



## Power Play In Animal Farm: A Comprehensive CDA Examination of Power Structures

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### Abstract

Power is regarded as highly hazardous for it attracts the worst and corrupts the best. Power either in the form of totalitarian reign or in the smooth shape of capitalism bridges the major gap between dominance and subjugation. George Orwell's *Animal Farm* stands as an allegory that depicts the political revolution and its descent into tyranny. This study delves into locating the intricate power dynamics at play within the inhabitants of the farm which is a symbolic representation of the state. The lens of critical discourse analysis three-dimensional framework proposed by Norman Fairclough (1989, 1992, 1993, and 1995) is used to illuminate the mechanisms of dominance and subjugation throughout the narrative. With a brief introduction of vital political terms, a proper preface for the course, and an illustration of the study, the research defines the motivations to undertake the specific topic. The research goes through the text of *Animal Farm* employing CDA to analyze Orwell's language choices, narrative framing, and symbolic representations. This study being qualitative research presents delimitations and findings to contribute to a deeper understanding of the multifaceted nature of power within *Animal Farm*. By taking insight from the 3d model of Fairclough, the study attempts at deconstructing the linguistic mechanisms employed to legitimize and maintain dominance. Discussion and analysis delve into the study of the dangers of manipulation, propaganda, and the weaponization of language in perpetuating oppressive regimes. Furthermore, the research tends to procure valuable insights into the relationship between language, power, and the human condition. The research concludes by mentioning the plausible potential applications to various fields such as political science, literature, and social psychology.

**Keywords:** Socialism, Linguistic features, Communism, Literary devices, Language, Power, Identity, Discourse, Allegory and Critical analysis

### Introduction

The analyzed text, "*Animal Farm*" was written by Eric Arthur Blair who was an English novelist, essayist, and critic under the pen name of George Orwell. His works are purposely labeled as a profound awareness of social injustice, rigid opposition to imperialism and political tyranny, and a belief in democratic socialism accompanied by keen intelligence and wit. After his education, he was posted as a police officer with the Indian Imperial Police in Burma from 1922-1927 and remained the part of Spanish Civil War alongside the Republicans from 1936-1937 where he was severely wounded when shot through his throat. Later on, it was learnt that The Workers Party of Marxist Unification (POUM), was accused by the pro-Soviet Communists as a Trotskyist organization and dismantled with immediate effect. Orwell along with other leaders of the POUM fled from Barcelona to spare the brutal treatment and managed to escape from Spain and return to England with his wife. It is also notable that Orwell worked on propaganda for the BBC starting in 1943 and served as a literary editor of the *Tribune*, a weekly leftist magazine that focused on progressive change. It earned him the reputation of a prolific polemical journalist, article writer, literary critic, reviewer, poet, and writer of fiction. The glory and everlasting fame were added to his name by novels best known for the dystopian novel *Nineteen Eighty-Four* (1949) and the satirical novella *Animal Farm* (1945).

"*Animal Farm*" is a literary masterpiece that encompasses the material and dominance struggle amidst social and political vista. It tells the story of animals living in the farm influenced by hunger and inspired by the idea of revolution foretelling a promising future, launch revolution by expelling the owner, Mr. Jones and his men to take control of the farm. Pigs being smart and intelligent consume the administration and in no time, they take to the same old practices by changing commandments and subjugating other animals. The farm ends up being caught in the same atrocities of drudgery and selfishness from which it was trying to escape.

CDA acts as a hinge to connect social politics and language use thereby providing a profound insight into the role and macro-function of language in reality construction. This research has a basic aim to explore the overt narrative leading to the establishment of power structures within the farm. By measuring the transgression of Pigs from the reference of Commandments, a vicious cycle of tyranny to revolution and revolution to tyranny is discussed. The key terms frequently used in analysis are allegory, linguistic features, cohesion and others that are to be discussed for the further comprehension

of the analysis. Allegory is “the expression by the means of symbolic fictional figures and actions of truths or generalizations about human existence”<sup>1</sup> Linguistic features may include the writing style, syntax, diction, and tone. These all collectively play a role in establishing a certain narrative. The cohesion mentioned in the analysis is called the conscience of the text. Guy Cooks calls it, “the quality of text being meaningful and unified”.<sup>2</sup> He further says, “It is a quality which is clearly necessary for communication and..., cannot be explained by contrasting on the internal grammar of sentences.”<sup>3</sup> Political terms like totalitarian, communism, and socialism refer to power struggle. Karl Popper (1945) defines totalitarian rule as a concept of a closed society and a free society with the former depriving people of their freedom, values, and free thought in contrast to the latter stressing individual liberty and norms. “In a closed society ... the ruling group keeps itself in power not by free consent but by force and fraud ... by encouraging intolerance and ignorance and by preventing the growth of independent critical thought.”<sup>4</sup> Similarly, communism is the idea that stresses the need of equal distribution of resources to eradicate the difference of rich and poor in the society. Marx and Engels (1948) say, “In place of the bourgeois society, with its classes and class antagonisms, we shall have an association in which the free development of each is the condition for the free development of all.”<sup>5</sup> This idea is further augmented by John Stuart Mill who says, “The only freedom which deserves the name is that of pursuing our own good in our own way, so long as we do not attempt to deprive others of theirs, or prevent them from doing so.”<sup>6</sup> While socialism pursues a version little less rigid and accepts the idea of a free economy and market. Socialism is not an orthodox doctrine rather it relishes the tendency of establishment of social association by social control on the instruments and means of production aims to culminate the inequalities and inefficiencies inherent in capitalism. (Dewey 1939)<sup>7</sup>. Collective planning leading to decision-making processes to shape ‘Evolution’ and ‘Democracy’ for a collective future, is emphasized by individual liberty and participation. (Dewey 1939)<sup>8</sup>. The study further mentions the rationale and significance of the study by defining the future scope and shedding light on the delimitation prescribed for this analysis. Research objectives define the overall study with research queries mentioning the precise pursuits attempted via this analysis.

