

The Big Brother as an Iconic Totalitarian Character in George Orwell's 1984 in Terms of Peirce's Model: An Ideo-Semiotic Stylistic Study

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Abstract

Orwell's 1984 was produced in 1948. It is a “*Dystopian*” political novel. *Utopia* means the “*Ideal World*”. Especially, the ideal civilization in its political and social aspects. *Dystopia* refers to the opposite “*Idea*”. The date of its publication is very important. Its title, concerning its publication date, suggests that the frightening future's scenario in question may not be far away. That is why the novel has a great success at the global level. *Time* magazine chose it as one of the 100 best written novels in English since 1923 and has been translated into 62 languages of which Arabic is one. In 2003, it ranked eighth at '*The Big Read*' of the *BBC*'s questionnaire. 1984 was banned in some countries and was considered politically dangerous. It is characterized by its dramatic melting of politics in a fictional fiction system, with an artistic linguistic weaving. In this study, the novel is in two copies; original (English) and another translated (Arabic). The original is characterized by the depth of the ideological scientific presentation with richness embellished of the language, and the Arabic, is characterized by a holistic structure flowing between the smooth format of the presentation of the idea and the elegance of style.

Key words:(Posters; Zealous; System; Ideology; Semiotics; Sign; Iconic Character).

الأخ الأكبر كشخصية شمولية أيقونية في كتاب جورج أورويل عام ١٩٨٤
من حيث نموذج بيرس: دراسة أسلوبية إيديو سيميائية
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الملخص:

تم إنتاج ١٩٨٤ لأورويل في عام ١٩٤٨. إنها رواية سياسية "ديستوبية". البيوتوبيا تعني "العالم المثالي". خاصة الحضارة المثالية في جوانبها السياسية والاجتماعية. ديستوبيا يشير إلى "الفكرة" المعاكسة. تاريخ نشره مهم جدا. يشير عنوانها ، فيما يتعلق بتاريخ نشرها ، إلى أن سيناريو المستقبل المخيف قد لا يكون بعيدًا. هذا هو السبب في أن الرواية حققت نجاحًا كبيرًا على المستوى العالمي. اختارتها مجلة تايم كواحدة من أفضل ١٠٠ رواية مكتوبة باللغة الإنجليزية منذ عام ١٩٢٣ وترجمت إلى ٦٢ لغة من بينها اللغة العربية. في عام ٢٠٠٣ ، احتلت المرتبة الثامنة في "الكبار يقرؤون" من استبيان بي بي سي. تم حظر ١٩٨٤ في بعض البلدان واعتبرت خطراً سياسياً. وهي تتميز بانصهارها الدرامي للسياسة في نظام روائي خيالي ، مع نسج لغوي فني. في هذه الدراسة ، الرواية من نسختين ؛ أصل (إنجليزي) وآخر مترجم (عربي). يتميز الأصل بعمق العرض الأيديولوجي العلمي مع ثراء منمق للغة ، وتتسم اللغة العربية ببنية شاملة تتدفق بين الشكل السلس لعرض الفكرة وأناقة الأسلوب.

الكلمات المفتاحية: (ملصقات، متحمس، نظام ، إيديولوجيا ، سيميائية ، علامة ، شخصية رمزية).

1. An Introduction

The novel unfolds in Oceania, one of the three major states- *Oceania, Eurasia and Eastasia*- fighting for world leadership in 1984. There has been a nuclear exchange of blows, and it appears that these states have agreed to a continuous conventional war, perhaps because the permanent war serves their common interests in internal control. The novel is about Winston Smith, who is trying to rebel the government's dominance of the facts. What this revolution is about? It is an attempt to discover the "Unofficial" truth about the past, and to record- in Winston's dairy notebook- information which the government does not approve. Winston works in the "*Ministry of Truth*". His job is to check up data that the elite Party's members do not applaud of the

public registry, i.e. his duty requires him to look into old newspapers and records the facts that should be "*undiscovered*":

Fig. 1. A number of the *Times* which might, because of changes in political Alignment, or mistaken prophecies uttered by Big Brother, have been Re-written a dozen times still stood on the files bearing its original date, And no other copy existed to contradict it. Books, also, were recalled and re- written again and again, and were invariably re-issued without any admission that any alteration had been made. ..., never stated or implied that An act of forgery was to be committed: always the reference was to slips, Errors, misprints or misquotation...(NEF,P, 43)

This happens when Orwell experienced by himself, how liberal democracy and freedom-loving individuals could follow **Big Brother's** approach. He worked for the **BBC** to write what can only be called a "**Propaganda**" addressed to the Indian people. His writing was not entirely a *doublethink* work, but it was news and press commentary that tended to serve a political purpose. Orwell sought to convince the Indians that their sons and resources were for the good *Public Interest* of the war. So, since he had written about things he thought that they were unreal, he quit his job two years later, disgusted himself by what he had done. (Broich, 2017, P, 5) Hence, 1984 is projected in a predictive manner to present a totalitarian society governed by a dictatorship under the name of the "**Big Brother**"- *The Iconic Character* - who represents the *Ruling Party*. This Party builds its authority on repression, torture and falsification of facts and history in the name of defending the homeland alongside with the proletariat. A Party that

saves people from their own lives and transforms human relationships; love, marriage, work and family into controlled relationships which strip people of any uniqueness, so, subject them to a single regime that does not apply to the Party's official members. Accordingly, 1984 (henceforth, NEF) shows a socio-political oppression. Orwell reflects the meanness created by the totalitarian regimes which employ cunning mechanisms to extend their power over their societies employing terror. Every aspect of life is controlled by the villainy of the state. In order to show this villainy, Orwell proves that the dichotomy concerned with the use of rationality can be used in a positive or a negative way for social progress or extortion using an Iconic Totalitarian Character: **The Big Brother's Posters.**

The novel also has a significant impact on modern English language. Many of the vocabularies invented in this novel are used: "***Big Brother, Room 101, Thought police, Doublethink, Newspeak, Two Minutes Hate, Face Crime, Crimestop, Thoughtcrime, Thoughtcriminal, Telescreen Interstellar,*** etc. Besides, the term '***Orwellian***' has been used as a way to describe situations, scenes, ideas, or ways of speaking that are similar to those of Orwell in general and 1984 in particular. Needless to say that, the influence of Orwell's writings on the political language has reached the end with the term "***Orwellian***", which is referred to speech that falsifies facts.

1984, then, is considered to be a substantial study of totalitarianism. It highlights such features of the totalitarian society as the total misinformation of population, the destruction of both physical and intellectual potential of a man; it is a society that is built on the principle of total control and suppression of the human mind.

