



**-Tikrit University\ College of Education for Women**

**-English Department**

**-Fourth Stage**

**-Modern Novel**

**- Tactics of Mass Manipulation in Orwell's *Animal Farm***

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## **Tactics of Mass Manipulation in George Orwell's novel "*Animal Farm*"**

*Animal Farm* explores how propaganda can be used to control people. From the start of the novel, Orwell depicts the animals being manipulated by common propaganda techniques, including songs, slogans, and ever-changing information. Singing "Beasts of England" evokes an emotional response that reinforces the animals' loyalty to both Animalism and the pigs. The adoption of slogans like *Napoleon is always right* or *four legs good, two legs bad* demonstrates their unfamiliarity with the complex philosophical and political concepts underlying the revolution. The constant alteration of the Seven Commandments of Animalism demonstrates how those in control of information can manipulate the rest of a population.

In addition to manipulating and changing the Seven Commandments, the pigs in "Animal Farm" employ various tactics to manipulate the other animals on the farm. Here are some other ways they exert control:

1. Propaganda: Squealer, the propaganda-spreading pig, serves as the primary tool for manipulating the animals through persuasive speeches and distorted information. He twists facts, uses emotional manipulation, and employs fear tactics to convince the animals that the pigs' actions are in their best interest. Squealer often employs slogans and catchphrases to simplify complex issues and sway the animals' opinions.
2. Fear and Intimidation: The pigs use fear and intimidation to maintain control over the animals. They employ the threat of violence and punishment, including the use of the dogs they have trained as enforcers. By

instilling fear, the pigs discourage any dissent or rebellion among the animals, making them compliant and submissive to their rule.

3. Revisionist History: The pigs manipulate the animals' understanding of the past to suit their interests. They rewrite history to portray themselves as heroes and saviors of the revolution while vilifying and distorting the memory of those who have been purged or opposed their leadership. This manipulation of history ensures that the animals remain loyal and grateful to the pigs.

4. Leadership Cult: The pigs establish a cult of personality around their leadership, particularly around Napoleon. They create an aura of reverence and infallibility, presenting their decisions as unquestionable and aligning their interests with the greater good of the farm. The animals are made to believe that the pigs' leadership is indispensable and that any criticism or doubt is disloyal or counter-revolutionary.

5. Control of Resources: The pigs gradually take control of the farm's resources, such as food, living arrangements, and privileges. They allocate the best resources to themselves and their loyal followers, ensuring their own well-being while the other animals face scarcity and hardship. This creates a sense of dependency among the animals, making them reliant on the pigs for their basic needs.

6. Manipulation of Language: The pigs redefine and manipulate the meanings of words to serve their interests. They engage in doublethink, where they twist language to justify their actions and maintain their power.

By controlling the narrative and the language used on the farm, the pigs limit the animals' ability to think critically and question their authority.

These various tactics of manipulation employed by the pigs highlight the theme of totalitarianism and the abuse of power. Orwell uses these techniques to depict how those in power use manipulation, propaganda, and control to maintain their dominance and suppress dissent among the masses. Furthermore, the pigs endeavored to manipulate history for their interests. The manipulation of history helps them to attain:

1. Control and Suppression: The pigs' manipulation of history allows them to maintain control over the animals. By rewriting the past, they control the narrative and shape the animals' perception of reality. The animals are discouraged from questioning or challenging the pigs' authority because they believe the altered version of history presented to them.
2. Subjugation and Acceptance of Oppression: The manipulated perception of history makes the animals more susceptible to oppression. They come to accept the pigs' rule as the only version of reality they know. The animals become resigned to their fate and fail to recognize the extent of their own subjugation. The pigs' manipulation of history reinforces their power and perpetuates the cycle of oppression.
4. Erosion of Revolutionary Ideals: The manipulation of history undermines the revolutionary ideals that initially motivated the animals. By distorting past events, the pigs erode the original principles of equality, justice, and freedom that the animals fought for.