The analysis is undertaken keeping in mind the mentioned dimensions that the Fairclough 3D Model offers in the form of a methodological framework for analyzing discourse, by distributing each communicative event in its three dimensions (description, interpretation, and explanation). Language is a social practice that is learnt through socialization and shapes social relations of power and domination (Fairclough, 2013).<sup>9</sup> He further argues for discourse to be part of social practice and text is the part of that discourse. (Fairclough, 2003).<sup>10</sup> Fairclough (1989) comments on interpreting the discourse by focusing on text, its process of production, and its interpretation and investigation of the relationship between the text and its process of production and the social context in which the text and its production process lie. <sup>11</sup> CDA attempts to explore the various dimensions in which language usage as a tool constructs discourse that works in line with the reinforcement, negation, suggestion, modification, revision, and affirmation of the existing identities, ideologies, power structures, social functions, and social norms. Findings underpin the superficial language unearthing propaganda language and discovering overt narratives of establishing anticommunism by the propagation of certain ideologies of injustice and atrocities supposedly rooting from totalitarianism. The research concludes by drawing findings from analysis to add further debate on this subjective theme by uncovering the underlined propaganda.

### Rationales

Rationales and reasons for attempting this research of vast debate lie in its criticism towards communism and socialism. Both socialism and communism are the forms of political governance enacted and implemented in four major countries of the world that are China, Cuba, North Korea, and Russia. All these countries share a major portion of the world's population and the world's GDP. Moreover, these four nations hold a specific political position against the existing world order marked by Capitalism. Both *Socialism* and *Capitalism* are economic ideologies shaping most of the world's conflicts due to their varied nature. The continuous tussle between the world's superpowers USA, China and Russia and essence of tussle lying in history serves as second main rationale to conduct this study. Samuel P. (1996) hints at world affairs will be shaped by the consequences and aftermaths of the clashes of civilization. <sup>12</sup> Cold war is not over rather it has pretended it to be by disguising itself to evolve via different economic and political discourse. The study is motivated to

<sup>1</sup> Merriam Webster 2024. <https://www.merriam-webster.com/dictionary/allegory>

<sup>2</sup> Cook, G. (1989). *Discourse*. Oxford University Press.

<sup>3</sup> Cook, G. (1989). *Discourse*. Oxford University Press. (p.4)

<sup>4</sup> Popper, K. R. (1945). *The open society and its enemies*. Routledge.

<sup>5</sup> Marx, K., & Engels, F. (1848). *The communist manifesto*. Penguin Books.

<sup>6</sup> Mill, J. S. (1859). *On liberty*. Penguin Books.

<sup>7</sup> Dewey, J. (1939). *Socialism and democracy*. G. Allen & Unwin

<sup>8</sup> Dewey, J. (1939). *Socialism and democracy*. G. Allen & Unwin

<sup>9</sup> Fairclough, N. (2013). *Dialectical sociolinguistics: The politics of meaning* (3rd ed.). Routledge. In Chapter 1 titled "Language as social practice,"

<sup>10</sup> Fairclough, N. (2003). *Analysing discourse: Textual analysis for social research*. Routledge. In Chapter 2 titled "Discourse as social practice,"

<sup>11</sup> Fairclough, N. (1989). Critical and descriptive goals in discourse analysis. *Journal of Pragmatics*, 9(4), 739-763

<sup>12</sup> Huntington, S. P. (1996). *The clash of civilizations and the remaking of world order*. Simon & Schuster.

know the essential roots in history by analyzing the text with its special relation to criticism of one of the abovementioned political systems.

### Research Gap

This study provides a unique view of analyzing the *Animal Farm* with its relation to social and political ground by dissecting it through 3D model of Fairclough. This study covers the space of using the language in establishing a discourse related to the promulgation of ideas and logic in the affirmation or negation of existing powerful political orders. This study places the single piece of text in a big historical, political, and social structure to find its relation with the current scenarios. The 3D model offers a unique analysis that by breaking down the single linguistic units and features, understands their interrelation of structure and function in line with the development of the story and specific discourses.

### Significance

The significance of this analysis encompasses the following arguments. The critical exploration of the political allegory of a powerful social and economic system is undertaken with a special reference to history. This research helps to understand the complexities of Orwell's allegory on a linguistic and sociological level. It not only broadens the spectrum of analysis that can include various texts and dimensions to unroll more powerful discourse but also procures specific viewpoints derived from the text in relation to the current prevailing situation. The study assists to identify the precise role of language constituting discourse and how these discourses are established and nurtured to perform various functions in society. Research acknowledges delimitations and this leads to predict further gaps that can be useful for future research. A single research can never claim the objectivity and validity of the discussion of socio-political issues with widespread ideologies each struggling to occupy more space for actual truth and fundamental reality. As the study suggests in delimitation, further research in this domain can lead to the affirmation or revision of the established stance of this study in the future. Last but not least, this study adds to the rich hybrid tapestry of debate and discussions that are related to political rule and concerned viewpoints regarding their legitimacy.

### Delimitations of Study

Study sheds lights on the possible delimitations. Analysis is confined and limited merely to one novel that speaks of perspective associated with Orwell. Future researcher can opt other texts from the same or different philosophers to undertake study in this domain. Since one novel can't claim to cover the debate of a given political issue, it sets further limitations to the study undertaken to explore and analyze the theme. The study relies on discussing the textual discourse within a single lens which is the 3D model of Fairclough. Other approaches like that of social cognition by Van Dijk and Historical Discourse Analysis by Wodak can further add precise facts to this problem statement. Research is based on a theoretical framework and is a qualitative interpretation of plain text as data. Interpretation of discourse is always seen suspicious as other discourses are also there as Viven Burr suggests, "all we have is discourse".<sup>13</sup>

### Research Objectives

The analysis aims to achieve the following objectives:

- It aims at seeing the use of linguistic figures, devices, and animalistic imagery to legitimize the pigs' rule and control
- The study has an interest in highlighting the nuances in the power struggle, key speeches, debates, and acts of resistance and how all this shapes the dynamics of dominance and subjugation.
- The study targets at defining the implicit and explicit role of language in constructing and reinforcing discourse designing social identities and power structures.
- The overt motives from the perspective of both writing and the writer are aspired to be known. And it is wished to know how all the established discourses are significant in everyday life.

### Research Questions

1. Which linguistic features and literary devices are used in the novel and what purpose they are seen to serve in the establishment of certain narratives? How are the linguistic strategies employed to establish and maintain power hierarchies among the animals?
2. What are the underlying ideologies embedded within the power structures? How concepts like equality, freedom, and progress are manipulated and redefined to serve the elite interests.
3. How power and language are shown in interrelation for their growth and how do they define law rather law defining both?
4. How power structures are shown created and obeyed? How ideologies are served as natural?
5. How does language shape discourse that further shapes the identity, defines our roles, and embeds us into the overall organization of society?