2. Ideology as a System of Ideas : The Science of Idea

It is believed that, the concept of ideology is related to the man's positions in the world and his relations to the realization of ideas technically and morally. Then, it is related to the relationship of literature to its society. Hence, the term "**Ideology**" was first produced by the French philosopher Antoine Destot de Tracy in his famous book "**Ideologie**" in 1801. He defines ideology as the "**Science of Ideas.**" (**Ideology, Encyclopedia, Encarta, 1998**). This means that, the term is a synonym to the word "**Science**" which studies pure ideas in a scientific way by following the laws of a scientific study beginning right from observation and experiment to reach a specific result which leads De Tracy to outline the concept of the need to follow the experimental scientific method in the study of ideas and the latter's- Ideas-ability to undergo the laboratory of scientific experiments. As a scientific study - from its meaning of the application of reason in the adoption of experimental methods to study ideas- ideologists should "**study ideas as other courses have been studied.**" (agora.qe.ca/mot.nsf/dossier/ideologie **10/12/2005**) Antoine Destot de Tracy, therefore, establishes the concept of ideology by presenting its most important principles, namely, the necessity of a scientific study of ideas; that is, he obliges ideologists to study ideas according to a scientific approach between monuments. Through De Tracy, ideologists were interested in the study of ideas on the base of their realistic representation away from illusions, which explains the scientific and the methodological nature of *ideas*, i.e. ideologists rely on facts in their interpretations of social phenomena and excluded metaphysics (**Ibrahim, 1998, P. 176**). So, we can note that a systematic scientific trend was the basis and the source of ideology. This means that, **Ideology** is an intellectual system that achieves coherence. It can meet the utilitarian goals of a class and

exploit it to diminish the forces of materialism. This makes ideology a social presence and a perception of man and the world, presented by sociologists as a comprehensive vision of life, beliefs, human experiences and a community, (Aylan, 2001, P. 12) The French philosopher Althusser (1971) in his article (*Ideology and Ideological State Apparatuses*) confirms that *Ideology* can be structured through its social presence across the various social systems to fulfill its function of maintaining its status and control. The school, the family, the media, the trade unions and the political system are elements of the “*Ideological Apparatus of the State*” to ensure the prevailing ideology quality and spread across the social groups. (Encyclopedie; Encarta; Ideologie , microsoft 1998):

Eg.2....to supply the citizens of Oceania with newspapers, films, textbooks, telescreen programmes, Plays, novels-with every conceivable kind of information, instruction or entertainment, from a statue to a slogan, from a lyric poem to a biological treatise, and from a child's spelling book to a Newspeak dictionary....for the benefit of the proletariat.(NEF, P, 45)

3. Semiotics as a System of Signs: The Science of Symbols.

It is well known that, the “**Science of Semiotics**” is the science that assigned to study all symbols, whether these symbols are *Linguistic* or *non-Linguistic* in the so called the “**Science of symbols: Semiotics.**” The science of **Semiotics**, then, is a branch of the scientific studies that scientists have addressed in many fields: Ideology, Semantics, Linguistics, Criticism, Literature, Anthropology, Psychology, Sociology, etc. This science has been able to construct its history since the Greeks. It studied the evolution of meanings throughout the passage of time. Greeks have differentiated between the linguistic sign and the word **SEMION**. Thus, this linguistic root is what

prompted the Swiss Linguist Ferdinand De Saussure (one of the founder of **Semiotic Theory**) to derive the term **SEMIOLGY** from, (Lectures of the National Forum II, Semiology and Literary Texts, 2002, P. 196).

Ferdinand De Saussure (2018, P, 2) maintains that "*the sign relation is dyadic, consisting only of a form of the sign (the signifier) and its meaning (the signified)*" ([https://en.wikipedia.org/wiki/Sign_\(semiotics\)](https://en.wikipedia.org/wiki/Sign_(semiotics))). According to Ferdinand De Saussure, Semiology is similar to the system of writing the alphabet of the deaf, the mute, the symbolic rituals, the forms of respect and the military signals. (Ibid.) Yet, Semiology is greater than all these systems, and it is a science that studies lives of signs within a society. It is considered as a part of social life of a community, (**Semiology**). At the same time, Charles Sanders Peirce appears in the United States of America. He is the other founder of the **Semiotic Theory**. He identifies sign, its classification and the distinction between its types: **Icon**, **index**, and **Symbol**. (Bradley, 2016) (web - design < <https://vanseodesign.com>). He- Peirce- considers **Semiotics** as a necessary input of logic, which is a subset of the general science of symbolic signs. Hence, the logic of Pierce corresponds to **Semiotics** and it is based on the formulation of hypotheses and elucidation of results. Thus, Pierson's **Semiotics** is based on mathematics, logic, philosophy, and demonstration.

Accordingly, this "**Science of Signs**" is interested in studying how to use these signs as a means of communication in the language concerned. It is interested in studying the relationship between the **Sign** and the **Object** it refers to. This science is also interested in studying signs in relation to each other. Thus, this "**Science of Signs: Semiotics**" includes many branches such as Ideology, Semantics, Linguistics, Criticism,

Literature, Anthropology, Psychology, Sociology, etc., i.e. it is more general and most comprehensive than all these branches. This is due to the fact that, they are concerned with linguistic signs whereas, *Semiotics* is marked with signs and symbols whether they are linguistics or non-linguistics.

To sum up, as a new science, **Semiotics** is not born in a complete independence from other sciences, in the sense that it takes its origins and principles from a wide range of fields of knowledge such as linguistics, semantics, logic, psychoanalysis, social and anthropology, etc. Semiotics is an unspecified subject in a particular field. It is concerned with all fields of human action, all aspects of human behavior ranging from simple emotions, through social rites to the great points of view.

3.1. What is meant by a” Sign”?

A “**Sign**” is anything that made meaning. It is anything that is used to represent something. Ferdinand De Saussure defines its concept as the composite of the **Signifier** and the **Signified**. Therefore, it is impossible to conceive any sign without the two sides achieving it. Rather, every change in the signifier changes the meaning of the signified, and vice versa (Bradley, 2016). See the following figure:

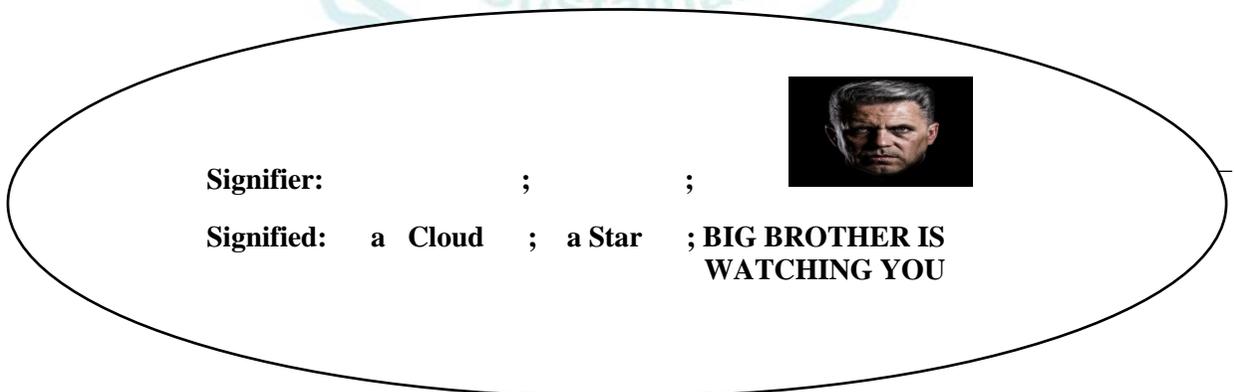


Figure No. (1): De Saussure’s Dyadic Model of Sign

1. **Signifier**- the form of the sign which might be a sound, a word, a picture, a facial expression a poster, etc. e.g. **The Big Brother's Posters, (NEF)**.
2. **Signified**- the idea, the concept or the object represented by the sign which might be an actual feeling, actual person, actual command to stop or to move, actual warning etc. e.g. **Big Brother is watching You (NEF)**

Pierce (2018, P, 2) who used the term *semiosis* (or *semeiosis*) and defined it to consider an "*action, or influence, which is, or involves, a cooperation of three subjects, such as a sign, its object, and its interpretant,...*" Thus, Pierce added a third part "**the Interpretant**" or what the addressee makes or senses of the sign to communicate accordingly.

