that achieves its goals without evident detection of communicative intention: the speaker wittingly chooses such form of utterance that lacks direct signals of his intentional condition.

“Speakers usually benefit from this linguistic act when trying to mislead or deceive their listeners in order to achieve their purposes. Manipulation is usually achieved when listeners are unable to realize the speakers' hidden intention behind what is being said” (Asya, 2013)

Animal Farm describes the game of manipulation of language used by politicians which works like a sweet poison for the society as well as for those people who follow them blindly. In 2011 he received Prometheus Award again for *Animal Farm*. *Animal Farm* is a political allegory is considered as a revolutionary work, published in 1945. We can understand an allegory through this definition “Allegory is a story that can be read, understood, and interpreted at two levels a primary or surface meaning the surface fiction in allegory might be read and enjoyed expect any awareness of immerse fiction, for instance, expect of political and moral allegory which show the surface meaning of the text.” Talabani,A. (2004).

This novel has always been so much famous that it was published in eighteen foreign languages as Afrikaans, Icelandic, Yiddish and Persians. This study examines George Orwell's *Animal Farm* is as a political satire was written to criticise totalitarian regimes and particularly Stalin's practices through the game of manipulation in Russia. The elements of satire in *Animal Farm* can be compared through characters, events and some elements of *Animal Farm* and The Russian Revolution. Orwell clearly explains that his main purpose for writing *Animal Farm* was to write a satire on the Russian Revolution (Shelden, 1991, p.399).

Through animal satire, Orwell attacks Stalin's practices in Russia and in a wider scope, on totalitarian regimes. Taking Bozkurt's (1977) classification into consideration, *Animal Farm* would be said to be a Juvenial satire. Since, it is clearly shown that Orwell bitterly criticises Russian Communism and Stalin. Orwell started writing it after the Teheran conference, it was a great meeting among the world's great leaders as the British Prime Minister, Winsten Churchill; The American President, Franklin Roosevelt; and Soviet Premier, Joseph Stalin who discussed war strategy and post-war plans. Before writing this novel Orwell wanted writing on the theme to expose the soviet myth, but changed his mind after seeing a brutal

incident, when a boy was beating a cart-horse mercilessly. He thought that if these animals knew their power, nobody can rule over them with such a cruelty, as the same condition with the proletarians who are being exploited by the rich and politicians through the game of manipulation who manipulate the language throughout the world to have power. Tosco Fyvel in Tribune called it a “gentle satire on a certain State and on the illusions of an age which may already be behind us” (qtd. in Orwell, Complete Works 17: 253).

Another reviewer, Simon Watson Taylor, concludes, “I am prepared to claim on behalf of Mr. Orwell that *Animal Farm* is of far greater significance than its unassuming title would suggest” (qtd. in Orwell 17: 253).

Animal Farm is great examples of a game of manipulation of language by the politicians that shows the inequality and discrimination in the world for their own benefits and power only, and they create an atmosphere of inequality and injustice. As the story starts, we can see the exploitation of animals by men, Mr. Jones is the owner of the Manor Farm, who suppressed all the animals and treated them with cruelty. He was a drunkard who most of the times forgot to make them eat and drink but beat them mercilessly that's why all the animals were disappointed who have been exploited for a long time. As we know that when the level of exploitation crosses its limit, it turns into revolution. There is a farm for animals where the whole story revolves around it, there was an Old Major (senior boar) who was aware of all the cruel and greedy activities of human beings. So he took a decision to make all animals aware of the human's merciless nature, a meeting was arranged at the night and all the animals assembled except the raven. Now the meeting was started and old major addressed all animals, my dear comrades, as you know that I am getting old day by day and my death is near but before that I want to tell you everything, whatever I have learnt through my experiences in my whole life. So please listen it carefully and follow it for the sake of animals.