### Literature Review

Realities and truths are contrived, ideologies and philosophies are devised and promulgated among the common masses by invisible and unfathomable forces circulating in human society. Fairclough (1995) laid foundational work by devising

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<sup>13</sup> Burr, V. (1995). An introduction to social construction. Routledge.

the 3D model to provide an in-depth exploration and analysis of the interrelationship between language, power, and society.<sup>14</sup> He further expands on the 3D model to state the role of language in the creation, maintenance, shaping, reflection, and enactment of power relations in various social contexts.<sup>15</sup> Fairclough, N. (2003) in *Analyzing Discourse: Textual Analysis for Social Research* delves into the practical application of Fairclough's 3D model, offering guidance on how to conduct critical discourse analysis.<sup>16</sup> Wodak & Meyer (2009) advance Fairclough's model by taking into consideration insights from various scholars and going on to explore different methods and applications regarding critical discourse analysis.<sup>17</sup> This approach deals with the social and political practicality of CDA to analyze the power structures. Similarly, Van Dijk (2008) worked on Fairclough's model to develop the broader implications for analyzing the discourse, power, and their interrelations.<sup>18</sup>

Lodges and Nilep (2007) assert the need to expose the overt truths and realities as affected people don't have a clear understanding of these truths and realities and this is cited by El-Sharkawy (2016). CDA reveals the overt ideologies and hidden truths for the collective betterment of the society and thus critical analysts discover the hidden realities (Fairclough, 1992). Chilton's work (2004) further explored Fairclough's 3D model to apply its dimensions for attempting analysis and study of political discourse. It all works in line with illustrating the practical utility of CDA in understanding and comprehending power dynamics in varied and diverse political communication.<sup>19</sup>

Studies by Eagleton (1973) and Ellwood (1994) attempt to analyze the text of 'Animal Farm' as a critique of totalitarian and authoritarian ideologies, particularly Stalinism. They highlight and show the pigs manipulating language, revising symbols, and recreating discourses to create and enact a cult of personality around Napoleon and thus legitimize their oppressive regime via popularizing certain discourses to appear just like that of natural and God-given situations. CDA imparts great influence on certain ideologies especially that on Marxism, which claims to be the pure and applied theory of ideology and focuses on the concept that ideologies do not merely consist of a vague field of approaches yet they enjoy fixed and firmed position in social and political institutions playing role in the society (Fairclough & Wodak, 1997). Lente (1977) applies CDA to interpret the farm as a microcosm of capitalist society where the pigs represent the portrayal of exploiting bourgeoisie while the other animals like horses, sheep, cows, and hens embody the oppressed, overworked, and ill-paid proletariat. The focus precisely goes on to analyze the function of language and how it reinforces class divisions thereby perpetuating exploitation. Similarly, Adams (1990) and Mohammadi (2002) attempt the feminist analysis on Animal Farm to explore the gendered dynamics of power in the story. It is tried to identify how the pigs abuse power and exploit traditional gender roles to create and enact certain stereotypical concepts that help them to maintain control, assert power, and marginalize female animals. They study and analyze the language constructing, reproducing, and reinforcing these inequalities. Language is the main tool that is frequently employed to reflect, assert, or revise the ideologies in any society, said Simpson (1993) and cited by Shakouray (2018). Language has the power to enact discourse and thus, is responsible for creating, maintaining, propagating, and naturalizing ideology, truths and reality but the audience is likely to perceive the given information owing to their social cognition, penned by Tolson (1991) and cited by Hassan (2018). CDA assimilated the key theories and approaches of post-modernist social scholars such as Foucault (1972) and Pecheux (1975) to evolve a discipline that can assist to demystify the interrelationship between ideology and discourse and how ideologies and identities are created, recreated, practiced and reproduced again and again in a society. Foucault emphasizes the demonstration of knowledge and concepts and, adds to discuss the vitality of the contexts in the illustrations and representations of ideologies, truths, and concepts that are created, given certain forms and meanings, reproduced, and practiced in the real situation. Since then, many ideas, theories, key approaches, and concepts of CDA have been introduced by social psychologists and political theorists that are being used by researchers and scholars of CDA (Chavalin, 2009).

### Research Methodology

Devising the research methodology is an important task. This research is qualitative in nature and focuses on the subjective interpretation of the themes of the novel. Characters, happenings, and proceedings in the novel follow the descriptive, interpretative, and explanatory analysis. Assuming the text of the novel a communicative process and a social practice of language, approaches from Fairclough's 3D Model are used to analyze the text. "Description concerns the formal properties of the text. Interpretation concerns the relationship between these formal properties and the social context... Transformation concerns the potential of discourse both to reproduce and to transform social relations." (Fairclough, 1995, p. 59)<sup>20</sup> The first step of the research unfolds the descriptive analysis within the textual domain to expound the language used in the novel encompassing vocabulary, imagery, symbolism, and allusion. Descriptive analysis is employed to know the tone, figurative use of language, and critical essence of the writing. Critical summarization of textual facts and linguistic features is mentioned in the initial process.

<sup>14</sup> Fairclough, N. (1995). *Critical Discourse Analysis: The Critical Study of Language*.

<sup>15</sup> Fairclough, N. (2001). *Language and Power*.

<sup>16</sup> Fairclough, N. (2003). *Analyzing Discourse: Textual Analysis for Social Research*.

<sup>17</sup> Wodak, R., & Meyer, M. (Eds.). (2009). *Methods of Critical Discourse Analysis*.

<sup>18</sup> Van Dijk, T. A. (2008). *Discourse and Power*.

<sup>19</sup> Chilton, P. (2004). *Analyzing Political Discourse: Theory and Practice*.

<sup>20</sup> Fairclough, N. (1995). *Critical discourse analysis: The critical language study* (p. 59). Longman

The second step involves the identification of text with reference to its writer, overt intentions and aims, underlying meanings, and assumed impacts. It attempts to uncover the texts constructing unconscious meanings accompanied by overt themes to establish the overall context of dominance and subjugation in the novel. The study attempts to explore the historical and socio-political circumstances in which *Animal Farm* is presented to the audience of the whole world. Studying the discursive patterns, it is tried to allude to references from other texts and historical contexts.

