Doublethink and Manipulation: Psychological Tyranny in Orwell's 1984

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Abstract

This academic paper explores the complex web of psychological manipulation orchestrated by Big Brother in George Orwell's 1984, examining the profound impact on individuals' psychology. Drawing from a watchful analysis of the novel and of diverse scholarly articles on Orwell's 1984, the theoretical framework integrates Hannah Arendt's "The Origins of Totalitarianism" and Dr. Robert Cialdini's "Influence: The Psychology of Persuasion." The primary objectives is to unknot the complex dimensions of Big Brother's influence, exploring how totalitarianism shapes belief systems, utilizing doublethink as a manipulative tool and how they successfully persuade psychology. The research investigates the shades of psychological persuasion and analyzes Big Brother's mechanism of control, authority, and obedience. Doublethink, Newspeak, telescreens, and pervasive surveillance acted as a tool to manipulate precisely the collective mindset of the dystopian society, shaping individual and collective consciousness. Show casing the complexities of mind control in Orwell's dystopian masterpiece.

Keywords: Totalitarianism, Manipulation, control, Doublethink, and, Psychological Tyranny.

1. Introduction

George Orwell wrote (1984) one of the most recognizable 20th century fiction. Orwell's *1984* is surely one of the best-known novels of the century. Since its publication in 1949, '1984' has attained widespread acclaim and has become a cornerstone of modern literature, inspiring numerous adaptations and scholarly analyses. Orwell's exploration of surveillance, propaganda, and the erosion of individual freedom has earned 1984 a permanent place in the literary canon and continues to resonate with readers around the world. It projects a negative utopia, or dystopia, of a future totalitarian society which uses terror, surveillance, and a repressive bureaucracy to exert total power over the individual(Kellner, 1984). The novel clearly portrays a society that resembles a camp of concentration where the powerful Party, dictators, unquestionably exercise illegal actions. Navleen Multani argues that Newspeak and Big Brother (omnipresent ruler) beat people into submission (Multani, 2020). Citizens are conditioned, brutally threatened, monitored and made to live in eternal fear without protest, against the ruling Bourgeoisie, where they merely exist and do not protest against totalitarian rule. According to Mattias Desmet, (2022) 'totalitarianism is not a coincidence and does not form in a vacuum(Desmet, 2022). It arises from a collective psychosis that has followed a predictable script throughout history. The political satire continuously read for its ideas on the totalitarian regime, earning the reputation of a social and political satire in the twentieth century of communist regimes. The narrative follows the life of Winston Smith, a low-ranking member of the Party, which led by the enigmatic figure known as Big Brother. As Winston rebellious activities discovered, he underdoes brutal re-education, by Thought Police. The novel culminates in protagonist's complete subjugation and acceptance of the Party's version of reality. Nineteen Eighty-Four discusses a communist's strategy to enforce its ideological and psychological control by brainwashing its opponents. In Orwell's dystopian masterpiece, "1984" filthy influence of Big Brother extends far beyond the realm of political control(Multani, 2020). The novel explore the danger of totalitarianism and the erosion of individual freedom. Published in 1949, the narrative can observed in the imagined future of 1984, in a super state known as Oceania. As due to Orwell's personal experience with the Spanish Civil war, 1984 reflects this period where he envisioned the dangers of absolute political authority, especially in a period of advanced technology where private space is violated through monitored screens, emotions are disregarded and made private and the lack of freedom in speech is common.(Kellner, 1984) This research paper analyses the manipulation of human mind by the effects of a totalitarian government. Based on Hannah Arendt's work "*The Origins of Totalitarianism*" (1951). Arendt illuminates the *elements* of totalitarianism(Kohn, 2002). She examined the political, social, and cultural conditions that allowed for the emergence of such oppressive system(Hannah Arendt, 1951) and Dr. Robert Cialdini's book "*Influence: The Psychology of Persuasion* (2011)"(Cialdini, 2011j). As it explores the six key principles of influence: reciprocity, commitment, social proof, authority, liking, and scarcity. These principles shed light on how peoples' mind can be