“Now, comrades, what is the nature of this life of ours? Let us face it, our lives are miserable, laborious and short. We are born, we are given just so much food as will keep the breath in our bodies, and those of us who are capable of it are forced to work to the last atom of our strength; and the very instant that our usefulness has come to an end we are slaughtered with hideous cruelty.” (A F, p.03)

Actually human beings treated us like a lifeless things, it means we are just like the tools for them. They ruled over us with cruelty, they gave us little food so that we can be alive for their purpose and when we

become old and incapable, they get us slaughtered. Old major told all the animals that we had been thrown into the world where no animal can feel happiness, pleasure, freedom, mercy and sympathy and that is the reality of the Earth.

So my dear comrades, we should be determined and confident to save ourselves from the tricks of human beings even man will say that we are equal and our property is your property. We should not accept it because it is a universal lie. We should always remember that all men are enemies, and all animals are friends. We must not forget our responsibilities. Old Major taught them a slogan to all animals that whoever walks on two legs are enemies, and who walk on four legs or wings are friends.

We must avoid the man's behaviour and way of life, as no animal would wear clothes, sleep on the bed, and drink like man, and avoid any trade because these things make us selfish and cruel like human beings. All the animals are equal no one has rights to rule over others. Now the meeting is over, after the three nights of that meeting, old Boar died and was buried in the orchard. There could be seen awareness among the animals after listening to old major, now all the animals recognized their real power. Now all the animals revolted against their owner because of man's cruelty. They burnt all the things make them slave as stables, the bits, the nose rings, the knives, halters, the reins, the blinkers, whips etc. and threw all the men out of the farm. All the animals were happy and free from any slavery by men. As we know that freedom is the most important thing on the earth.

A great scholar Rosseau said..."Man is born free, but he is everywhere in chains." (Discourse on the Origin and Basis of Inequality Among Men.1755).

When the animals became the owner of the farm, they changed the name from Manor Farm to Animal Farm. Snowball is one of the key pigs who take the teaching of old major and turned them into a way of thinking called 'Animalism'. He comes up with new ideas and cares about the working animals. As we can see that his plans and ideas provides education and better conditions of the farm. Snowball painted seven commandments as rules of equality among the animals. THE SEVEN COMMANDMENTS,

1. "Whatever goes upon two legs is an enemy.
2. Whatever goes upon four legs, or has wings is a friend.
3. No animal shall wear the clothes.
4. No animal shall sleep in bed.

5. No animal shall drink alcohol.
6. No animals shall kill any other animal.
7. All animals are equal.” (AF,15)

All animals must follow these rules to make an environment of brotherhood and equality among the animals. As the focus of a game of manipulation, so after some time through the game of manipulation of language these seven rules were changed gradually. Seven changes were done by some hypocrite animals for their own purposes and benefits, ignoring all other animals. .

Intentional speech manipulation can be realised through (1) the legitimate authority enjoyed by people of higher status; (2) manipulation (i.e. masked power); (3) persuasion, argumentative reasoning; and (4) strength (physical or psychological) (Akopova, 2013).

The new rule is made that ‘milk and apple’ should be reserved for pigs only because they work day and night for the sake of the animals’ welfare. We can see the beginning of the game of manipulation of language creates inequality, hatred, and a feeling of superiority among the animals. All the animals were divided into two groups, one who were in the favour of Snowball who wants to make windmill, and second who were in the favour of Napoleon, the main antagonist in this novel. He is described as “a large, rather fierce looking Berkshire Boar. Who wants to grow harvest in the farm.

