

**LINGUISTIC MANIPULATION IN ANIMAL FARM: A CRITICAL STUDY
OF POWER AND PERSUASION**

Thesis



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**English Language Education Study Program
Faculty of Teacher Education
Universitas Katolik Widya Mandala Surabaya
2026**

LINGUISTIC MANIPULATION IN ANIMAL FARM: A CRITICAL STUDY OF POWER AND PERSUASION

Thesis

Presented to Teacher Education Faculty
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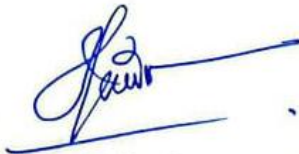
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APPROVAL SHEET (I)

This thesis entitled **Linguistic Manipulation in Animal Farm: A Critical Study of Power and Persuasion**, written and submitted by Katherine Ayu Putri Adair with the student number 1213022002, has been approved to be examined by the Thesis Board of Examiners.



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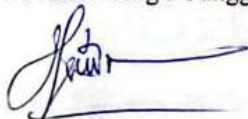
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I hereby declare that this thesis is my own writing and that it is true that I did not take any scholarly ideas or work from others dishonestly. All of the cited works were quoted and written as the references in accordance with the ethical code of academic writing. I will face full consequences if plagiarism is found in this thesis.

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Katherine Ayu Putri Adair

1213022002

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LINGUISTIC MANIPULATION IN ANIMAL FARM: A CRITICAL STUDY OF POWER AND PERSUASION

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Abstract

This qualitative study examines the linguistic mechanisms of power and persuasion in George Orwell's *Animal Farm* (1945). Guided by Teun van Dijk's socio-cognitive model of Critical Discourse Analysis (CDA), the study investigates how elite figures manipulate discourse to control collective social cognition and behavioral responses. A corpus of 30 distinct discursive dyads was systematically harvested via a rule-governed close reading approach and analyzed across three operational dimensions: emotional manipulation (Track E), ideological manipulation (Track I), and rhetorical manipulation (Track R). The findings reveal that linguistic manipulation functions through a continuous interaction between text and social cognition. In the emotional track, fear appeals and existential threats are deployed to cause psychological distress and immediate compliance. In the ideological track, the elite characters re-engineer shared laws and rewrite common-sense norms to validate their material privileges. In the rhetorical track, micro-level conversational distortions, binary groupthink slogans, and statistical overloads are used to confuse working memory and suppress protest loops. Ultimately, the study demonstrates how the systemic distortion of language establishes structural dominance and behavioral control over a population. These findings offer practical contributions to enriching university-level Discourse Analysis and literature syllabi.

Keywords: Critical Discourse Analysis, Socio-Cognitive Approach, Linguistic Manipulation, Power, *Animal Farm*