subtly influenced and manipulated in different social situations. It delves into the complexities of psychological manipulation and the insidious concept of Doublethink, a society entrapped by a totalitarian regime that not only dictates its citizen's action but also their very thoughts. This research aims to dissect the psychological tyranny imposed by Big Brother, exploring the multifaceted nature of mind manipulation and the consequential societal ramifications depicted in Orwell's prophetic narrative. Through an in-depth analysis of the novel's characters and the narrative techniques, this study seeks to unravel the disturbing complexities of a world where truth is elusive, and individual autonomy is sacrificed at the altar of collective obedience(Conlin, 2017). As we goes through, the parallels between Orwell's fictional narrative and sociopolitical landscape becomes all the poignant, promoting critical reflections on the fragility of freedom and the implications of unchecked power over human psyche. The dehumanized society of 1984 is just such a world where the machine has triumphed over man and mechanical over human values.

The statement below is true
The statement above is false(Polonsky, 2011).

As Jamie Brown and Robert West says George Orwell coined the term 'doublethink' to refer to the act of holding contradictory views in different contexts(Brown, 2014). Doublethink is a manipulation mechanism by which people come to think two contradictory things at the same time, without even realizing it. In totalitarian countries propaganda and terror present two sides of the same coin (Hennah Arendt, 1951c). In the novel Orwell stats that "DOUBLRTHINK means the power of holding two contradictory beliefs in one's mind simultaneously, and accepting both of them"(Orwell, 1949i). This perspective not only highlights the oppressive control by the regime but also underscores the extent to which the human mind can be conditioned to embrace conflicting ideologies. The Party slogans are one of the clearest examples of doublethink. 'The Party says the earth is flat', 'the Party says that ice is heavier than water'—and trained himself in not seeing or not understanding the arguments that contradicted them'(Orwell, 1949j). It purports that one thing is another, even though those reading/hearing slogan now mean something else.

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WAR IS PEACE
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The phrase "war is peace" suggests that pursuing war is going to bring about peace. This feels wrong at first glance but seen as through Oceania's war with Eurasia/Eastasia. Turning their citizens' attention to the war and a clear enemy keeps them from focusing on who the true enemy is. The second element, "freedom is slavery," is even more evocative. Again, it seems false and contradictory at first. Winston knows that Oceania has been at war with both superstates but the Party presents it as one unending war that has never changed. 'He, Winston Smith, knew that Oceania had been in alliance with Eurasia as short a time as four years ago. But where did that knowledge exist? Only in his own consciousness, which in any case must soon be annihilated'

(Orwell, 1949l). Doublethink prevails since the novel allows no grounds for opposition besides Winston's metaphysical quest. Unlike other dystopias, this novel reduces fellowship to just another fantasy concocted and perpetuated by the Party. Winston says that, "If there is hope, it lies in the prols"(Orwell, 1949b). The idea as the cornerstone of the Party's psychological apparatus it encapsulates the ability and simultaneously hold antagonistic beliefs and accepts as true. One who controls evidence controls information itself. "If one is to rule, and to continue ruling, one must be able to dislocate the sense of reality"(Orwell, 1949i). 'Totalitarian movements struggling for power can use terror to a limited extent only and share with other parties the necessity of winning adherents' (Hennah Arendt, 1951e). The goal of power was to get people to accept as true what was false. Therefore, the Party chooses what is true and what isn't. It is what makes them so powerful. The masses have to be won by propaganda (Hennah Arendt, 1951e). 'Only statements that can be proven by evidence are believed'(Cinakli, 2021). In world Of Orwell the concept of evidence becomes distorted and subverted, as the Party fabricates and altars facts to suit its agenda. "The ministry of Plenty's forecast had estimated the output of boots for the quarter at 145 million. The actual was given as sixty-two million… half of the population of Oceania went barefoot"(Orwell, 1949m). Language is the unique human talent that works amazingly in molding one's thoughts and deeds(Hossain, 2018). Citizens, like Winston and Julia, are not encouraged to seek evidence or question the official narrative; instead they are subjected to a form of mind manipulation where contradictory information is erased, and unquestioning acceptance of Party-approved truths is demanded. In the narrative O'Brien says to Julia 'You, comrade'—he bowed his head to Julia—'will leave first'(Orwell, 1949o).