In the explanatory stage, research creates a link between the established discourse in the political allegory and social circumstances. Employing the Fairclough approach towards language as social practice, texts are shown to carry ideological messages and critiques regarding power, class, political rule, social hierarchy, and revolution. It is investigated how the language is being used to create, establish, enact, and propagate certain discourses among the masses and the recurrent propagation to strengthen a certain discourse for the maintenance of dominance in society. The study examines the usage of discourse to construct and maintain power dynamics in society and analyzes how certain characters and groups exert power through language and exercise control over narratives. This three-dimensional approach studies relationships between different aspects of literary writing and social practices of control and power while considering real-life examples and instances from historical contexts in order to paint a uniformed and understandable picture of the research.

**Analysis**

The novel opens with an old wise boar, Old Major called for the gatherings of all animals working in the Manor farm, owned and controlled by Mr. John. Animals of the farm motivated by Old Major’s speech and forced by hunger and oppression, thrust the rebellion into the farm and succeed in expelling John and his men to completely take over the farm. Snowball and Napoleon, two pigs take the administration with other animals taking on different roles. With the consent of all, they formulate seven commandments to nurture equality, prosperity, and morality to never act like humans and opt for their obnoxious ways of living. Shrewd Napoleon having nursed the vicious dogs, uses them to eradicate Snowball and utterly dominate the farm. By prudent propaganda via Squealer and recurrent repetitions of slogans by senseless sheep to inculcate, promulgate, and enact the desired discourse, he succeeds to create, maintain, and prolong his rule and dominion over other animals. By gradual evolution in the commandments, pigs start to adopt the same obnoxious ways of living that were the base for their rebellion against humans. By controlling mass information, pigs change history, friends and foes, socio-economic facts, and even the ideology of the society. Pigeons are used to portray the desired picture of *Animal Farm* before the neighboring farms. Previously esteemed ideologies and symbols are no longer served in reverence, instead new and totally different standards of heroism have been introduced. Napoleon is due to praise for each good event and Snowball is due to blame for every misconduct, betrayal, and unfortunate happenings. Napoleon continues to dominate and enact his policies favoring his kind while neglecting the rest of the herd. Eventually, they end up opting for a totalitarian rule and the animal farm returns back to Manor Farm with the same socio-economic circumstances and segregated classes as it was before the rebellion.

Fairclough believes that the purpose of critical discourse analyst is not only to analyze the link between discourse and society but also to examine the semiotic and linguistic features of social events, social structures, and discursive practices (Fairclough, 1993). He further asserts that discourse is a social practice and it includes all the forms of text and talk, written and verbal communication or any linguistic form used to carry a message or convey a meaning (Fairclough, 2003). Fairclough (1989) stresses the role of textual analysis that acts in line with revealing socio-political processes and power dynamics earthed within the usage of language. He (1989) argues that interpreting discourse can be accomplished by considering the social context in which it is produced and consumed. Analysis of the text is drawn in line with the three-dimensional model proposed by Fairclough and thus, under the following three headings; descriptive, interpretive, and explanatory analysis, the study is conducted that is proceeded by certain findings. In light of these findings, discussion is made to procure a link between the explained themes and the findings. The following framework is being used to apply CDA to the text.

Descriptive Analysis	Interpretive Analysis	Explanatory Analysis
Linguistic features are seen such as choice in Grammar, Vocabulary, Sentence Structure, Tone, and Style	Context of the text covering social, economic, cultural, political and historical aspects	The link between Descriptive and Interpretative Analysis Relationship of society with the discourse
Cohesion	Process of Production and Consumption of text	Underlying Narratives The function of Social Discourse
Literary devices	Critical Summarization of Discourse	The function of Social Discourse

**Figure: Framework devised from Fairclough 3D Model**

**Descriptive Analysis**

Simpoon (1993) focuses on how ideologies in any society can be reflected, revised, reproduced and asserted through language. *Animal Farm* has informal and plain use of language with mainstream vocabulary of everyday language to introduce the complex and main Semic codes in the novel. From the inauguration speech of the Old Major to the

ceremonial concluding speech of Napoleon, the text follows a uniform structure of simple and straightforward sentences. Frequent use of 'Comrade' and other expressions conveying emotions tells the friendly tone employed in narration. Similarly, casual and routine conversation among the animals of farms characterized by a certain extent of familiarity and friendship is found in the novel. Even the privileged treat with polite verbal expressions to their subordinates. Simple and easygoing diction is undertaken to induce emotional sense to words as evident in the poems *Beasts of England* and *Comrade Napoleon*.

Van Dijk (1995) asserts the role of literary devices and linguistic features in the examination of power struggle, "Discourse is a crucial site of struggle, where different social groups and institutions compete for the right to define social reality through the strategic use of language, including powerful metaphors, metonymy, and other symbolic representations."<sup>21</sup> (Dijk, 1995, p. 7). Imageries of animals like pigs taking to power rule, the dogs to guard, horse to laborious work, poultry and dairy to egg and milk production display the proceedings of the plot. The whole work is loaded with an amplitude use of linguistic devices like euphemism, oxymoron, allusions, anthropomorphism, metaphors, similes and personifications, flashbacks, and foreshadowing that make it a perfect allegory. Foreshadowing and predictions hinting at the vital events in the future such as the revolution and establishment of Animal Farm pave the setting of the plot. For instance, a reference from Old Major's speech can be quoted here,

*"I do not know when that Rebellion **will come**, it might be in a week or in a hundred years, but I know, as surely as I see this straw beneath my feet, sooner or later justice **will be done**"*

The immediate death of Old Major foreshadows the conduction of rebellion and it is confirmed when the animals are left unfed for a considerable period of time. Incessant warnings from Clover and Benjamin to Boxer to pay heed to his health foretell his fall in the near future.

Similarly, enough flashbacks are poured into the text to steadily maintain the theme of revolution by instilling the reminiscence of socio-political background and ongoing motives accompanied by existing conflicts. The gradual evolution of the seven commandments while taking a sharp turn from the previous and founding theme is marked with several flashbacks. Many historical happenings (like speeches, the Russian Revolution of 1917, the October Revolution, the Russian Civil War, world wars, and socio-economic Russian movement), symbols (like horn and hoof in the flag, seven commandments, slogans, anthems, animalism as communism) and personalities (Karl Marx, Lenin, and Stalin,) are alluded to present a dominant similarity between the social world of the novel and real-life happenings across.

