

**Modus Operandi of Propaganda and Instillation of Fear
Against and For a Nation in Orwell's "1984" and "Animal Farm"**

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Abstract

This paper is aimed at exploring the modus operandi of propaganda by a repressive totalitarian government to support its idea of a nation based on a fear of false; that which is non-existent but circulate in the air affecting individuals at large. The mechanism of propaganda is used to burglarize people and utilize their collective emotion, especially of fear, contempt and hatred, against certain supposed common enemy of a nation to justify autocratic regime and exert people's loyalty and orthodoxy in support of its oppressive function. George Orwell uses propaganda in 'Nineteen Eighty-Four' as a means to control and influence human emotion on daily basis when Emmanuel Goldstein is projected as a common enemy of the nation and is labelled as a traitor and accused of sabotage during 'two minutes hate/hate week' session. Goldstein is rumoured to join Eastasia/Eurasia, the two nations supposedly representatives of absolute evil, against which the Oceania sets forth its scheme of absolute rule over people. Goldstein functions as threatening danger to the Oceania that Big Brother uses to keep citizens in line and prevent rebellion. Likewise, Old Major, in 'Animal Farm', uses propaganda as technique to establish a common human enemy of the beasts in the figure of Mr Jones as to convince them of his rightful place as the head of the power. The Old Major contrives all the possible indoctrinations to scandalize other animals of Manor farm to rule over them. However, as it is evident from the findings mentioned above that propaganda has been Orwell's favourite tool to show how a government uses rumour and hype to arouse collective rage of the people to support its own agenda and rule which is also very much relevant to the present social governmental structure of the world today.

Keywords: Mechanism, Propaganda, Nation, Orthodoxy, Hate Week, Indoctrination,
Modus Operandi, Totalitarian, Fear

Introduction

Propaganda has been the very foundation of every government or society in almost all nations of the world from generation after generation since 1622 when this word came into existence for propagating missionary goals of Rome. More or less, every form of government uses the same methods of propagating its agenda in the form of propaganda. They operate through a mechanism of their own and that is what we see Orwell demonstrating them in '1984' and 'Animal Farm' very aptly. The Cambridge Dictionary defines 'modus operandi' as "a particular way of doing something". However, the Merriam Webster Dictionary defines it as "a distinct pattern or method of operation that indicates or suggests the work of a single criminal in more than one crime". On the other hand, propaganda is seen as information, ideas, opinions, or images, often only giving one part of an argument, that are broadcast, published, or in some other way spread with the intention of influencing people's opinions. Propaganda is the more or less systematic effort to manipulate other people's beliefs, attitude, or action by means of symbols such as words, gesture, banners, posters, monuments, music, clothing, insignia, and so forth.

Propagandists have a specified goal or set of goals. To achieve these, they deliberately select facts, arguments, and displays of symbols and present them in ways they think will have the most effect. They may omit or distort pertinent facts or simply lie, and they may try to divert the attention of the reactors from everything but their own propaganda. Another term related to propaganda is 'psychological warfare', or 'psychwar' which is the pre-war or wartime use of propaganda directed primarily at confusing or demoralising enemy population or troops, putting them off guard in the face of coming attacks, or inducing them to surrender or run away out of the false fear created by such propagandists. It is where Orwell focuses most to demonstrate the workings of propaganda on people's psychology which gradually and subsequently develops into cult of ideology.

Application of Propaganda to Arouse fear in the Masses

In the novel '1984', propaganda is continually broadcast on the ever-present telescreen. Telescreen broadcasts news that has been manipulated to make the government appear efficient and effective. In addition, the telescreen often airs military music to evoke feelings of patriotism in the citizens, in spite of being deprived of human fundamental rights to think freely, make choices of their own, they fall prey to the lies of the party. Since the telescreen cannot be turned off, citizens are unable to escape the party's propaganda which is aimed at changing people's perception regarding Big Brother's ruthless conducts as in the interest of the people and nation itself.