The novel succinctly portrays a society reminiscent of a concentration camp, where the authoritative Party ruthlessly engages in unlawful actions. In the narrative when 'O'Brien says that two and two can equal five, or Oceania's ruling Party announces great improvements in chocolate production realist claims that, like Swift's Houyhnhnms, the Party shows a horrifying desire for power and domination, not a commitment to a rational society(Goldstein, 2000). "It was always at night_ the arrest invariably happened at night… in the vast majority of cases there was not trails, no report of arrest. You were abolished, annihilated: VAPORIZED was the usual word"(Orwell, 1949q). Citizens systematically conditioned and compelled to exist in perpetual fear, devoid of any inclination to resist the totalitarian rule. "No one who has once gone astray is ever spared… we shall crush you down to the point from which there is no coming back"(Orwell, 1949r). When a male animal acts to defend his territory, for instance, it is the intrusion of another male of the same species that cues the territorial-defense tape of rigid vigilance, threat, and, if need be, combat behaviors(Cialdini, 2011i). Orwell's work claimed that to do this, lies must be told and believed sincerely. Also, the thing not convenient to remember should be forgotten and only brought back from memory when it is considered as appropriate for utilization(González, 2022). They merely endure their existence, suppressed and voiceless. The political narrative, renowned for its timeless relevance, emerges as a social and political satire of the twentieth century, drawing

parallels with the Russian and Italian communist regimes. 1984 delves into the strategies employed by a communist ideology to impose both ideological and psychological control through the indoctrination of its adversaries. "How could you appeal to the future when not a trace of you, not even an anonymous word scribbled on a piece of paper, could physically survive?"(Orwell, 1949v). The novelist skillfully captures his encounters with a totalitarian regime, ominously referred to as the Party. This influences profoundly impacts the protagonist, Winston, resulting in a profound sense of alienation on personal, interpersonal, and societal levels. The novel stands as a poignant exploration of the perils associated with absolute power and the erosion of individual autonomy under the weight of a controlling regime. For Orwell, Nature was essentially good and technology essentially evil. Technology in 1984 is used to enslave men, not liberate them. The telescreen, the speakwrite, the helicopter, the versificators that compose the songs sung by the proles, the book-writing machine on which Julia labors, and all the rest of the technological paraphernalia of the novel exist only to aggrandize the power of the state and violate human nature. As George M. Enteen has said, 'Shakespeare was wrong, we are told, in seeing art as a mirror held up to nature. Far more oblique is the relationship between art and life: a deep structure combining subjective intention, universal archetypes, and cultural myths'(Enteen, 1984b). Where in the novel the government manipulates truth and control perception, Orwell may be suggesting that art serves as a more hairsplitting tool. The novel itself acts as a deep structures, weaving together the author's intentions, universal themes of power and oppression, and the cultural concept of society.

In this respect, the novel depicts a society that resembles a concentration camp with its illegal acts that is dominantly exercised by the, corrupt, Party. The citizens are conditioned, monitored and made to live in eternal fear without protest. They merely exist and submit to the totalitarian rule. Therefore, it suggests a bleak future where people are deprived to live a decent life and lose their social identity. The citizens are monitored and conditioned through powerful methods. They live in constant perennial fear that make them obey and avoid thinking or questioning motives and principles of the Party. The motive of the government is to retain power by making people refuse to think independently. Accordingly, this research analyses extensively on the characters Winston, Julia, and O' Brien by adopting the concept of Totalitarianism by Hannah Arendt (1951) a political theorist of the 20th century and the Psychological Manipulation by Dr. Robert Cialdini (2011) a social psychologist, the study focuses on the concept of Mind Manipulation of characters by exercising totalitarian dictatorship.