Oxymorons such as holding elections to elect a totalitarian ruler as a republican dictator among the candidates that are ironically no more than one underpins the satirical politics.

*"In April, Animal Farm was proclaimed a Republic, and it became necessary to elect a President. There was **only one candidate**, Napoleon, who was elected unanimously."*

Similarly, the Animal republic is another oxymoronic term as animalism and wilderness can't run parallel to civilized democracy. There occurs a contrasting situation when pigs table with the humans to celebrate trade and cooperation between themselves. The best illustration of contrasting ideas presented in harmony lies in the chanted slogans of "two legs bad" with "two legs better" depicting the hypocrisy of the ruling elite. Euphemism is largely employed by Squealer to construct the narratives to propagate among the masses. Whenever the rations to other animals are cut down, Squealer calls it the readjustment rather than reductions. He is seen to develop a false but popular narrative by playing on words. He motivates the animals to carry the extra work with reduced rations under the terms "necessary sacrifice" and "hard time demand"

The Rebellion and revolution itself are personified by a collective social wish sprouting in the weak from oppression at the hands of the strong. Similarly, the Windmill motivates the struggles and instills conflicts among animals in their pursuit of a society based on equality and justice. The animal's wish for peace and stability is personified as, *"He (Boxer) looked forward to the peaceful days that he would spend in the corner of the big pasture."*

Anthropomorphic illustrations overrule the usage of all other literary devices. Animals are seen to carry all the human actions, proceedings, and emotions for Pigs governing others, Dogs guarding the pigs and the rest working to produce for the luxury of elite among animals.

Symbolism is frequently employed seeking to represent absolute truths and reality symbolically through soft language and metaphorical images. The farm serves as a symbol of a fertile geopolitical state following its cycle of replacement of the human tyrants (Manor Farm) by the animal oppressors (Animal Farm) and eventually, at the completion of the political cycle, Manor Farm is restored again but by different tyrants than human beings, *"Animal Farm" had been abolished. Henceforward the farm was to be known as "The Manor Farm"*

The Seven Commandments serve as a powerful symbol of the establishment, enactment, and exploitation of Constitution by the elite of the society. The gradual manipulation and erasure of moral principles speak of the corruption of ideals and abuse of power discourse. At initial, the windmill serves as a symbol to distinguish between the progressive and traditional ideologies proposed by Snowball and Napoleon respectively, and later on, its construction, destruction, and rebuilding represent the futile cycle of hope and disillusionment running within the course of the revolution. Major's Skull serves as a strong symbol of the very foundation and basic reminder of the initial revolutionary ideals and a reference point to measure the betrayal, disintegration, and abolishment of the esteemed legacy. *"The animals were required to file past the skull in a reverent manner before entering the barn" and "a boar's skull which was nailed to a post in the garden. This, too, would be suppressed, and the skull had already been buried"*, from the narration measure the sharp contrast from the

<sup>21</sup> Van Dijk, T. A. (1995). Discourse as social interaction. Sage Publications. p.7.

symbolic focal point of the respected skull. Poultry and dairy production symbolizes the means of production and the forced contributions of milk and eggs reflect the abuse of the working class by the elite.

The flag with a hoof and horn is a symbolic element that demonstrates the inculcation of ideologies. Initially, it acts as a symbol of rebellion and solidarity. But later on, the erasing of the hoof and horn symbolizes the modification of meaning and ideology evolves with the alteration in its design and purpose. Even the hoof and horn previously in the flags clearly symbolize the acknowledgment of the dignity and struggle of animals. Napoleon's dog pack symbolizes the physical usage of power and force in a brutal way to induce terror, intimidation, and the suppression of dissent. The Squealer playing on words and sheep chanting of specifically taught maxims symbolizes the manipulation of mass information to enact and maintain the totalitarian regime.

### Interpretative Analysis

Interpretative analysis unfolds the discursive practices to examine the ways of language usage in the construction of a particular discourse of power rule, dominance, and subjugation. Ludwik and Fairclough (1999) state about the vitality of "THE RIGHT INTERPRETATION" and "EXPLANATION". Language serves as a tool of power in introducing and enacting the narrative used to control people and plays a decisive role in the arena of socio-politics which is marked by the struggle for attaining the maximum power to nurture different cultural, economic, political, religious, and social ideas into practice (Bayram, 2010). Anyone who can play on words and has an ability to validate the discourse can orchestrate a new system of power and ideology. The one who controls the discourse is seen to control and shape the society. Speeches and rhetorical usage of language employing the linguistic strategies accompanied by repetitions are beheld to convey power, instill ideology, manipulate perception, and shape the narrative. This is known as language manipulation when powerful authorities use language as a tool to establish discourse to exercise control over the weak portion of society usually violating their concern (Van Dijk, 2006). Old Major uses his rhetorical skill to set the stage for the animals' uprising on the Farm. Owing to the pretty experience of using linguistic strategies, maintaining an advising tone, attracting the audience with a calm voice characterized by simple narration of sharp short sentences, and producing cohesion via the usage of logical and historical evidence, old boar succeeds in paving the way of mutiny in the farm. Musical symphony instilling ambition to shedding off oppression, hope for future, and courage for rebellion materialize the abstract ideology of revolution into reality.

*Beasts of England, beasts of Ireland,  
Beasts of every land and clime,  
Hearken well and spread my tidings  
Of the golden future time.*

In the same manner, to induce loyalty and devotion to Napoleon, linguistic devices are employed to orchestrate poem that are sung in celebrations with uniformity and discipline in melodious voices.

*Friend of fatherless!  
Fountain of happiness!  
Lord of the swill-bucket!*

Decorated with careful up and down in pitch of singing, slowed and reverberated utterance of rhyme words and marked by disciplined march, attributed anthems contribute to establish, maintain and prosper the desired discourse to which all submit without presenting any hurdle.

Similarly, language is seen shaping and performing the development, enactment, and even the gross modification of the Seven Commandments dictating the rule of law and conduct in society. As the society grows, discursive practices change over the course of the narrative. Language is weaponized and is transformed with the pigs attaining the supreme authority. Squealer is attributed to employ language, tone, and persuasive techniques to change, reinforce, and negate the ideology and establish the new discourse to justify their actions and maintain control. "The others said of Squealer that he could turn black into white."

