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**М. А. Веркович**

THE USE OF RHETORICAL DEVICES IN G. ORWELL'S "ANIMAL FARM"

George Orwell's seminal fable "Animal Farm", a satirical novella of the rise of Stalinism, employs a rich array of rhetorical devices to convey its themes of power usurpation, corruption and the cyclical nature of tyranny. Through these devices, Orwell critically examines political divide and human nature. Some of the key rhetorical devices used in "Animal Farm", include symbolism, irony, satire, pathos, logos and an intricate range of logical fallacies, which all contribute dramatically to the enduring impact of the book.

At its core, "Animal Farm" is an allegory, where the characters, events and settings represent real-life historical figures and events during and after the October Revolution. Napoleon, the pig who rises to power, embodies Stalin, while Snowball represents Trotsky. The farm itself serves as a microcosm of society, demonstrating how revolutionary ideals can be subverted by those in power. This framework allows Orwell to engage in political commentary that transcends his specific historical context, inviting readers to reflect on broader themes of authority, betrayal, and the fragility of freedom.

The language Orwell uses in "Animal Farm" is simple, clear and accessible.

Description and dialogue are kept to a minimum and Orwell avoids sentimentality – even the most heart-breaking sections of the text are very direct in style. He focuses on telling the story, allowing the reader to concentrate on the lessons he wants us to learn.

One of the frequently utilised devices include anaphora, the purposeful repetition of words or phrases. It is used, for instance, to emphasise the necessity for all of the animals to obey the Seven Commandments: "*1. Whatever goes upon two legs is an enemy 2. Whatever goes upon four legs or has wings, is a friend 3. No animal shall wear clothes 4. No animal shall sleep in a bed 5. No animal shall drink alcohol 6. No animal shall kill any other animal 7. All animals are equal*". In a similar fashion, the constant repetition of the term "comrade" aids the pigs in convincing the rest of the animals that all animals are equal allies even though the pigs contradict this notion by taking control of all farm affairs and giving each other awards like Animal Hero First Class.

Irony permeates "Animal Farm", underscoring the discrepancies between the animals' aspirations and the reality of their situations. The famous maxim, "*All animals are equal, but some animals are more equal than others*", exemplifies this device. This statement reveals the hypocrisy of the pigs' leadership, who initially advocate for equality but ultimately establish a hierarchy that mirrors the oppression they sought to escape. This ironic twist not only critiques the betrayal of revolutionary ideals, but also emphasises the vulnerability of the working class, as well as the ease, with which language can be manipulated to serve the interests of the powerful.

Orwell uses satire to mock political ideologies and those in power. By depicting the absurdity of certain patterns of behaviour and the flaws in the pigs' leadership, especially Napoleon's, Orwell critiques the omnipresent corruption of totalitarian society.

Orwell's use of symbolism enriches the narrative by providing deeper meanings to the characters and events. The windmill, for instance, symbolises the animals' hopes for a better future. Initially seen as a means of self-sufficiency, it becomes a tool for oppression under Napoleon's rule. The windmill construction leads to the animals' suffering, making it a poignant representation of the false promises of a totalitarian regime.

Similarly, the character of Boxer, the hardworking horse, symbolises the exploited proletariat, whose loyalty and dedication are ultimately taken advantage of. His fate is ruthlessly sealed by those in power, yet Boxer constantly repeats the phrases "I will work harder" and "Napoleon is always right", which point at his unwavering work ethic and blind loyalty to the leadership of Napoleon. It serves to illustrate his commitment, highlighting how such repetitive mantras can be used to manipulate and control the oppressed.

One of the most significant characters of the novella is Old Major. He is an elderly boar who inspires the other animals on the farm to rebel against their human owner, Mr. Jones. Old Major represents the ideology of socialism and is based on the fundamental communist ideas of Marx and Lenin. In the opening chapters, Old Major gathers the animals to share his dream of a better life, free from the tyranny of humans. He articulates the principles of Animalism, advocating for equality and solidarity. He often resorts to pathos to invoke sympathy for the pigs and other animals by noting their unnaturally short lives: "*You young porkers who are sitting in front of me, every one of you will scream your lives out at the block within a year*". For the sake of emotional appeal Old Major also uses hyperbole to exaggerate the misery of all animals: "*No animal in England knows the meaning of happiness or leisure after he is a year old*". The statement is actually inaccurate, because Molly the horse, for instance, is quite happy with her sugar and ribbons.

The most odious, yet deadly effective "rhetor" among the pigs is Squealer, who serves as Napoleon's mouthpiece. His speeches are crucial in shaping the narrative and demonstrating how language can be used as an instrument of power. Many analyses suggest that Squealer represents Molotov, who was a close associate of Stalin and served as his chief propagandist. While Orwell did not explicitly state that Squealer was based on Goebbels, the Nazi Minister of Propaganda, it goes without saying that there are similarities in how both of them control information and manipulate public opinion.

Squealer often uses euphemistic language to downplay harsh realities or to make unpleasant truths sound more palatable. For example, he refers to the animals' lack of food as a "temporary setback" instead of addressing the dire situation directly. This softening of language helps to obscure the severity of their circumstances and maintain the animals' loyalty.

Squealer frequently employs logos through logical arguments, presenting figures and statistics to justify the pigs' actions and decisions. In addition, he frequently cites science to appeal to the animals' sense of reason to convince them that the pigs are acting in their best interests: "*Milk and apples (this has been proven by Science, comrades) contain substances absolutely necessary to the well-being of a pig*". Similarly, while citing Snowball's own words, Squealer uses a visibly credible argument, since the animals are incapable of checking his so-called facts: "*The shot only grazed him. I could show you in his own writing, if you were able to read it*".

Squealer is adept at stirring emotions among the animals through pathos. He uses anecdotes and emotionally charged language to create a sense of fear or urgency. For example, he warns that the return of the farmer would lead to a return to oppression and misery, thus invoking fear of the past to justify the pigs' increasingly authoritarian behaviour. "*Surely none of you wishes to see Jones back?*" is a rhetorical question, to which the animals are not expected to give any response.

Squealer employs logical fallacies such as straw man (distorting the arguments of those, who are critical of the pigs); red herring (when animals raise concerns about their living conditions, he redirects the conversation to threats posed by humans); false dilemma (the only options are support of Napoleon or tyranny under humans); bandwagon (as the majority of animals support Napoleon, the rest should, too); begging the question (he claims pigs must be in charge, because they are most capable, without giving any justification for their elevated status); ad hominem (he often unleashes verbal attacks against those, who oppose the pigs, in particular Snowball, instead of addressing their argumentation).

Squealer fallaciously appeals to tradition to justify the pigs' actions. He suggests that the changing of the commandments or the specific privileges of the pigs is a continuation of the original principles of Animalism, thereby appealing to the animals' sense of loyalty to their revolutionary ideals.

Squealer often speaks to the other animals in a condescending manner, using diminutive terms to belittle them. By framing his language in a way that suggests he is more sophisticated or knowledgeable, he reinforces the idea that they should trust his word without questioning and effectively manipulates the truth so that the pigs can maintain power at all costs.

To conclude, through the strategic use of rhetorical devices, George Orwell's "Animal Farm" weaves a compelling narrative that critiques the nature of power and corruption. Allegory provides the structural framework for the story, while irony and symbolism, deepen its thematic resonance. As readers engage with the text, they are not only entertained by masterly story-telling, but also prompted to reflect critically on the moral dilemmas surrounding authority and governance. "Animal Farm" remains a poignant reminder of the importance of vigilance in the face of tyranny, a lesson that continues to be relevant in contemporary discourse.