

Chapter I:

Introduction

1.1 Background of the study

As the most basic form of communication, language has been known to be a powerful tool. It is a tool to convey information, shape thoughts, influence perception, and establish societal power dynamics. Throughout the course of history, it has been proven that language has been repeatedly used for control through political speeches, propaganda, and literary works, as its structure and delivery can influence how certain individuals interpret reality, accept ideologies, and respond to authority. This is known as Linguistic Manipulation, a concept coined in 2013 by Dr. Akopova Asya after compiling a number of literary works. It is generally the act of exercising influence upon a human being or a group of people through speech and related non-verbal means by the speaker in order to achieve definite aims (Asya, 2013).

One of the most infamous literary representations of linguistic manipulation is often found in George Orwell's *Animal Farm* novel (1945). As a controversial political allegory based on the events leading up to the Russian Revolution and the rise of totalitarian regimes, *Animal Farm* explores how those in power use language as a tool to consolidate and maintain control over the people. Orwell used the novel to illustrate how rhetoric, propaganda, and discourse strategies are employed to manipulate the masses, suppress opposition, and justify authoritarian rule. Through notable characters such as Napoleon and Squealer, Orwell reveals how language can be used to distort reality, reshape public memory, and legitimize power structures.

By using George Orwell's *Animal Farm*, this study seeks to uncover how Orwell portrays linguistic manipulation as a means of social and political control using speeches from farm animals by analyzing the novel through Critical Discourse Analysis (CDA). CDA, as developed by Teun van Dijk, refers to a triangulated approach to manipulate certain individuals as a form of

social power abuse, cognitive mind control, and discursive interaction (van Dijk, 2006). By applying this approach to *Animal Farm*, the author is able to seek a deeper understanding of how specific linguistic strategies, such as euphemism, repetition, rhetorical questions, and loaded language, serve to persuade and manipulate.

The themes explored in *Animal Farm* remain highly relevant in contemporary society. In an age of mass communication, political discourse, and digital media, the ability to critically analyze language is more important than ever. By examining Orwell's depiction of linguistic manipulation, this study aimed to contribute to literary scholarship and also provides insights into real-world applications of persuasive language in real life.

As such, the author aims to use *Animal Farm* as a case study in understanding how power operates through language. It aims to analyze the specific ways in which linguistic manipulation and persuasion strategies function within the novel.

1.2 Research Questions

According to the background of this study, the issues are identified as the research questions below:

1. What are the characteristics of linguistic manipulation of power and persuasion in *Animal Farm*?
2. How is the language used in each character's responses related to social and historical contexts?
3. What values are conveyed through the use of linguistic manipulation in the story?

1.3 Research Objectives

Extracted from the research questions, the research objectives are emphasized below:

1. To identify, categorize, and describe the characteristics of linguistic manipulation of power and persuasion in *Animal Farm*.

2. To examine how linguistic manipulation in characters' responses reflects and is related to the social and historical context in *Animal Farm*.
3. To explore the underlying moral, political, and ideological values embedded in the narrative.

1.4 Theoretical framework

Critical Discourse Analysis is a form of studying language through social context. It examines how discourse contributes to the reproduction of power, dominance, and inequality. The author analyzed the novel using van Dijk's model as the primary analytical lens.

Van Dijk views discourse as a form of social practice that reflects and reinforces ideologies through the interaction between discourse, cognition, and society. His model emphasizes how social power abuse and dominance are reproduced through discourse, while also considering the role of cognitive processes in shaping individuals' understanding and beliefs.

Therefore, this study analyzes the data through three interconnected dimensions: (1) the textual dimension, which focuses on linguistic features in the text; (2) the cognitive dimension, which examines how discourse influences characters' beliefs and interpretations; and (3) the social dimension, which explores the relation between discourse, power, and ideology within the broader sociopolitical context.

1.5 The significance of the study

This study is significant because it contributes to literary analysis, specifically on George Orwell's critique of power and language. It also provides insights into persuasive language and discourse analysis. The author hopes to invite more researchers to analyze Orwell's genius linguistic strategy.

1.6 Definition of Key Terms

Before delving deeper, it is highly necessary to understand a few key terms used in this study:

1. Linguistic Manipulation

Linguistic manipulation refers to the strategic use of language to influence, control, or deceive an audience, often for ideology or political purposes (Asya, 2013). It involves various rhetorical and linguistic techniques such as euphemism, ambiguity, repetition, and omission to shape perception and limit critical thinking.

In this study, linguistic manipulation is analyzed through the language used by characters in *Animal Farm*, focusing on how these strategies are employed to maintain power, persuade others, and reinforce ideological control.

2. Animal Farm

A novel created by the infamous George Orwell and published in 1945. It served as Orwell's indirect critique of totalitarianism and propaganda. His unique approach was to use farm animals to represent key figures of the Russian Revolution and illustrate how language is weaponized for control and deception.

In this study, *Animal Farm* functions as the primary data source, where the dialogues and interactions between characters are analyzed to identify instances of linguistic manipulation and their relation to power, context, and underlying values.

3. Critical Discourse Analysis (CDA)

Critical Discourse Analysis (CDA) is an approach that examines how language constructs and reinforces power relations and ideology in society (Van Dijk, 2006). It focuses on how discourse shapes meaning and maintains social hierarchies.

In this study, CDA is used to analyze how linguistic manipulation is employed by characters in *Animal Farm* to influence others and maintain power. Specifically, this study applies Van Dijk's framework to identify linguistic features and interpret their relation to social and historical contexts.

4. Power

Power, in this context of discourse, refers to the ability of individuals or groups to control communication and influence others' beliefs and actions (Fairclough, 1989).

In this study, power is reflected through the use of language by dominant characters, particularly in how they manipulate others and maintain authority within the narrative of *Animal Farm*.

5. Persuasion

Persuasion is the process of using language and rhetorical strategies to influence an audience's beliefs or actions (Cialdini, 2007).

In this study, persuasion is examined as a key function of linguistic manipulation, particularly in how characters use language to control, justify actions, and gain support from others in *Animal Farm*.

1.7 Scope and Limitations of the Study

This study analyzes the language strategies used by some key characters, such as Old Major, Napoleon, Squealer, and Snowball. By analyzing the language, this study examined how power dynamics continuously shift throughout the novel. This author also focused on identifying rhetorical devices used to control the animals by key characters, namely the pigs.

1.8 Organization of the Thesis

This thesis contains five main chapters, namely the introduction, review of related literature, research methodology, findings, as well as the discussion. The first chapter introduces the study and discusses the essential information that needs to be understood primarily. The introduction includes the background of the study, research questions, research objectives, theoretical framework, significance of the study, definition of key terms, scope and limitations of the study, and organization of the thesis. The second chapter deeply examines related literature, dissecting theories and previous studies. The third chapter presents the research design, research contexts, data sources,

data collection procedure, data analysis procedure, triangulation, as well as the research schedule. The fourth chapter briefly shows the findings according to the excerpts. Additionally, chapter four also presents a thorough discussion of the findings, related to previous studies, in an attempt to answer the research questions. Lastly, the fifth chapter provides a brief conclusion and suggestions for further research.