When snowball told the animals about the benefits of windmill, all animals were in favour of snowball, but Napoleon who wanted to become more powerful than snowball. Napoleon nurtured nine dogs secretly attacked on snowball to throw him out as Stalin used a Secret Police to exile Trotsky in Russian history. Orwell mirrors this account through his illustration of Napoleon having his own secret police, his dogs. Napoleon used the dogs to frighten the other animals, which in turn kept them in line, working hard, maintaining his dominance. Through the dogs’ bullying, forceful actions of following through his commands, Napoleon becomes even more invincible and corrupt. Not only did he utilize the dogs to watch the animals on the farm but also to make sure no humans would enter. When rumours circulate that Snowball is hiding somewhere on the farm, Napoleon uses his force of power to sniff him out with the dogs,

“Snowball! He has been here!” and at the word ‘Snowball’ the dogs let out blood-curdling growls. The animals were thoroughly frightened. It seemed to them as if Snowball were some kind of invisible influence, menacing them with all kinds of dangers.” (Orwell, 1945/Animal Farm, pg. 56)

After this incident, all other animals were afraid of these horrified dogs, and were bounded to follow Napoleon without any objection. Napoleon gradually became the tyrannical president of Animal Farm, he turns the environment of that farm into a dictatorship state through the game of manipulation. And all the animals have to work according to Napoleon, he ordered to all the animals must be assemble on Sunday only to salute the flag and sing “Beasts of England”, The Old Major’s song that was learned by the animals as the first anthem of the farm. This anthem was purely for the freedom of the animals and their lives in the future that will be free from any kind of tyranny of the men. We can see how Squealer manipulates other animals in the name of their safety.

Targeted persuasion is one of the communicative methods used to manipulate the recipient’s consciousness by tuning into to his or her personal critical judgment (Malyuga & Ponomarenko, 2015; Ponomarenko & Malyuga, 2012). He says,

“Do not imagine, comrades, that leadership is a pleasure! On the contrary, it is a deep and heavy responsibility. No one believes more firmly than comrade Napoleon that all animals are equal.” (AF, 37)

Squealer who is a good orator and a manipulator who tried to manipulate the animals and told them that the leadership is not a bed of roses, a leader has to sacrifice his life for the sake of the welfare of others, and there is only Mr. Napoleon can do it very well. He always wants to make the equality among the animals. So my dear friends don’t think so much but follow Napoleon. Boxer is a great example who follows Napoleon blindly, Squealer says to all animals friends do you know that the real idea of windmill has been given by Napoleon but snowball stolen it for getting the credit. Now all the animals were ready to do anything for Napoleon. That’s why without any objection all the animals worked for the windmill but Boxer did more than any others. Boxer’s friend Clover warned Boxer but he ignored his suggestion, and said that Napoleon is always right. As the same thing is happening in most of the countries, because whatever a leader says that becomes a law and order for the blind devotee. And manipulation of language is used as machine to make people devotee blindly. If a hypocrite leader says that I am only one man who can save you from the upcoming danger, all the blind devotees started saying that they are always with you because

you are superman for us. After sometime another breakdown of animalism can be seen when Napoleon said that we should be engaged in trade because it would be better for our development. It means he was trying to mislead the animals from their path who took an oath not to be involved in any type of trade. First we sell the hay and then the eggs.

As the Pigs always try to make superior to other animals, started sleeping and awake after one hour later than other animals, ignoring all the rules were made for animals. Napoleon wants to spoil the reputation of Snowball, The windmill was broken by Napoleon through conspiracy but claimed to snowball. Napoleon started avoiding the meetings on Sunday. Napoleon deals with Hhympie for trading, and promise to supply the four hundred eggs in a week. But hens rejected this idea, now they are treated with cruelty and given them no food because of their rejection for eggs. The conditions started deteriorating after sometime hens have to surrender because ten hens were died.

Napoleon start wearing clothes while it was against the rules, he came out wearing the medals which he gave himself with a tittle of animal hero 'first class and second class.' And Napoleon would be known as comrade Napoleon, father of all animals, terror of mankind, porotector of the sheepfold, Duckings. Napoleon is given all the credits for all achievements. Fredicle and fifteen men attacked at the animal farm, but animals were not capable to fight against the explosions and stinging pellets, but Napoleon ordered to his dangerous dogs attacked men and threw them out of the farm. For the celebration, Napoleon changed the rule of drinking from "No animal shall drink alcohol to No animal shall drink alcohol to excess."