According to Peirce, *Signs* take the form of different objects, but these things have no meaning by themselves. They become meaningful only when we invest them with their motives. So, anything can be a **Sign** as long as someone interprets it as '**Signifying**' something, or referring to, or standing for something other than itself. Thus, a sign derives from a certain process which Peirce calls *semiosis*. It is a cooperative communication among three elements: a) The conditions of interpretation (**Interpretant**); b) Representation (**Representamen**) and c) that which is represented (**Object**). These elements shape the so called **Semiotic Model**. It is to be noted that, the **Sign** and the **Concept** are connected by the person's **Perception**. The **Concept** and the **Object** are connected by the person's **Experience**. The **Sign** and the **Object** are connected by the **Conventions**, or the **Culture**, of the social group (a community) within which the person lives. These connections are important to the study of how meaning arises during the daily behaviours with the many signs that fill the human life. Consider the following figure:

Representamen: Signifier (The Big Brother's Posters +

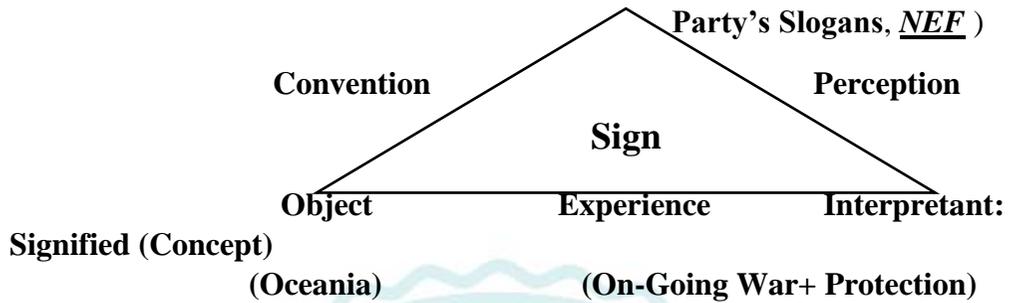


Figure No. (2): Peirce's Triadic Model of a Sign: Semiotic Elements

It seems that, the Peirce's *Semiotics* is an extensive symbolic search. Hence, it is based on linguistic and non-linguistic evidences. It is clear that, the concept of evidence would not have been so if it had not been extended to include various phenomena, whatever its nature. Peirce asserts that "*he could not study anything - such as mathematics, ethics, metaphysics, gravity, phonology, economics- without a semiotic description.*" Hence, Peirce classifies *a Sign Object* into three classes:

1. The **Index** which is the signal that is connected with the sign in a causal relationship or approximation such as the smoke signal which indicates that there is a fire or as a lightning and thunder which signify the arrival of a storm.
2. The **Icon** is the sign that represents the signifier and assesses its relationship with its object through the resemblance between them. The photographic image, for example, is one of the iconic signs; for, it is almost identical to what it represents. Hence, an icon is a sign that has its motive and justification which lead to a logical or intellectual meaning (**eg. The Posters of the Big Brother,NEF**).
3. **The Symbol**, which is like an **X** sign or a traffic sign. The symbol is the linguistic sign of De Saussure, whose its relationship to the object is arbitrary or random. Compare the following figure:

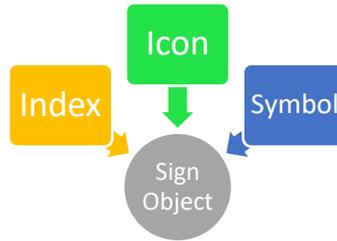


Figure No. (3): Pierce's Classification of a Sign

3.Ideology as Semiotics

As it mentioned above, an **ideology** is a set of beliefs that affects our viewpoints to the world. Thus, our ideology is our most closely set of values, beliefs, traditions, actions, feelings and religions. It acts as the filter through which we see everything and feel everybody. These things are so close to us that we do not realize. We simply think that our beliefs, values, traditions, actions, feelings and religions are natural and obviously true. Wikipedia (2018, P., 1) stresses that, *“the imagined existence (or idea) of things as it relates to the real conditions of existence”*.

Therefore, it is to be noted that an **“Ideology”**, in its widest sense means *“a system of ideas”*. **Semiotics**, the investigation of sign frameworks, is foreordained to make fundamental commitments to the investigation of systems of beliefs. The **Semiotic way** to deal with the investigation of systems of beliefs starts with an examination of the idea itself. Thus, *“Theoretical Semiotics”* , then, *has studied signs of ideologies and ideologies as sign systems, and “Applied Semiotics” has developed critical instruments to reveal the ideological foundations of media discourse, i.e. Semiotic, hence, is the roots of ideology,”*(NO` TH,1994, P., 11). Terry Eagleton (1991, P. 1) outlines (more or less in no particular order) some definitions of ideology as:

The process of production of meanings, signs and values in social life; A body of ideas characteristic of a particular social group or class; Ideas that help legitimate a dominant political power; ...; Ideas that offer a position for a subject; ...; Identity thinking; Socially necessary illusion; The conjuncture of discourse and power; The medium in which conscious social actors make sense of their world; Action-oriented sets of beliefs; ...; Semiotic closure; ...; The process that converts social life to a natural reality.

Then, and as stated by the Semiotician Bounce Hodge (*Semiotics Encyclopedia Online*), ideology identifies a unitary item that incorporates perplexing sets about implications for the social operators. No other term can be used to capture thing as the word 'ideology' does. Moreover, Rossi-Landi's (1972: 9) stipulates that “*a doctrine of ideologies without semiotics is incapable of articulating itself sufficiently. . . . On the other hand, semiotics, without the support of a doctrine of the ideologies, remains a specialized discipline, without any connection with practice, in spite of its belief to be a general theory of signs.*”

5. The Big Brother as an Iconic Totalitarian Character in George Orwell's NEF in Terms of Peirce's Model : An Ideological-Semiotic Stylistic Study

The world today is divided into 200 different countries, with regimes ranging from authoritarian totalitarianism in some places to traditional monarchs that look like ancient centuries, constitutional and democratic in other parts of the world. Today, however, the world has changed dramatically as globalization has changed the face of the world on the one hand, and modern technologies have allowed and even created a doubt of the forms of Orwellism perhaps. So, 1984 takes place in London in 1984, as George Orwell imagined it in 1948. It presents a picture of a society in a state of war

and perpetual mobilization, a corrupt society dominated by *Party Ideology*. A society that is mindless and deprived of all humanity, as a result of fear, oppression and torture. A tyrannical minority takes over the rule, deprives human freedom, exposes its privacy, and becomes surrounded by means of monitoring. So, the novel is in the future time in the city of London, and there is no doubt that Orwell reached the fabric of his prophecy in the community of Oceania. In reality, it is the Soviet Union at the time. In an Oceanic society, the *Party* is governed by the *Big Brother*, who is oppressed by great tyranny. He has instilled fear and terror in the hearts of the people through the surveillance screens he plants everywhere. Wherever and whenever the individual turns his face finds the posters of the *Big Brother* is replaced by the words: « **BIG BROTHER IS WATCHING YOU** (NEF, P, 3; P, 4; P, 18; P, 29; P, 83; P, 114; P, 119; P,302 & P,311) ».The Party raises slogans that are summarized in: “**WAR IS PEACE; FREEDOM IS SLAVERY; IGNORANCE IS STRENGTH.**”(NEF, P.6; P.18; P, 29; P, 107; P, 192; P, 209& P, 290). Three brief and contradictory sentences, indicative of the “*Double Thinking*,” which is one of the strategies that are used by the *Party* to control people’s minds. See the following figure:

The Big Brother's Posters (Iconic Signs: Representamen)