Mental enslavement is a mechanism that has worked for the case of many autocratic regimes that endeavour to contravene the fundamental rights to citizens. The citizens of Oceania are inundated with information that confuses them. As a result, they are unable to formulate thoughts of rebellion against the ruling regime. As it is evident in the novel when O'Brien tortures Winston Smith, he explains, "*we shall squeeze you empty, and then we shall*

fill you with ourselves". However, the most vivid instance of psychological warfare is the 'Two Minutes Hate' or 'Hate Week' in the novel '1984'. It is a program regularly broadcast on the telescreen, and everyone stops their activities to participate in it. Emanuel Goldstein, whom the party labelled as traitor and accused of sabotage, is always featured in these broadcasts.

Goldstein is the face of rebellion just as Big Brother is the physical depiction of the party. Goldstein is projected as such a despicable figure. The propaganda claims that "all subsequent crimes against the party, all treacheries, acts of sabotage, heresies and deviation from party norms have directly sprung out of his teachings. According to the party, Goldstein is the leader of the confederacy of traitors that seeks to make peace with the enemy 'Eurasia'. However, the irony of this propaganda program is that there is no proof that Goldstein actually exist but people's rage and hatred are collectively stimulated against an unknown fictitious enemy of the national integrity. *It is this collective emotion of fear, contempt, and hatred that is exploited by totalitarian regime to justify autocratic rule and unify common people against supposed common enemy of the nation.* Viewers inevitably become enraged while watching the two minutes hate. Winston Smith, the protagonist of the novel, describes the feelings evoked post two minutes hate as "*a hideous ecstasy of fear and vindictiveness, a desire to kill, to torture, to smash faces in with sledgehammer, seemed to flow through the whole group of people like an electric current, turning one even one's will into a grimacing, screaming lunatic*". Goldstein is a propaganda tool that the party uses to convince citizen that Oceania is safe and outside world (Eurasia) is dangerous.

In addition to '1984', Orwell's 'Animal Farm' is also replete with such instances of play on people's psychology. Throughout 'Animal Farm' Orwell uses Napoleon and Squealer to illustrate effective propagandistic technique: appealing to fear. This fear, specially visual and psychological fear, persuades the masses to follow pigs' lead. Squealer uses psychological fear to instill animals with distrust of human when he threatens "*one false step and our enemies will be upon us! Surely comrades, you don't want Jones back*". Squealer exploits the animal collective emotion of fear by reminding them how miserable life was under Jones rule; he threatens a return to this existence if they do not listen to and succumb to Napoleon's will. Thus, appealing to fear strengthen the pigs' relative power over the rest of the animals.

Allegorically, the animal and human in 'Animal Farm' can be seen as two different worlds of two different nations as Old Major sets forth his ideals of own utopian society against human Jones rule. Whereas, in '1984', Oceania against Eurasia and in both of them the common, collective emotion of fear is used to advance a totalitarian regime.

Orwell's these two novels exhibit just how an idea can get twisted and manipulated into something different, into something horrifying. The main tool of animalism movement is propaganda which is a set of techniques appealing to the emotion of the animals and shaping their perception of the movement. The Old Major, however, his ideals of nation are genuine and pure, had to resort to propaganda as to get across animals' psychology against human. He

sings and then leads the animals in singing "*Beasts of England*". It contains the great deal of anti-human and pro-animal statements. Later on in the novel, when Napoleon takes over Old Major he abandons and outlaws the song because it goes against his main goal to manipulate and maintain power as it encourages uprising against oppressive groups and Napoleon was a oppressor.

Napoleon and his right-hand Squealer, the minister of propaganda, rewrites slogans, rules or history to be more effectively used for propaganda and controlling the animal on the farm in a way preventing them from rebellion. Napoleon and Squealer's propaganda machine replaces history with fiction. For example, the two make Snowball a scapegoat and blame him for the destruction of the windmill, which was really done by a storm. Scapegoating, a form of propaganda that relies on blaming an innocent person for someone else's crimes or failure, effectively helps maintain power and control. In 'Animal Farm', when the windmill, the hope for independent sustainability and symbol of animalistic pride, crumbles, Napoleon and Squealer blames their political enemy, Snowball for their faulty engineering of the windmill. This diverts attention from any misconduct of the leading party while simultaneously razing the credibility of enemies. By scapegoating his 'enemy' Snowball, Napoleon averts the blame and responsibility for his error and makes the animals distrust his opponent. Furthermore, Napoleon manages to use the failure of the windmill to his political advantage. Snowball was originally a comrade of Napoleon but once Napoleon established his power and runs Snowball out, his contributions to animal farm are rewritten.