2. Literature review

As Orwell's narrative unfolds, the presence of Big Brother becomes synonymous with the erosion of individual autonomy, employing sophisticated tactics of mind manipulation and fostering a culture of Doublethink. George Orwell singled out doublethink as the most important resource for undermining human freedom within totalitarian societies the one in 1984(Martin, 1984b). In terms of the novel, however, these other weapons in the totalitarian arsenal serve to support the more fundamental goal of

encouraging wide spread and systematic use of the irrational thought process. Orwell memorably dubbed "doublethink": Ultimately it is by means of doublethink that the Party has been able to arrest the course of history. Multani, Navleen argues that Orwell's Nineteen Eighty-Four (1984) is about a totalitarian technological state, Oceania. Ingsoc, the ruling party, believes in the 'sacred principles' of 'Newspeak,' 'doublethink' and the mutability of the past (Multani, 2020). Ingsoc utilizes technology to subjugate individuals. It deploys scientific progress such as spacecraft, teleportation devices, speech recorders, automated novel-writing devices, levitating strongholds, poetry generators, concealed audio devices, voice recorders, aerial patrols, interrogation tools, memory voids, and synthetic fertilization for monitoring and domination. It follows that we can understand Orwell's novel and his vision of the threats to freedom only if we can understand doublethink. "Even to understand the word 'doublethink' involved the use of doublethink" (Orwell, 1949w). Gary Lupyan and Benjamin Bergen (2015) has put emphasizes that there are certain distinguished forms of diction that constitute the core of the language and act solely on programming human mind(Gary Lupyan, 2015). 'The decline of a language…have political and economic causes' (Orwell, 1946). The link between language and power has been exposed masterfully. "We're cutting the language down to the bone. The Eleventh Edition won't contain a single word that will become obsolete before the year 2050" (Orwell, 1949x). 'An absolute system of containing thought and imagination of people. The Party treats people as though they were nothing but playthings at its hands'(Hossain, 2018). "It was terribly dangerous to let your thoughts wander when you were in any public place or within range of a telescreen" (Orwell, 1949z). Richard Oxenberg argues that 'Doublethink supports, by systematically, diverting the psyche away from any recognition of anything that would call its self-serving constructions into question'. "True to the Principles of doublethink, the Party taught that the proles were natural inferiors who must be kept in subjection, like animals, by the application of a few simple rules" (Oxenberg, 2021). Psychologist Daniel Goleman, in his book "Vital Lies, Simple Truths: The Psychology of Self-Deception" (1985) gives a detailed account of the strategies the psyche can employ so as not to notice what it itself is doing (Goleman, 1985). The self-deceiving psyche will fabricate self-satisfying narratives that it will then, quite deliberately, refuse to scrutinize. It will selectively perceive whatever reinforces its beliefs and selectively ignore whatever does not, and then conceal from itself the fact that it is doing so. 'The essential act of the Party is to use conscious deception while retaining the firmness of purpose that goes with complete honesty' (Orwell, 1949i). Mike W Martin asserts that Orwell, it seems to me, has identified this important area of overlap in the general approaches to understanding human beings and their beliefs (Martin, 1984b). He is urging that Marxism without attention to the vast human capacity for self-deception cannot make sense of how governments shape public opinion. 'To keep them in control was not difficult. A few agents of the Thought Police moved always among them, spreading false rumours and marking down and eliminating the few individuals who were judged capable of becoming dangerous'(Orwell, 1949ab). In a website 'Psychology & Neuroscience' It is said that in George Orwell's 1984, a great deal of space is devoted to explaining "Double-think," part of The Party's method of