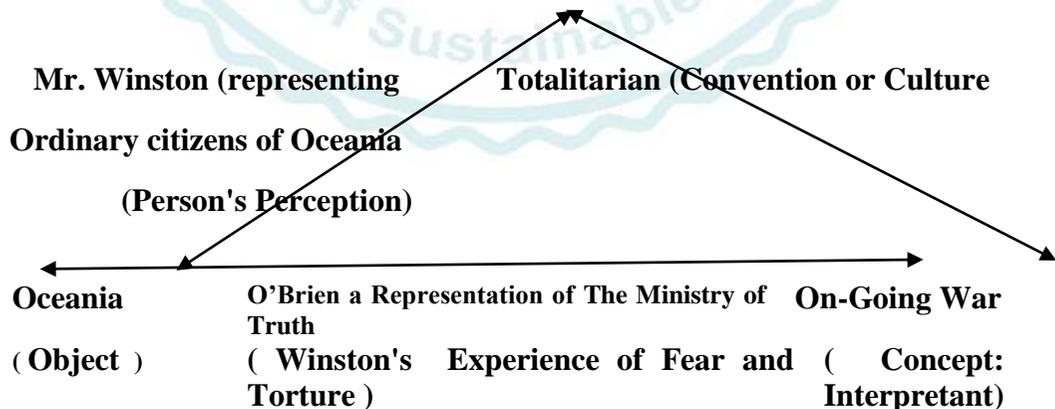


Figure No. (4): The Big Brother as an Iconic Totalitarian Character Sign in George Orwell's NEF

The protagonist is Winston Smith. He Lives in London and works as an employee of the *Ministry of Truth*, one of the four ministries- that share the affairs of the people- *the Ministry of Truth*, which has to deal with news, entertainment, education and art (**Propaganda**), but in fact, it distorts the facts and fabricates the news- telling lies. That is to say that, it falsifies facts and fabricates lies, falsifying the past or hiding it, or distorting the foreign press, or the books of history, changing and modifying them. The second ministry is the *Ministry of Peace*, which deals with war, weapons and defense. The third is *The Ministry of Love*, which is truly a terrifying device. It spreads hatred, i.e. has to deal with law and order (torture and brainwashing), while *the Ministry of Plenty* has to deal with economic affairs (rationing and starvation) seeks to curtail resources and starve the people, (NEF, P, 225). These ministries form the *One-Party Government*- in Oceania state it is the English Socialist Party- **INGSOC**¹ (NEF, P, 4; P, 28; P,38; P,55; P,201; P, 205; P, 221 & P, 222). The government of each state- *Oceania, Eurasia and Eastasia*- ensured its complete isolation from the other two by cutting off all channels of communication, and all means of comparison. The "**Big Brother**" is the mysterious figure that never appears to anybody throughout his life, and he is the leader "*Every success, every achievement, every victory, every scientific discovery, all knowledge, all wisdom, all happiness, all virtue, are held to issue directly from his leadership and inspiration. Nobody has ever seen Big Brother.*" (NEF, P, 216) His position is at the top of the *Party Hierarchy*, followed by **Inner Party** – the Elite Members, **Outer Party** Members and finally there are the **Proles**-who are considered- by the **Party**- as being nonhuman, "*The proles*

are not human beings,” (*NEF*, P,56). They are the general public of the hard-working. See the following figure:

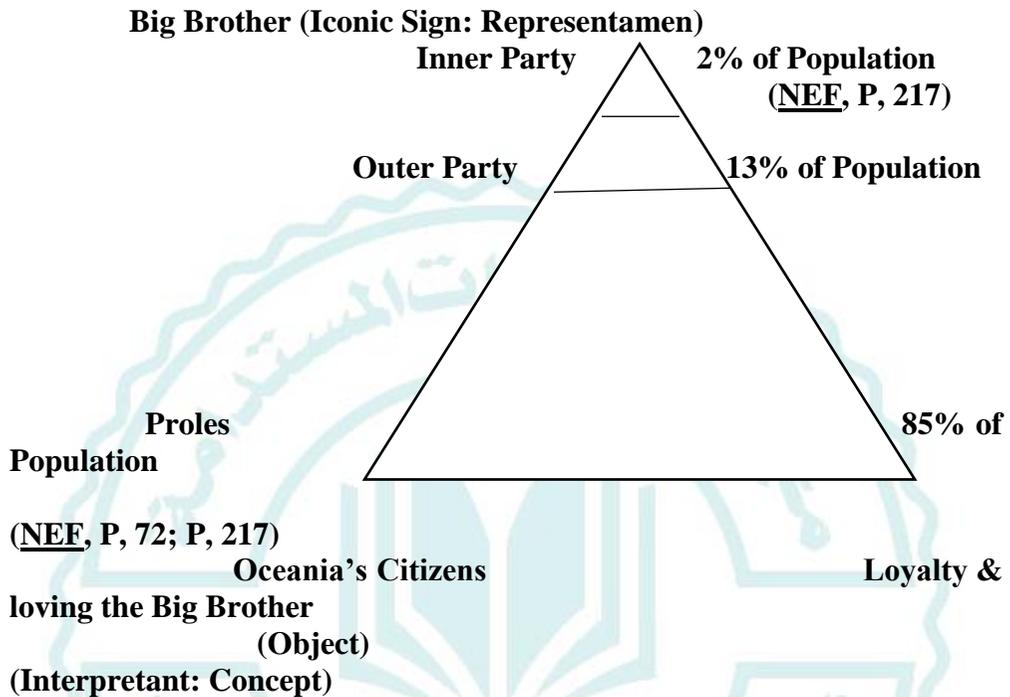


Figure No. (5): The General Structure of the Oceanic Society in *NEF* (P, 216)

The symbolism of the lines of the novel stimulates question about what the "**Big Brother**" is made of ? Orwell, in a predictive manner, reveals the rule of the totalitarian proletariat in its ideal state. The *Big Brother* is the one who holds the helm of government control of a society where its citizens' constant fear is at stake. A society in which rights are confiscated, freedoms are violated and every attempt to think is suppressed. A society of totalitarianism, class, tyranny, policing, surveillance, censorship and contradictions. A society in which the past ends yesterday and tomorrow will be debased. A society of which its citizens are without a shadow, without dimensions, thus, life becomes a monotonous and meaningless. Yet, in addition to the **Big Brother** and the Fabric enemy **Goldstein**, there is

Winston Smith, the central character of the novel, who has a tendency to rebel against the party's policies, because of his work in the Ministry of Truth, which enabled him to know how to falsify facts and invent lies. It is not only hiding facts by concealing or distorting what has been reported in foreign newspapers, but it extends to falsify the past, tampering with its facts, because it would control the present and control the future as well, i.e. lie passed into history and became truth. So, as Winston took part in the daily and obligatory sports, (*NEF*, P, 39), he recalled the memories of his childhood and the war that had taken place between his country and other countries. Thus, horror of reality is mixed with the dream of the remembrance in Winston's mind and the rest of London's people, who are forced to enjoy the benefits of a political system that lacks any connection with rational reality. In the midst of all of this, Winston Smith, the witness of how history is falsified and the past is changed, feels that history can only exist in his own memory and he can prove nothing:

Eg. 3. The past, he reflected, had not only been altered, it had been actually destroyed. (*NEF*, P, 38)....The whole literature of the past will have been destroyed. (*NEF*, P, 56) Everything faded into mist. The past was erased, the treasure was forgotten, the Lie became truth, (*NEF*, 78) Every record has been destroyed or falsified, every book has been re-written, every picture has been re-painted, every statue and street and building has been re-named, every date has been altered. And that process is continuing day by day and minute by minute. History has stooped. Nothing exists except an endless present in which the Party is always right. *I know*, of course, that the past is falsified, (*NEF*, P, 162)

Accordingly, he thinks that, he should write and record the information in a notebook, though, this is considered as being a *Thoughtcrime*: “*Thoughtcrime does not entail death: thoughtcrime IS death.*” (*NEF*, P, 30) So, if somebody discovers his thoughtcrime, he will be doomed to death, because he committed the crime of thought. Thought, as it is well known to the whole society, is one of the **Big Brother’s Rights**, which cannot be disputed.