Both language and power are seen to strengthen each other yet language enjoys supremacy over performing social and political functions to serve the pig's cause. Euphemism along with other techniques of distortion, simplification, and emotional appeals is frequently used for propaganda, especially by Squealer to introduce, control, and manipulate the narrative. The following passage from the text attests to the discussed point of language usage by Squealer.

*"Squealer was sent to make the necessary explanations to the others. "Comrades!" he cried. "You do not imagine, I hope, that we pigs are doing this in a spirit of selfishness and privilege? Many of us actually dislike milk and apples. I dislike them myself. Our sole object in taking these things is to preserve our health. Milk and apples (this has been proved by Science, comrades) contain substances absolutely necessary to the well-being of a pig. We pigs are brainworkers. The whole management and organization of this farm depend on us. Day and night we are watching over your welfare. It is for your sake that we drink that milk and eat those apples. Do you know what would happen if we pigs failed in our duty? Jones would come back! Yes, Jones would come back! Surely, comrades," cried Squealer almost pleadingly, skipping from side to side and whisking his tail, "surely there is no one among you who wants to see Jones come back?"*

There are other instances where language served as a tool to distort, manipulate, or even revise the truth. All the commandments when violated by pigs, served with revised versions as justifications for their actions. A massive massacre of the other animals at the hand of Napoleon violated the sixth commandment that says, "No animal shall kill any other animal". But later on, animals found the sixth commandment is utterly altered to, "No animal shall kill any other animal **without cause**." It shows that the masses are ignorant of the laws and they had no proof of alteration brought to law by the ruling elite. This also narrates the conscious attempt of the elite to keep the masses in the dark which is further seen in

the story when Napoleon builds the school to educate the young pigs. School is being built by those who will not study in it clearly represents the educational and intellectual deprivation thrust upon the working class to clip up their cognitive wings so they can't question or object to any decision taken by the elite even regarding their fate.

It makes us know that discourse getting originated with the prudent usage of linguistic dexterities with language shaping discourse that establishes the power structure to prolong the desired system of domination and rule. Similarly, as Saussure records language does not record the world and reality, rather it constitutes it. The propaganda-another destructive function of language is seen performed via language. Controlling the information going to the masses to filter the truth in order to launch a specific version of reality with an aim of achieving various ends is carried out by Squealer and a herd of sheep. Slogans taught to unconscious sheep for loud recurrent recitation in public to imprint the specific version of reality and discourse in the public unconscious to eradicate any further confusion if raised by any literate and known element in the society. "*Four legs good, two legs bad!*" has been changed to "*Four legs good, two legs better!*" with a slight notice and a little retaliation from the masses. The art of designing discourse has been seen at play to revise the history, foe and friend distinction, and even the symbols of grace. Snowball is no more a hero, Old Major's skull is no more revered and humans are no more abhorred. The replacement of the noun "Animal Farm" with "Manor Farm" tells the complete shift in the foundation of society achieved through the regular and gradual development of specific discourse via the use of language in the form of persuasive skills, speeches, and repeated propaganda. On the micro level in the story, animals are seen to consume the discourse promulgated by the government, subjected to their limited knowledge and weakness of controlling, comprehending, and retaliating against the government discourse. Ideology embedded with the emotions of hatred towards totalitarian and authoritarian rule is tried to inculcate among the observers. Friendly impressions like 'Comrade' are merely used to strengthen the discourse and to popularize it. It can be seen as diplomatic exploitation. It is also intended to procure in-group feelings (ruling and working both belong to animalism), so the animals of the working class should not feel alienation and continue to serve the elite pigs. Euphemism and polite verbal expressions serve the same purpose.

Imageries of animals with an amplitude deployment of linguistic devices make this piece of writing convey the harsh and brutal themes of totalitarianism and communism in a sugarcoated form without nominating anyone. Flashbacks poured to hint at the gradual evolution of the seven commandments and step-by-step transgression from the previous and founding theme illustrates the rise of negative change in the society. Oxymoronic expression helps to unravel the true sense of political exploitation. For Instance, the quote, "*All animals are equal- but some are more equal than others*" shows that inequality is produced and promulgated in the disguise of equality. It simply tells that equality does not mean sameness rather it defines the difference.

The personification of rebellion, windmill, and eternal wish for sustainable peace reflects the simple wishes of prosper future, economic freedom and justice of the working class that are overruled and forsaken by the elite. Symbolism represents the actual truths and fundamental reality. The farm stands for state full of resources, the seven commandments as constitution, windmill as industry while poultry and dairy as economic production help to picture the whole scenario of the wraths of the totalitarian regime. The flag of animalism clearly alludes to the flag of the USSR with plain red cloth printed sickle and hammer crossing each other in the middle and it links this allegory to the USSR. Slogans like "Peace, Land, and Bread" closely resemble "Four legs good, two legs bad!" while anthems and songs with the theme of resistance in the time of the Russian Revolution are alluded to "*Beasts of England*" and "*Comrade Napoleon*". The Seven Commandments allude to the Ten Commandments of the Bible run as follows,

1. "*Thou shall have no other gods before me.*"
2. "*Thou shall not make for yourself an idol.*"
3. "*Thou shall not take the name of the Lord your God in vain.*"
4. "*Remember the Sabbath day, to keep it holy.*"
5. "*Honor thy father and thy mother*".
6. "*Thou shall not murder*"
7. "*Thou shall not commit adultery*"
8. "*Thou shall not steal*"
9. "*Thou shall not bear false witness against your neighbor*".
10. "*Thou shall not covet thy neighbor's house. Thou shall not covet thy neighbor's wife, or his male or female servant, his ox or donkey, or anything that belongs to thy neighbor.*"

Hebrew Bible, Book of Exodus (20:2-17), and Deuteronomy (5:6-21).<sup>22</sup>

Commandments besides marking the powerful use of language to perform dictation regarding establishing a moral and ethical discourse, also measure the extent of transgression and pollution of values and norms, are alluded to draw universality in the theme.