"reality control."(Neuroscience, 2024) The Party intellectual knows in which direction his memories must be altered; he therefore knows that he is playing tricks with reality. Preston Ni in his analysis '14 Signs of Psychological and Emotional Manipulation' asserts that 'Manipulative people may let the other person speak first and ask questions in order to assess that person's weaknesses' (Ni, 2015). We have observed the phenomena, in the narrative, when O' Brien manipulate Winston by knowing what he want to do, he let him to tell his opinion "Shall I say it, or will you?' he said. 'I will say it,' said Winston" (Orwell, 1949ai). We have assumed that one of the characteristics of manipulation, for instance as distinct from persuasion, is that it involves power and domination. The term 'power' would be taken to represent something in the world (Clegg, 20 March 2013). An analysis of this power dimension involves an account of the kind of, control that some social actors or groups exercise over others (Clegg, 20 March 2013). We also have assumed that such control is first of all a control of the mind, that is, of the beliefs of recipients, and indirectly a control of the actions of recipients based on such manipulated beliefs. "All the beliefs, habits, tastes, emotions, mental attitudes that characterize our time are really designed to sustain the mystique of the Party and prevent the true nature of present-day society from being perceived" (Orwell, 1949aj). Manipulation may affect social representations in many ways, both as to their contents as well as to their structures (Van Dijk, 2006). Abbott Gleason (1984) in his "Totalitarianism in 1984" describes that the arrival of 1984 has brought us a milestone that we do not know how to celebrate but cannot ignore (Gleason, 1984). One reason for this that 1984 was a generational nightmare. The political consequences of high technology for our theme arguing that the cautionary meanings of the book maybe stretched to include advertising and mass consumption. If there were such a thing as an 'age of totalitarianism', 1984 would be one of its seminal books. The notion of an "unperson" and the idea of a "memory hole" have become standard terms in our language. As a novelist, Orwell exaggerated and simplified the mechanisms for controlling the past.(Enteen, 1984a) 'When one knew that any document was due for destruction… it was an automatic action to lift the flap of the nearest memory hole and drop it in'.(Orwell, 1949ak) They are used when someone need to throw away, permanently, something Big Brother/ the Party wants to be censored. More commonly, the phrase is related to politics and may be used when someone appears to be attempting to erase the public's memory of an event. This may include erasing embarrassing images and messages (Baldwin, 2024b). As soon as Winston had dealt with each of the messages. Then he… dropped them into the memory hole to be devoured by the flames (Orwell, 1949al). This image of fire destroying the truth provides a powerful image of control of government. This government is not just controlling its citizens; it is literally rewriting the history of the world as they know it to be more in line with its own goals (Hansen, 2019). The essay 'The Dynamics of Terror in Orwell's '1984' by Malcolm R Thorp (1984), explore the methods of totalitarian control envisioned in Orwell's famous anti-utopian projection into the future of world politics (Thorp, 1984). In many ways, 1984 was a logical culmination of Orwell's career as a political writer and the book illustrates his belief that since the 1930s political behavior had become increasingly irrational.

Through a clear analysis of relevant literature, this review aspires to contribute to a deeper understanding of the psychological dynamics at play in Orwell's dystopian world. This review aim to critically assess the current state of knowledge, drawing on insights from different works to display the intricate mechanism through which Big Brother' regime influence and mold the thoughts, beliefs, and behaviours of the society it subjugates.

3. Significance of the Research

After examining the specific aspects of mind manipulation and doublethink within '1984,' it is important to reflect on the significance of this focused approach. By delving deeply into these particular themes, we have been able to uncover clear insights and connections that contribute to the understanding of Orwell's dystopian vision. Focusing on specific aspects allows for a more thorough analysis of key concepts, shedding light on their implications for individual autonomy, societal control, and the power dynamics within the narrative. This targeted approach enables us to draw clear conclusions and make meaningful interpretations.