But still, he found no outlet of it, so, he begins to write these ideas in a notebook that he had bought away from the monitoring screens- the *telescreens*- which surround him at each corner. As a result, he began to ask questions, discuss them and record them in his diaries, explaining the capabilities of his rebellious feelings toward the **Big Brother** and the **Party**. He does all this in a secret way, so that no one can discover his **Thoughtcrime**. And began to line up asking, to whom am I writing these things:

Eg. 4. To the future or to the past, to a time when thought is free, when men are different from one another and do not live alone- to a time when truth exists and what is done cannot be undone: From the age of uniformity, from the age of solitude, from the age of the Big Brother, from the age of doublethink- greetings! (NEF, P, 30).

Winston continues to ask questions in an attempt to find evidences to prove the validity of his assumptions towards the *Party* and its tyrannical character- *the Big Brother*. Then, he establishes a relationship with "Julia". Together they try to engage in any organization to conspire against the **Party** and try to undermine its pillars. Their relationship by itself is a political challenge and it is one of the so called once again a "*Thoughtcrime*." Therefore, they have to move from one step into another. The first step was

the result of a thinking process started years ago, and it is a secret idea that is unconsciously happened. The second step is his diary and writing his memories. The third step is the transition from *Ideas* to *Words* then *Acts*. Finally, the two comrades- Winston and Julia- are arrested and met with the *Ministry of Love*'s inspector O'Brien. **O'Brien** is a big leader in the **Inner Party**. In spite of the fact that, his official title is unclear, he is very close to **Big Brother**. Apparently, O'Brien is a co-conspirator and friend to Winston Smith until the third part of the novel, when he reveals his true status as a **zealous Party's leader** who had been closely watching Winston for many years ago. O'Brien is a representation of the Party with its all contradictions and cruelty. Orwell uses this character to bring his readers into the Party's Inner apparatus, so that its mechanisms can be revealed. Without such a character, the Party would be as mysterious and vague to the readers as it is to Winston and Julia. Not only he has two characters in nature, O'Brien also seems to be a very good practitioner of the so called *doublethink* in a very good manner. Doublethink is one of the 'sacred strategies' or principles' of the *INGSOC*. This is the hard device that helps the **Party** to control people's minds. We do not know whether he believes in this strategy of doublethink- which means to have two contradictory notions at the same time- or not believing in it, he is insisted to teach Winston to practice the same strategy:

Eg. 5. The key- word here is *blackwhite*. Like so many Newspeak words, this word has two mutually contradictory meanings. Applied to an opponent, it seems the habit of impudently claiming that black is white, in contradiction of the plain facts. Applied to a Party member, it means a loyal willingness to say that black is white when the Party discipline demands this. But it means also the ability to *believe* that black is white, and more, to *know* that black is white, and to regret

that one has ever believed the contrary. This demands a continuous alteration of the past, made possible by the system of thought which really embraces all the rest and which is known in Newspeak as *doublethink*, (*NEF*, P, 221).

This type of thinking does not apply to the characteristics of systematic thinking that recognizes logic as a measure subject to human thought of right and wrong, which contains axioms as starting points for the formation of new properties. But, doublethink recognizes that " $2 + 2 = 4$ " and at the same time " $2 + 2 = 5$ " if the party obliged you to do so, without any contradiction. (*NEF*, P, 83; P, 303) Then, Smith and O'Brien have certain rhetorical argumentations about the Party's politics, its means of governance, and its predominance over people's minds, represented by the following strategies:

5. 1. BIG BROTHER IS WATCHING YOU: Telescreens

A mysterious figure called "Big Brother" leads the party and the state of Oceania. He watches all the people through screens called the *telescreens*, located everywhere in the country and even in citizens' houses and bedrooms. Almost every aspect of life in Oceania is controlled: emotions; displacement; silence; sadness or joy; while maintaining a kind of anger; hatred; suspicion and other thing. With their double capacity to impact Party's propaganda and to see and hear the correct goings-on in any room, these *telescreens* are an obvious symbol and also the immediate means for the Party's consistent observing of its subjects. They additionally symbolize the propensity of totalitarian governments to manhandle innovation to encourage their own particular closures rather than to enhance expectations for everyday comforts.

Thus, *Telescreens* are devices which operate as both televisions, security cameras and microphones:

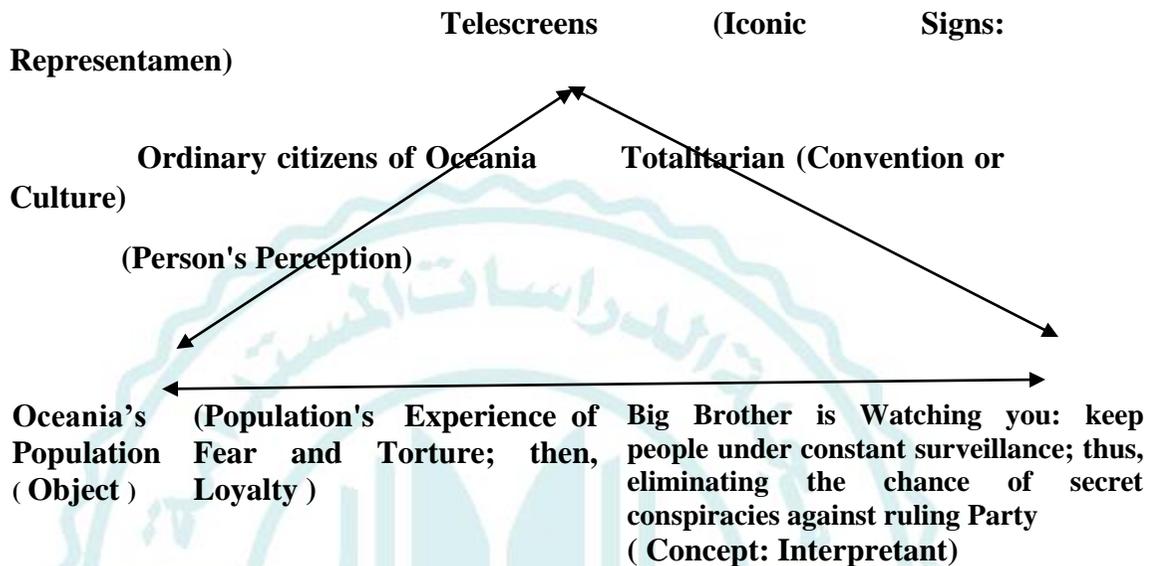


Figure No. (6): Telescreens as an Iconic Totalitarian Devices in George Orwell's NEF

In 1984 telescreens are used to keep Oceania's people under constant surveillance, thus eliminating any chance of secret conspiracies against ruling Party as a representative of Oceania. The screens are surveyed by the *Thought Police*. However, it is not clear how many screens are watching at once. Yet, it is seen that during an exercise programme which Winston takes part in every morning, the programmer can see him (NEF, P, 39), i.e. telescreens are an early variant of videophones. This is compensated by the fact that their microphones are incredibly sensitive, and they are said to pick up a heartbeat: (Wikipedia, 2010, P, 1)

Eg.6. To keep your face expressionless was not difficult, and even your breathing could be controlled, with an effort: but you could not control the beating

of your heart, and the telescreen was quite delicate enough to pick it up. (*NEF*, P, 82).... He thought of the telescreen with its never-sleeping ear. They could spy upon you night and day. (*NEF*, P, 174).... The instrument (the telescreen, it was called) could be dimmed, but there is no way of shutting it off completely....In the far distance a helicopter skimmed down between the roofs, hovered from an instant like a bluebottle, and darted away again with a curving flight. (*NEF*, P, 4)

It is a violation of privacy and the imposition of censorship by counting the breaths of citizens and their movements as well as their destiny and follow the direction of their thinking to monitor everything that would change the compass of loyalty to the **Big Brother** by using the developed technologies. Thus, the system of life in Oceanic society depends on making man live under the obsession of constant observation. Under the slogan: "**BIG BROTHER IS WATCHING YOU.**" Winston writes in his diary, you had to live by the habit that turned into a supposed instinct that every sound comes out of you and every movement is monitored. **BIG BROTHER IS WATCHING YOU.** His eyes are clinging to you. He is on the coins, on stamps, on covers. Thus, with ideological fanaticism and ideological bias repression was the perpetuation of tyranny of man over his fellow men. Therefore, the outbreak of wars, conflicts and quarrels that did not stop on civilization but undermined its foundation and wasted its intellectuals and thinkers, then transferred the most precious capital exists- man- into a Surveillance of citizens is one of the most important features of a totalitarian society. So, the shadowing of people is made by using the most developed technology machine as it happens nowadays.