Wise Old Boar carries similarities with Karl Marx; a German philosopher, economist, and political theorist who laid the foundation of communism via his Communist Manifesto (1848) and Das Capital (1867). The speech of Old Major is more or less the summarized version of the Communist Manifesto that talks about dialectical materialism, class conflict, and the need for workers to overthrow the bourgeoisie. Similar to that of Manor Farm, Russia was ruled by Tsar Nicholas II under an ultimate monarchy. Economic Issues in the state were at a peak as the major portion of the country was going through widespread poverty and inequality. World War I broke out and Russia lost many fronts. This gave rise to political

<sup>22</sup> Hebrew Bible, Book of Exodus (20:2-17) and Deuteronomy (5:6-21)



instability and social disorder in the country. The discontent public grew mad at the severe food dearth and started a movement in February 1917. Military units instead of resisting the protest, became part of it and thus, Nicholas II got abnegated marking the end of the Romanov dynasty rule. A republican government was established and led by liberals preceded by Alexander Kerensky.

As the tussle for gaining space for more supremacy began in the story, a similar situation arose in Russia when conflict arose between the Petrograd Soviet (workers and soldiers union) and the Provisional Government. Vladimir Lenin's Bolshevik Party split from Menshevik Party got popularity among workers and soldiers and drew the outline in the April Thesis calling for "Peace, Land, and Bread." After experiencing an unsuccessful uprising, the Bolsheviks led by the Military Revolutionary Committee succeeded in capturing key posts in Petrograd. After the collapse of the Winter Palace, the Provisional Government was terminated which paved the way for establishing a new government, and the All-Russian Congress of Soviets ratified the transfer of power to the Soviets. With Snowball representing Leon Trotsky and Napoleon showing the portray Lenin, Vladimir Lenin took charge of the Bolshevik government Council of People's Commissars and signed the Treaty of Brest-Litovsk in 1918 to withdraw from World War I. Similar to that of Animal Farm, a Civil War (1918–1922) broke out as the Bolsheviks met resistance from anti-Bolshevik forces (White Army) and the situation got worse with foreign interventions. But all that was over in 1922 with the establishment of the Union of Soviet Socialist Republics (USSR) which lasted until its dissolution in 1991.

This allegory also shows the cover intentions of George Orwell who has used linguistic figures, cohesive and literary devices to set up a discourse carrying contempt against totalitarian regimes. His recurrent themes mirrored by the propaganda and manipulation by prudent usage of language try to inculcate the sense that totalitarian rule demolishes social and political norms, freedom, and justice. By the analysis of the form, structure, and content of discourse, from the grammar and wording employed in its creation, one can foretell the covert try of preaching a specific discourse via target reception and interpretation by a wider audience. He employs language to perform the discourse of revolution, moral corruption, exploitation of the working class, and injustice. He successfully uses linguistic figures like alliteration and anaphora in speeches with soft, simple, and persuasive tones to convey how language creates and empowers certain discourses of ideology, power and dominance. By navigating the sub-discourses converged by him to a resultant discourse of obnoxious totalitarianism, it can be analyzed that he is in a try to portray a specific picture of totalitarianism.

### Explanatory Analysis

The research after having defined and found the discourses in the study, wishes to show the close bond shared by the established discourses in the political allegory and social circumstances prevailing in human society. Language being a social practice is shown to design the ideology, power, class, political rule, and social hierarchy. Dominated ideologies and frequently recurring concepts are readily accepted as common sense by social groups and thus, the realities come into being in society (Van Dijk, 2005).

In the novel, language is employed to develop moral and ethical discourse as a prerequisite to induce submission and obedience by masses. It is promulgated via recurrent propaganda to layer it in the sub-consciousness of the public. Later on, this discourse is modified and used to serve the larger discourse for enacting power, as people have learned to submit without questioning, by naturalization of this discourse. In today's society, every doctrine and dogmatic discourse enjoys a great submission of people's opinions. Anything inculcated in this discourse via the discursive social practice including the usage of language, makes it the natural part of the accepted discourse. Many concepts and principles incorporated into the Catholic Church in the Dark Ages were readily accepted and assimilated as part of natural religion, the ultimate moving force in Europe. This hints at the interpretation leading to setting up the different discourses from common roots and paving the way for sectarianism in established theologies. There are common elements of beliefs but the different interpretations and paraphrasing roots to a diverse variety of narratives serving as a foundation for novel practices and discourses. Language, its relative tools, and techniques are seen at play in this mentioned social and political metabolism. The research uncovers the language playing the role of a vicious weapon by constructing a narrative to exploit people through overwork and underpayment as seen in the novel ranging from the construction of windmill to the forced receiving of poultry and dairy products. Wealth is piled by the elite through the continuous abuse of the working class without any regard or honor. *"Somehow it seemed as though the farm had grown richer without making the animals themselves any richer- except, of course, for the pigs and the dogs."* Financial literacy and economic education can help to use language to unravel the cruel economic practices that are causing the concentration of wealth within a certain proportion of society. Power, wealth, and language share a common thread of strength and these all are interrelated with each augmenting the other. Foucault (1991) states that power is all and it has origin in everything even the reality and ideology can be constructed with the use of power in the society. Orwell pictures one side of economic exploitation by showing the exploitation of the working class in totalitarian rule and communist society. As a clear fact, classes based on the economic level within capitalist societies are seen to manifest the abuse of the working class by the elite by calling later the brainworker, thinker, or administrator to portray their legitimacy and naturalness via the careful use of tool we call as language.

Political agenda needs very much the use of playing on words since it needs a dominant ideology, proper narrative and God-given looking scenario. Gramsci (1971) called this form of dominant ideology as hegemony and Van Dijk (2005) uses the word "hegemony" to refer to ideological dominance. Hardships are pretended to be tolerable and natural for paying the price of the supposed ideal stage of dignity. *"If there were hardships to be borne, they were partly offset by the fact that life nowadays had a greater dignity than it had had before."* The language is being used to create identity, establish ideology, enact and propagate certain narratives among the masses that further develop into seemingly part of

natural discourse via the recurrent propagation. Ideology is preached and repeated via discursive practices and social actions so many times that it starts to seem like ever existing and naturally occurring discourse to which none can escape and betterment lies in submission to it. Animals infused with the spirit of animalism submit to the discourse of revolution and pigs don't need to do anything but to shape the narrative and popularize in the name of revolutionary animalism. It again reaffirms that the one who has the power to control and shape the discourse will have the power to rule the society. Justice and equality with different social themes are created, enacted, inculcated, and maintained by language.