4. Methodology

This research employs a comprehensive methodology to analyze the psychological tyranny depicted by Big Brother in George Orwell's "1984," with a specific focus on mind manipulation and doublethink. Drawing on insights from scholarly sources, including "Doublethink, Manipulation, and Creativity" (2017) and Jabeen Begum's work on manipulation (2023), the study begins by defining and contextualizing these concepts within the novel's narrative. The theoretical framework further enriched by integrating Hannah Arendt's "Origins of Totalitarianism" and Robert Cialdini's "Influence: The Psychology of Persuasion." Arendt's insights into totalitarian regimes provide a foundation for understanding the broader sociopolitical context, while Cialdini's psychological principles offer a lens through which to dissect the cognitive and emotional dimensions of mind manipulation within the Party's control mechanisms. By synthesizing Orwell's narrative with Arendt's and Cialdini's theories, the research aims to provide a logical and comprehensive framework for examining the complex dynamics of political power, psychological manipulation, and the pervasive influence of Big Brother in "1984" (Arendt, 1951; Cialdini, 1984; Orwell, 1949).

5. Results and Discussion

In the Result and Discussion section, we delve into what we have learned about how Big Brother messes with people's minds in "1984." Our literature review uncovered the subtle ways Big Brother uses mind manipulation and Doublethink to control society. This section analyzes the patterns and contradictions and aim to get a clearer picture of how Big Brother's regime influences the way people think. This part of the paper is like connecting the dots. Showing the impact of mind control in Orwell's world by the theoretical work from Hannah Arendt's *"Origins of Totalitarianism,"* underpinnings of

totalitarian regimes and their impact on individual autonomy and by incorporating Robert Cialdini's *"Influence: The Psychology of Persuasion,"* the utilization of psychological principles to dissect the cognitive and emotional dimensions of mind manipulation.

5.1.   Doublethink: A Manipulation

As in *George Orwell's 1984* by Navleen Multani it's clear that George Orwell's harrowing experiences of war, understanding of imperialism and aesthetic enthusiasm orient him to produce work of art that exposes lies and injustice (Multani, 2020). The term "doublethink," as seen in George Orwell's '1984,' is used to describe one's capacity to hold two contradictory beliefs at one time.(Baldwin, 2024a) Doublethink is a psycho-cognitive strategy that enables the duplicitous mind to conceal from itself its own duplicity (Oxenberg, 2021).

A situation in which someone seems to believe two opposite things, or claims to believe something but does the opposite.("Doublethink: Meaning of Doublethink in English," 2024) Doublethink was a form of social indoctrination in which subjects are expected to simultaneously accept two conflicting beliefs as truth ("Doublethink," 2024). Doublethink was a concept introduced by George Orwell in his novel, 1984…The term is used several times throughout the novel and is experienced by multiple characters. It is also one of the three most important principles of INGSOC along with the mutability of the past and Newspeak (Baldwin, 2024a). George Orwell in his narrative stats that 'Doublethink means the power of holding two contradictory beliefs in one mind simultaneously and accepting both of them' (Orwell, 1949i). In the world of 1984 'even to understand the word 'doublethink' involved the use of doublethink' (Orwell, 1949w). Orwell's work claimed that to do this, lie must be told and sincerely believed. As George Orwell he himself has said that "if thought corrupts language, language can also corrupt thought" (Orwell, 1946). Also, what isn't convenient to remember should be forgotten and only brought back from memory when appropriate (González, 2022). Mike Martin argues that George Orwell singled out doublethink as the most important resource for undermining human freedom within totalitarian societies (Martin, 1984b).