5.2. Political Propaganda: the Abortion of Minds & Killing of Thinking

The important thing in 1984's world is the idea of absolute control over the media and its means. This control allows the government to change the past, the reality and even the abstract facts on an ongoing basis to suit its needs and objectives in deepening absolute control over the society and its thinking. This media dominance is accompanied by a constant infusion of a *Newspeak* that excludes concepts which could threaten the present state of the **Party**. Accordingly, huge-scale of political propaganda that idealized the leader-**Big Brother**- and fundamental standards of his policy was utilized to stifle any resistance assessment among population. The reason behind the rise of totalitarian regimes was the idea of the superman, which effectively kept on existing in any totalitarian culture "*Big Brother is the guise in which the Party chooses to exhibit itself to the world. His function is to act as a focusing point for love, fear and reverence, emotions which are more easily felt towards an individual than towards an organisation.*"(NEF, P, 217) Thus, **Propaganda** is widespread in Oceania, for the most part as mental stimuli. A case of this would be the pervasively placed telescreens that can be found in Winton's flat, telling the Party's every single seeing eyes. When it is not checking his discussions it may very well be discovered impacting Party's slogans and praising the Party for its latest triumphs over its enemies. The Party frequently thinks about its nationals current circumstance contrasted with how terrible it was amid capitalism to persuade its subjects that their circumstance cannot be enhanced anymore; for, they are carrying on an *Utopian culture* and what they want is the thing that they already have now:

Eg. 7. Day and night the telescreen bruised your ears with statistics proving that

people today had more food, more clothes, better houses, better recreations- that they lived longer, worked shorter hours, were bigger, healthier, stronger, happier, more intelligent, better educated, than the people of fifty years ago. Not a word of it could ever be proved.... (*NEF*, P, 77)

So, in Oceania, gossipy tidbits, rumors, fantasies, myths, thoughts, ideas and false data controls the psyches and minds of its population. **Propaganda** is a mental condition and a brainwashing, i.e. people of Oceania are indoctrinated to imagine that the Party is truly there to assist them, for making them happy: (Wilkinson, 2014, P, 1)

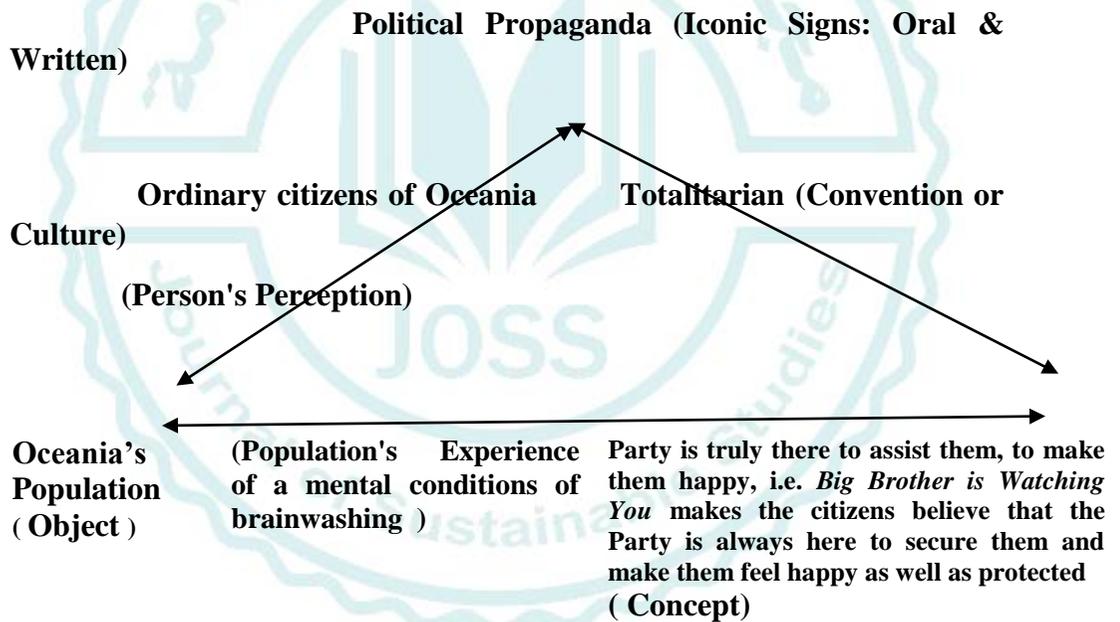


Figure No. (7): Political Propaganda as an Iconic Totalitarian Devices in George Orwell's *NEF*

One of the fascinating ways that the party used to control its own citizens' minds is the so called strategy of *doublethink*:

Eg. 8. **BIG BROTHER IS WATCHING YOU** (*NEF*, P, 3; 4; 300)
WAR IS PEACE (*NEF*, P, 6; 18; 29; 107; 192)

FREEDOM IS SLAVERY (*NEF*, P, 6; 18; 29; 107)
IGNORANCE IS STRENGTH (*NEF*, P, 6; 18; 29; 107; 192; 209)

These are examples of *doublethink*. For instance, “ **WAR IS PEACE**’ means that since there is a war going on, there locates peace to the **Inner Party**’s members. (*NEF*, P, 208) “ **FREEDOM IS SLAVERY**”, to the Party, this slogan implies that the liberty of the population is the evacuation of the **Party's power**. To the general population, this slogan no doubt speaks to the possibility that an excess of flexibility makes one turn into a slave to their faculties and shortcomings, because the Party is firmly against sex. (*NEF*, P, 140) Sex is for proliferation purposes, not for affection, “ Desire was thoughtcrime.” (*NEF*, P, 71) In the event that one turns out to be free of this "*understanding*" they would turn into a slave to their sexual desires. Besides, ignorance of the people is the Party's greatest strength, this is the Party’s point of view, and so on.