Likewise, in '1984' too, propaganda is under the 'Ministry of Truth'. This is where Winston Smith works, in the Record Department, destroying the records of the past as they become inconsistent with always changing policy and substituting falsified records in their place. As this is Party's slogan that "*who controls the past...controls the future; who controls the present controls the past*" becoming a reality in fact. Therefore, in the propaganda is used to imply the theme that thoughts get corrupted as a government, especially, totalitarian, dictatorship is enacted.

In addition to all these, however, still another related concept is that of Brainwashing. The term usually means intensive political lectures, discussion or in the form of songs and slogans. There are many examples of Brainwashing propaganda in 'Animal Farm'. As previously discussed, Old Major's song "Beasts of England" is the earliest one used to brainwash assembly of animals. The pigs that lead the rebellion take the same principles that made the song so successful and apply it to their own means. The pigs create easy to remember slogans and commandments that the animals quickly embrace as truth. One of them is "*four legs good, two legs bad*" with which they turn heard of animals against human enemy Jones and paint it on the side of barn as the reminder. This encourages the animals to be distrustful and even hateful towards human and anything related with them. Another example of Brainwashing is that "*all men are enemies; all animals are comrades and all animals are equal*". However, the successor of Old Major, who regarded '*all animals are*

equal', Napoleon, later, instructs Squealer to rewrite the slogans while convincing the beasts these revisions are for their own good. The final and most impactful change is when Squealer rewrites the slogan from "*all animals are equal*" to "*all animals are equal but some are more equal than others*". This slogan, while also easy to remember, makes it acceptable that the pigs have more privileges than other animals. This shows the appropriations and improvisation of original concept as to manipulate and rule autocratically. In '1984' too the Brainwashing slogans and songs are used immensely to make citizens conscious of their duties and allegiance on daily basis. The slogans "*Big Brother is watching you*", "*war is peace, freedom is slavery, ignorance is strength*" are present in Oceania along with the two minutes hate. Since words, pictures, and fake news easily penetrate the minds of people, Orwell chooses to use them as a control tool for its citizens to change their thoughts of rebellion against oppression and atrocities practised by the party and to approve government tyrannical upkeep of the state.

Conclusion

At length, propaganda can be used to support or for the disapproval of something. It works by appealing to emotions in order to alter the way people perceive events, especially political. The findings of this study show Orwell's message that malicious groups of people, like pigs will continue to use propaganda to usurp power, to exploit the vulnerable, and to control the masses, unless courageous individual spread the truth and stand up for those who cannot fight for themselves. Orwell illustrate that in a state lacking sufficient information, propaganda can be used to seize even more power, eliminate all enemies and unite the public based on lies. Benjamin, in 'Animal Farm', is prudent and educated enough and knows the true modus operandi of pigs' manipulation of the animal masses. He knows that Napoleon is telling nothing but lies to instigate animals to remain opposed to human but he remains silent that harmed a lot the naive animals. The silence of the reasonable Benjamin did contribute to the appalling condition of animals and the farm which symbolises a country or nation.

As the term is used loosely today, propaganda pervades the full range of communication genres. Any medium that can propagate message can be used for propaganda. So too can every communication genre, from news to novels and from social marketing to social networking and advertisement. However, unchecked propaganda will lead to ceaseless Injustice for the masses. Without being well informed, anyone can be manipulated and fall prey to the blame game of national and anti-national as easily as the people in Stalinist Russia or the animal on the farm. The sole weapon people possess to annihilate the cycle of propaganda, power, and corruption is the courageous voice of an individual armed with knowledge. We have to be Benjamin, not the one who knows all, but one who does not resist by remaining silent, one who has awareness, intelligence and the kind who raise voice and speak against injustice. We have to use our faculty. We don't have to be "*swept with confused alarms of struggle and fight, where ignorant armies clash by night*".

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