Due to the lust of power, Napoleon, it was declared that there is a lack of food in the farm that's why the ration will be given in a small quantity to all the animals except pigs. "Aside from the three to four million people dying because of starvation or even freezing to death because of waiting in line for rations, people were not wanting or unable to have children which assisted in the decrease of the population." Fitzpatrick (1999).

Squealer again manipulated saying that we have all things in abundant than before which is absolute lie. As Napoleon always trying to become superior to all, he ordered other pigs to avoid sugar, milk and other things, and we would elect our president and I think Napoleon would be better option than any other animals. As we can see the same conditions in many countries when few leaders start saying that there is only one man who is the perfect and an experienced candidate for being our leader who can save our

country and make our country prosperous and powerful in the world. Furthermore, Orwell demonstrates how an increase in power and influence in totalitarian leadership leads to more corruption; once leaders got a taste of it, and the more followers they acquired, the more corrupt they became. They used their control by any means to get things done. Through the force and manipulation, Napoleon imposes his influence on weaker in order to keep his community in control, similarly to Stalin's actions in the USSR.

Now as a president Napoleon started engaging with human beings and changed the slogan from "Long live animals to long live humanity." All the animals were working for the windmill without sufficient food, Boxer got ill due to lack of food, and hard work, he was not sent for treatment but slaughter house by Napoleon. "A speech strategy is basically a complex of speech actions aimed at achieving communicative goals." (Littlemore, 2003)

Squealer again manipulated all the animals, saying that Boxer was treated in the best hospital but he could not recover and died, but we should be happy that our friend did not die in lack of best treatment. There was another change when the Napoleon says that there are many animals and all cannot be the same because of their qualities, it destroys the equality and fraternity.

"All animals are equal

But some animals are more equal than others." (AF,75)

"A strategic plan determines the choice of means and techniques of its implementation, and so speech strategies and tactics are correlated through the opposition of 'class' vs 'type'." (Ya-Ni,2007)

After the next day there was another change when Napoleon wore the man's cloth as black coat, ratcather breeches and leather leggings. Napoleon declared that the Animals farm changed into the Manor Farm because of friendship with men. The creature from outside looked from pig to man and, from man to pig, and from pig to man again; but it was impossible to say which was which, it means that who revolted against men started behaving like men forgetting all the promises of equality.

Even who talks about equality now started supporting inequality, and it happed due to the game of manipulation of language that works like a sweet poison, it turns saviour into destroyer. This poison can be stopped from spreading in the society through the awareness of understand the tricks by men. At the beginning, a leader and his thinking should not be followed blindly but logically. We should be aware to

understand that game of manipulation of language used by hypocrite leaders to save our country from any type of fraud. We should follow those leaders who will be ready to sacrifice their lives for the sake of humanity and nations beyond caste, creed, religion and region, Otherwise we will be manipulated always by this game of manipulation used by hypocrite leaders.

As I have focused on the game of manipulation of language for power and own benefits, and that game is played by some leaders among the people. And the question is that, this game had been played for many years to make people understood that we, only we can save and save your life while it is universal lie but people have been accepted it for many years. Even they have been seeing the results that is always opposite of what they expected. Animal farm is a great satirical and allegorical novella described the hypocrisy of the politicians for becoming superior to others. At the beginning some politicians talk about the equality, prosperity, and welfare of the humanity. But when they came in power they forget about these things. They start thinking themselves superior in everything as clothes, food, houses and other things. And create the environment of discrimination among the people on the basis of Cast, Creed, Religion and Region, while they were talking about equality, prosperity and respect to all before getting political power. It can be seen that they become selfish and think about themselves only leaving the masses behind. Actually the people of any country need a leader who is selfless, determined, sophisticated and more than he should be free from any kind of inequality on the basis of Caste, colour, creed, gender, religion, and region.

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