These techniques of slogans, propoganda, and mind control are used to control and manipulate people of Oceania, i.e. the **Party** is fixated on controlling and is resolved to keep their capacity through these techniques. As O’Brien said, “*Who controls the past controls the future: who controls the present controls the past.*” (*NEF*, P, 37; P, 260) These uses of propoganda prevent rebellion of the citizens of Oceania because they believe that this society is the ideal society “*It’s the Golden Country- almost,*” (*NEF*, P, 129). They trust that they are protected, and that they could not be more happier. This is because, everyone in Oceania is in danger, all the time, the citizens think that there is a war going-on. **Big Brother** represents the Party, and **INGSOC** as well. So, the slogan that maintains: “*Big Brother is Watching You*” makes the citizens believe that the Party is always here to secure them and make them feel happy. In other words, **Big Brother** turns into a nearly god-like figure, all-powerful and all-seeing. To the Party, the

slogan is to hold people in general under wraps by means of the terrify strategy. For, a frightened population is less demanding to control. To the general population, this could have either placed dread into them, realizing that all thoughtcrimes will be known, or could be seen with a suspicion that all is well and good. Or, they may trust that on the grounds that **Big Brother** is watching, then, they do not have to fear anything:

Eg. 9. At those moments his secret loathing of Big Brother changed into adoration, and Big Brother seemed to tower up, an invincible, fearless protector, standing like a rock against the hordes of Asia, and Goldstein, (NEF, P, 17)

Another fascinating strategy that the **Party** holds control over its citizens' minds is by manipulating history. Winston's work is to rewrite history and make it seem that the **Party** has been a victim throughout all of its wars. Hence, and according to **Party**'s textbooks all of its citizens adore the **Party**. Humans' desires fit in a subsequent to see that numerous individuals, nearly everybody, will expect and believe in this way and will accept circumstances for what they are in. At the end, the **Party**'s most powerful piece of propaganda is *Education*. As soon as children enter elementary school they are brainwashed- mentally conditioned- into reporting their parents in the case of betrayals and are instilled with **Party**'s ideals or standers "*Comrade Ogilvy*." (NEF, P, 49; P, 50) They are taught and trained that independence is disliked and frowned upon. Besides, they are all under the protection of the **Heroic Big Brother**. While most grown-ups would not have been tricked by **Big brother** posters that are plastered over the roads, children are more helpless and can be effectively persuaded to become an idealistic **Party**'s members:

Eg. 10 . Both of them were dressed in the blue shorts, grey shirts and red neckerchiefs

which were the uniform of the Spies. (*NEF*, P, 25)... That's a first-rate training better than in my day, even. (*NEF*, P, 66)... The children, on the other hand, were systematically turned against their parents and taught to spy on them report their deviations. The family had become in effect an extension of the Thought Police. (*NEF*, P, 140)...Who denounced you? Said Winston. 'It was My little daughter,' said Parsons.... (*NEF*, P, 245)

The most striking strategy of propaganda and mind's controlling - 'Reality control' (*NEF*, P, 37) - is seen in *Two Minutes Hate*. (*NEF*, P, 11; 13; 14; 16; 19; 44; 46) They are videos aimed for advancement of scorn and ill will against rival's mode. So, to be observation gadgets, telescreens are additionally TVs. It broadcasts propaganda about Oceania's military triumphs, monetary generation figures, energetic versions of the national hymn to elevate patriotism, and *Two Minutes Hate*, which is a two-minute film of Emmanuel Goldstein's desires for the right to speak freely and press, which the citizens have been trained to disagree with through *doublethink*: (Wikipedia, 2010, P, 2)

Eg. 11. ... The Hate had started. As usual, the face of Emmanuel Goldstein, the Enemy of the people, had flashed onto the screen. There were hisses here and there among the audience. ... The programmes of the Two Minutes Hates varied from day to day, but there was none in which Goldstein was not the principle figure. He was the primal traitor, the earlier defiler of the Party's Purity....He was abusing Big Brother, ...
(*NEF*, P, 13-4)

This propaganda encourages the **Party** to control people's minds in general. Propaganda against Goldstein is used to hurt him, make him public enemy number one. It is a very important approach to control the public's minds. If the whole country of Oceania is turned against this one man, people, then, will be distracted from the **Party's** actions as well, and become patriotic, thus, easier to control: (Wilkinson, 2014, P, 2)

Eg. 12. He took a twenty-five cent out of his pocket. There, too, in tiny clear lettering, the same slogan were inscribed, and on the other face of the coin the head of Big Brother. Even from the coin the eyes pursued you. On coin, on stamps, on the covers of books, on banners, on posters and on the wrapping of a cigarette packet- everywhere. Always the eyes watching you and the voice enveloping you. Asleep or awake, working or eating, indoors or out of doors, in the bath or in bed- no escape. Nothing was your own except the few cubic centimetres inside your skull. (NEF, P, 29)

Because of the balance of power, war is no longer resolved any conflict. The enormous increase in wealth has become impossible not to distribute it, and this threatens to undermine the class society. The solution, then, is having a war to destroy resources. Thus, poverty, ignorance, lack of awareness, stress of mind and enemy hysteria is dominated. The danger makes one feels that handing over for a handful of people is normal. Leaders must distinguish the credibility of the news in war, and this is not dangerous with doublethink. So, another strategy of propaganda is by **Terrorizing** of citizens by war and instability. It is used all the time. In this way such regime can control the general population forcing them to perceive what it wants them to perceive; to hate what it wants them to hate and of course do as it

wishes. People living in such an environment will naturally believe in what they are required to believe because they have nothing to compare:

Eg. 13. Oceania was at war with Eastasia: Oceania had always been at war with

Eastasia. (*NEF*, P, 189).... In other words it is necessary that he should have the mentality appropriate to a state of war. It does not matter whether the war is actually happening, and, since no decisive victory is possible, it does not matter whether the war is going well or badly. All that is needed is that a state of war should exist. (*NEF*, P, 200)

Keeping citizens trusting that a war is being pursued consistently is the **Party's** method for keeping peace. In the three states, including Oceania, war flashes patriotism and commitment to the nation. Through this patriotism and dedication, the **Party** can control the majority, and accordingly have peace. To the general population, in any case, the slogan “ **WAR IS PEACE**” basically implies that world peace cannot be acquired without war, and that without the war, their security would be debilitate

Ultimately, their minds with all of its mental energy fall and cannot resist anymore the flood of political propaganda of the **Party**. For, the rhythm of thinking becomes attributed to this tight framing and programmed restriction of potential areas of freedom. On this basis, the oppressed, the depressed and the defeated (politically, socially and economically) become a structural basis for the continuation of a totalitarian tyranny.

5.3. Language and Thought: Newspeak

This is an opening horizon to the novel in an exquisite way to philosophical dialogues and interpretation of the idea of the new language- *Newspeak* that Orwell introduced and entered into dictionaries. He told us in a wonderful

style how the political authorities try to control the language and reduce the number of its vocabulary to narrow its scope so that to control its peoples. The disappearance of the word democracy, for example, conceals democracy itself. The famous expression of Doublethink, which is the mental ability to think about and contrast; uses logic against logic; to call morality and reject it at the same time etc. Political language, then, is designed to turn lies into facts. This is the Newspeak- The New Language of politics.

Most linguists agree that the relationship between language and thought, regardless of philosophical positions, is an integration - functional cohesive relationship (Wikiversity, 2017, P, The development of thinking necessarily means the development of language as well. And, a progress of ways to express the same intellectual activity:

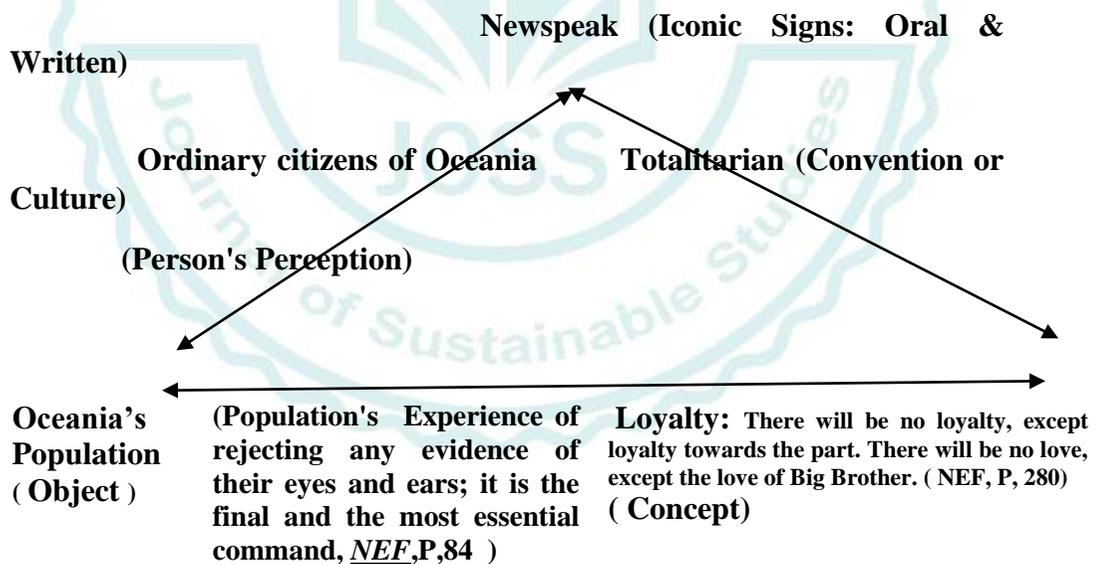


Figure No. (8): Newspeak as an Iconic Totalitarian Devices in George Orwell's NEF