The usage of language by the powerful to shape their identity as by Napoleon and taking identity to perform various functions to construct and maintain power dynamics in the society is a prevailing theme. Language constituting specific meaning and shaping the discourse is used in the modern world to create, modify, reinforce, revise, and popularize certain ideologies. The same resistance in Afghanistan was named holy war and terrorism by similar agencies clearly shows how language is militarized to deploy its various versions working at different levels to construct and demolish the constructed ideology. Language relishes a certain invisible and swift power to penetrate and puncture certain ideologies implying that it is the language that serves as the origin for power, identity, and ideology to originate, evolve, and dominate.

The social and political importance of this analysis lies in helping to discover the real social function of discourse in a given scenario. Simple words, phrases, grammatical structures, and linguistic figures are construed to communicate a simple narrative and how this simple narrative has evolved to shape a discourse that casts a magical impact on the structuring of ideologies, identity, power, and norms of the society. Discourse is seen as a social, political, cultural, and normative actor with language undertaking the social practice to establish the social structure and define the relative functions of the society. This analysis substantiates the role and functions of discourse and language ranging from daily life to collective social activities.

### **Findings**

As abovementioned in the analysis, the use of selective linguistic features and literary devices with informal language with plain vocabulary is analyzed as a **conscious attempt** at easy communication, education, and promulgation of the ideas of freedom, economic welfare, secure future, and sustainable development. Power, wealth, identity, and language, all have a common origin and all assist each other in a uniform and undisputed discourse. Similarities and various common aspects are found in the novel regarding the communist USSR. The study finds and highlights the author's inclination toward capitalism and prejudice towards communism through a conscious and intelligent portrayal of the exploitation of the working class by the elite, the utter failure of the revolution, and moral disintegration. The novel is advocacy against totalitarian rule and traces the origin of this authoritarian rule in the revolution. Democracy has been promulgated as a noble political government to which Napoleon is seen copying even though he is an established totalitarian ruler. Ideas of justice, development, and economic prosperity are seen confined to a particular discourse which is the desperate attempt to overrule the significant growth in communist states in the world.

### **Discussion**

CDA is a powerful tool to dissect the operations of language. CDA analysis of the writing shows that a just portrayal of communist society is not attempted consciously and it has been keenly desired to focus on the political upheavals and economic disparities with a special reference to communism that are likely to occur anywhere in the world. The flaws that are represented by Orwell in his writing to associate them with a certain political governance are found almost more or less in every political system running across the world. It is more likely that the privileged is seeing the unprivileged from his position. Press freedom is vital but it doesn't necessarily mean the political freedoms of the individuals and countrymen. Similarly, the principles of injustice, tyranny, and economic misery have been attributed to the consequences of totalitarian or authoritarian rule. It seems that in a trial to reveal propaganda, the author has himself become part of propaganda against communism under the dominating influence of capitalism. By the descriptive, interpretive, and explanatory CDA analysis, it has been concluded that the author was more inclined and desperate to look into the flaws of certain political government system rather than being with the objective of revealing the true causes of injustice, inequality, economic upheaval, tyranny, political instability and other social problems existing in the society. Thus, the novel seems to be part of propaganda launched at the time of the Cold War that demonstrates the fight between communism and capitalism. Socialist and Capitalist theorists have always been beheld presenting their theories in order to prove the validity and credibility of the chosen systems. Assisted with logical conclusions that confirm the natural outlook of the political system, this struggle aimed at finding the relevance of any of both systems to fight poverty and unemployment. It is evidently seen that this text sides with the capitalist ideology against communism and socialism since it presents communism with the aftermaths that history records to link with imperialism and colonialism. It can be said the imperial portrayal of communism. It is considerable to mention here that communism like many different systems of government is full of advantages and disadvantages regarding its rule yet the sweeping statement advocating an argument that it holds nothing good is injustice and is taken as a partial viewpoint and individual ideology based on ignorance of facts and prejudice.

### **Conclusion**

The study introduces the author's and his relative biography with a short account of summarized facts about the novel under study. It moves on to explain the vital linguistic and political terms vital for utter understanding and comprehension of research. The importance of the research is brought to light by discussing the rationales motivating the study, the gap asserting the need to hold the research, the significance expounding the social functions of discourse and delimitations

hinting at the prospects of research. The methodology is defined by explaining all the important dimensions of the 3D model proposed by Norman Fairclough. The analysis is undertaken by concentrating on descriptive, discursive, and explanatory analysis under the individual headings. Descriptive analysis explores the linguistic features, cohesion, and literary devices while interpretative analysis provides justification for the application of particular literary devices and linguistic features with a special relation to the history, political, social, and cultural scenarios wrapping around the story. Explanatory analysis by taking insights from the existing analysis confirms the functions and structure of different discourses established and analyzes these discourses by placing these in the current socio-political structures of society. It further goes on to reveal the relative social functions performed by discourse through the usage of language in enacting ideologies, power structures, and identities. Findings drawn from analysis confirm that employment of literary devices, linguistic features, and special narrative with a direct reference from history is likely to be associated with the term propaganda. Findings are further debated in discussion asserting the fact that language here is used to establish a discourse and ideology against socialism via the careful use of language and the reader unconsciously absorbs the ideology that in the disguise of totalitarian rule and authoritarian atrocities develops prejudice against socialism by presuming different elements of social injustice and economic devastation linked with the revolution and socialism. It unconsciously attracts the reader to seek for alternative to communism which predominantly is Capitalism- a derivative of imperial remains. The best task that can be accomplished in the discussion of this issue is the undertaking of careful and prudent analysis that finds the foundation in the sharp comparison between the important political systems and ideologies. Moreover, the analysis should take into account the relevant historical, economic, cultural, and socio-political elements to draw a complete picture of comparison thereby leaving it to the reader to decide and criticize the systems and their ingredients. It involves the exercise of free will and political freedom. It should be noted that in order to attempt high-quality research one must concern with all the resources and concerning ideologies that shed light on the relative topic of power, discourse, identity, and socio-political foundation of truth and reality. Since the role of language in establishing different discourses always remains debatable and diverse, it cannot be attempted in one research or in one study. Major issues and conflicts such as political instability, totalitarian atrocities, and social injustice as expressed in this novel should be analyzed and judged by applying different resources, theories, and theoretical frameworks in order to reach a unanimous conclusion for the confirmation of one set of causes and aftermaths relating to these socio-political issues. The role of language and discourses in establishing, negating, resisting or revising these discourses must be analyzed from different viewpoints. Contrasting comparisons between different authors' perceptions, texts, and logical ideologies can add validity and reliability to the analysis.

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