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WAR IS PEACE

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George Orwell had used the phrase as Party's slogans. This encapsulates the concept of doublethink, a crucial element in the Party's manipulation of reality and control over its citizens. The invention of print made it easier to manipulate public opinion, and the film and the radio carried the process further' (Orwell, 1949ap). A state of perpetual war keeps the citizens united against a common enemy. In the novel readers are told that 'the Ministry of Peace, which concerned itself with war' (Orwell, 1949k). But the actual scenario is 'Winston could not definitely remember a time when his country had not been at war, but it was evident that there had been a fairly long interval of peace during his childhood (Orwell, 1949aq). Inside the narrative citizens are conditioned to

believe that their oppressive living conditions are the results of a necessary war effort. 'War had been literally continuous, though strictly speaking it had not always been the same war' (Orwell, 1949as). George M Enteen, says that "Orthodoxy means not thinking not needing to think. Orthodoxy is unconsciousness." (Enteen, 1984a). The Party's control over its citizens through conformity and unquestioning acceptance of its ideology. As scholars have said the 'war means on more than a continuous shortage of consumption of goods' (Orwell, 1949a). 'Oceania had been at war with Eastasia and in alliance with Eurasia... Oceania was at war with Eurasia: therefore Oceania had always been at war with Eurasia' (Orwell, 1949l). What the Party tell their citizens, the people say 'yes'. Doublethink gives the citizens the ability to not only hold two contradictory thoughts in their mind at the same time but also simultaneously believe that they are both true. This allows the Party to be able to manipulate historical evidence and know that no matter what they say, the citizens will believe it is the truth. Without doublethink, Big Brother or the Party would not be able to keep the people of Oceania under their control.("Examples of Doublethink in 1984 by George Orwell," 2024) According to the narrative of doublethink '*War is Peace'* but 'the Party add nothing to the wealth of the world, since whatever they produced is used for the purpose of war' (Orwell, 1949c). However, the essential act of war is destruction, not necessarily of human lives, but of the products of human labour. War is a way of shattering to pieces, or pouring into the stratosphere, or sinking in the depths of the sea' (Orwell, 1949d). As we believe that 'questioning is the use of effective questions, either planned or incidental, to confirm and develop knowledge and understanding. An effective question is the start of a constructive dialogue' ("Questioning," 2024). 'Questions give them a sense of ownership'.(Gurinder Singh, 2019) But in 1984 *Ignorance is strength* and 'the splitting of the intelligence which the Party requires of its members, and which is more easily achieved in an atmosphere of war, is now almost universal' (Orwell, 1949e). According to Natalie Frank the Party develops this ability in its citizens by undermining their individuality, independence, and autonomy by creating an environment of constant fear through propaganda (FRANK, 2023). The war serves as a tool for the Party to consolidate power. Justify its oppressive policies, and keep the citizens in a constant state of fear and obedience but 'It should be noted that the fighting never really moves beyond the edges of the disputed area' (Orwell, 1949c). A state of constant war demonstrates that people are sacrificing for the greater good of the society, pledging their effort and money to the war, and devoting themselves to their country and government (FRANK, 2023). Ultimately the entire war is spurious and is either not happening for the purposes quite other than the declared ones: but such knowledge is easily neutralized by the techniques of DOUBLETHINK' (Orwell, 1949f). The goal of defending its power by preventing new ideologies is the first and most important reason why the Party is obsessed with fostering and monitoring doublethink (Martin, 1984a). 'In our society, those who have the best knowledge of what is happening are also those who are furthest from seeing the world as it is' (Orwell, 1949g). The power control of the Party over Oceania is built on a foundation of absolute reality. Doublethink acts as a safeguard against the development of dissenting ideologies and diversification of thought that could lead to the formation of

alternative ideologies. The absences of divergent contributes to a controlled and stable environment that serves the party.