Language as a pattern allows man to produce and express thought, contributing directly to ensure the sustainability and continuity of thinking

and the establishment of civilizations. In 1984's world, the extended dimension of politics in the destruction of the language is illustrated by the following:

Eg. 14 . He had brightened up immediately at the mention of Newspeak. ... 'The Eleventh

Edition is the definitive edition, 'he said. 'We're getting the language into its final shape-the shape it's going to have when nobody speaks anything else....You think, I dare say, that our chief job is inventing new words. But not a bit of it! We're destroying words- scores of them, hundreds of them, every day. We're cutting the language down to the bone. ... 'It's a beautiful thing, the destruction of words. Of course the great wastage is in the verbs and adjectives, but there are hundreds of nouns that can be got rid of as well. (NEF, P, 53-54)

This enhances the fact that, the intellectual climate of the **Big Brother** era, in the 1984 world, is zero and takes zero as its ultimate limit. Here, loyalty, which means lack of thought, is dominated by a lack of need to think. Loyalty, then, is a lack of awareness. This dwarfs the role of the mind as well as marginalizes its importance in renewal and in rejecting all forms of intransigence and tyranny:

Eg. 15. 'Don't you see that the whole aim of Newspeak is to narrow the range of thought? In the end we shall make thoughtcrime literally impossible, because there will be no words in which to express it. ...Do you know that Newspeak is the only language in the world whose vocabulary gets

**smaller every year? ... The Revolution will be complete
when the language
is perfect. Newspeak is Ingsoc and Ingsoc is Newspeak.
(NEF, P, 55)**

To give a very clear example concerning the disappearance of words from the language, Orwell discusses the problem of the disappearance of words from the minds of the elderly people, when Winston discusses an old man about the state of the country before the revolution and was it better than it is now? The man could not answer. The man remembered a million worthless things. A fight with a friend, a windy day, but every meaningful fact was out of his sight like an ant that sees small things and cannot see the big things (NEF, P, 96):

**Eg. 16. And when memory failed and written records were falsified- when that
happened, the claim of the Party to have improved the
conditions of human
life had got to be accepted, because there did not exist, and
never again could
exist, any standard against which it could be tested. (NEF,
P, 97)**

Orwell focus is mainly on language promoted by politicians and socially influential figures. He sees modern political language as vague, and meaningless, because it is made to hide truth and not to express it or reveal it. So, lying seems more honest, killing is respectable etc. This language starts with politicians, but it is transmitted as an infection to others. It is used by ordinary people who do not really want to hide the facts but find themselves doing so without any intention. So, O'Brien Winston's brilliant dialogues expanded and end on how he is convinced that two plus two equals five, three or four as the party wishes:

Eg.17. His thoughts wandered again. Almost unconsciously he traced with his finger in the dust on the table: $2+2= 5$. (*NEF*, P, 303)

Consequently, focusing on language and its role is an essential element of Orwell's *1984* world. The ruling Party (*INGSOC*) relies heavily on the full transformation of language and the removal of entire terms or the replacement of terms with others. Hence, the world of *1984* lives the transition from traditional English to the improved version of the term "*Newspeak*"- New English, which makes English language- the easy language- look very complicated when it compared with. The new language- *Newspeak*- adopts the absolute simplification of words and terms:

Eg. 18. In any case, to wear an improper expression on your face (to look incredulous

When a victory was announced, for example) was itself a punishable offence.

There was even a word for it in Newspeak: *facecrime*, it was called. (*NEF*, P,95)

6. Conclusion

In the light of the pervious ideo-semiotic stylistic analysis, the researcher has reached that **Ideology** is an intellectual system that achieves coherence. It can meet the utilitarian goals of a class, a community, a society etc. Then, it exploits its subjects to diminish the forces of materialism. This gives ideology a social presence and a clear perception of man's thinking about the world he lives in. Thus, it is presented by sociologists as a comprehensive vision of life, beliefs, human experiences and community building.

Oceania is a prescient result of a particular biography and a snapshot of time when the fuse of the Cold War had quite recently touched off. Clearly the present universe of Elective Truths is distinctive in various ways. The present circumstances is precisely communicated as Orwellian. Every one of us have

encountered the terrifying reality of the social media today. Its inclination and the conspicuous method for misshaping, adjusting or distorting realities can fabricate a solid and convincing case maybe more Orwellian than the realm of 1984 itself. (Broich, 2017) Today even in the most law- based nations, actualities about observation of nationals and the utilization of individual data is uncovered. Edward Snowden, the man who opened the eyes of his general public, illustrates, that advancement has for quite a while been used for perception and control. He picks - like Winston Smith, the hero of 1984 – to look against the system instead of remain calm and be an unwavering machine outfit piece in this structure. This shock occurred in the most democratic country in the world, the USA. (Greenwald, MacAskill and Poitras, P, 2013) NSA's past agent revealed reality which Orwell and his supporters dreaded. (NEF, 2017, P, 4).

The start point of 1984 recommends that the skyline of freedom from tyranny is conceivable and drives us to end its impossibility. The expectation is in the proles: “*If there was hope, it must lie in the proles,*” (NEF, P, 72; P, 85); “*If there was hope, it lay in the proles!*” (NEF, P, 229). It was not a critical point for Orwell that the ideological avocation of extremist tyranny is an exchange with philosophical or doctrinal or moral references. May be, the reason for its comprehension and assessment of truth are solid events or actions. Their results, their outcomes and their effect on individuals' lives are exceptionally self-evident.

A *Totalitarian Regime* depends on Political propaganda and falsification of facts and history. This prompts adulterate actualities, misrepresent news and direct some of them to what serves the regime interests. In this way, reality lies with the lie, so the qualification between them turns into a dream. As indicated by such regime, it is important to obliterate each capacity to recognize realities and falsehoods. In 1984, Orwell sees that misrepresentation is a critical need to strength and changelessness of such regime. Individuals under such regime cannot achieve the substances of the present nor the realities of the past. So, he warns us. And, Orwell does not intend to state that "English Socialism:

INSCOS will unavoidably prompt tyranny, he brings attention to the fact that no nation, not by any means England, is not ensured against such a result

Expressing the dominant way of thinking in “*1984*”, Orwell finds the most suitable word that has entered modern English language – “**doublethink**” (*NEF*, P, 9; P, 28; P, 37; P, 38; P, 74; P,163; P, 196; P, 200; P, 220; P, 221; P,223- 8 times; P, 224- 2 times; P, 225; P, 226-2 times; P, 259) as the ability to truly believe in two mutually exclusive things, or change their minds at the opposite due to an ideological necessity.

1. **INSCOS:**



The banner of the Party in the *1984* film adaptation from the book. Party flags are used, but never described in the actual novel. (*NEF*, P, 4; P, 28; P, 222; P, 223; P, 254)

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