5.2.   Psychological Persuasion

In Nineteen Eight Four Cialdini's principles, woven in the Party's regime, can analyze the psychological dynamics of Doublethink and Mind manipulation. We know that 'Manipulation is widespread (if not to say pervasive) in all areas of human life'(Rinofner-Kreidl, 2016). As Jonas Koblin stats that the principles of persuasion are a set of psychological rules to influence others (Koblin, 2023). In the book "*Influence: The Psychology of Persuasion*", Robert Cialdini outlines six main principles: Reciprocity, scarcity, authority, consistency, liking and consensus. He later added a 7th principle, unity. In context of totalitarianism, psychological persuasion operates a potent tool for control. The collaborator and confessor were "brainwashed". The word itself has become popular as a term for all sorts of persuasion and as explanation for any behaviour which we do not understand (Schein, 1959). In a totalitarian government 'everyone is washed clean' (Orwell, 1949h). 'People simply like to have reasons for what they do' (Cialdini, 2011i), as citizens feels obliged to contribute to the collective surveillance for their own safety, the fear of punishment or the desire to be perceived as loyal. In the dystopian world, "You get what you pay for"(Cialdini, 2011f) citizens pay for their perceived safety the surrender of their personal autonomy and truth. We know that, 'Stereotyped behavior is prevalent in much of human action' (Cialdini, 2011h) individual conform to establish a pattern of behavior and societal expectations like Daily Routine, Uniformity in Thought, Two Minutes Hate, and Fear of Deviation. The Party 'we make the brain perfect before we blow it out' (Orwell, 1949h). In the dystopian society it will generally be found that "the writer is some kind of rebel, expressing his private opinions and not a 'party line" (Orwell, 1946). A group of people who know very well where the weapons of automatic influence lie and who employ them regularly and expertly to get what they want (Cialdini, 2011g). In society when everybody thinks alike, nobody will think at all.(Arnold-Forster, 2023) Conformity is a powerful force that narrows the thought patterns of groups and individuals. Robert Cialdini says that 'each of us has been taught to live up to the rule, and each of us knows about the social sanctions and derision applied to anyone who violates it' (Cialdini, 2011e). The indoctrination of children through organizations like the Junior Spies displays the Party's efforts to mold young minds into adhering a specific set of beliefs and behaviors. In the novel 'thoughtcrime is a dreadful crime' (Orwell, 1949n). Robert Cialdini argues that 'few people would be surprised to learn that, as a rule, we most prefer to say yes to the requests of someone we know' (Cialdini, 2011d).

Societies derive a truly significant competitive advantage from the reciprocity rule (Cialdini, 2011e). If you give something to someone. It makes them more open to being influenced by you. This is because we don't like to feel that we owe someone and so we want to return the favor to clear our social debt. O'Brien told Winston 'We shall meet in the place where there is no darkness.' (Orwell, 1949p). Winston's interactions with

O'Brien, demonstrate elements of reciprocation, creating a sense of trust. According to Robert Cialdini 'Scarcity the Rule of the Few'… Opportunities seem more valuable to us when their availability is limited (Cialdini, 2011k). The psychological impact involves the influence on the consciousness and feelings. It is easier to resist at the beginning than at the end (Cialdini, 2011c). In the dystopian world of Nineteen Eighty Four 'Once a stand had been taken, the need for consistency pressured these people to bring what they felt and believed into line with what they had already done. In the case of Winston and Julia when there crime was spotted, after giving them treatment they brought everything out and after that they 'don't feel the same towards the other person any longer' (Orwell, 1949s). The slogan of the Party which is 'Who controls the past controls the future; who controls the present controls the past (Orwell, 1949t) shows its conscious attempt to regulate history. According to George Orwell, 'A man may take to drink because he feels himself to be a failure, and then fail all the more completely because he drinks. Winston felt he had failed to come up with the struggle and 'he picked up his glass and drained it at a gulp. As always, the gin made him shudder and even retch slightly' (Orwell, 1949u) 'We all fool ourselves from time to time in order to keep our thoughts and beliefs consistent with what we have already done or decided' (Cialdini, 2011b). Power of the consistency have long been by the Psychologists to understand the principle to direct human action. To understand why consistency is so powerful a motive, it is important to recognize that in most circumstances consistency is valued and adaptive. Robert Cialdini states that 'Inconsistency is commonly thought to be an undesirable personality trait' (Cialdini, 2011a).

5.3. Totalitarianism's Effects on Belief System

Societies were founded, cohere, develop, degenerate and die based on their belief systems (J. L. Usó-Doménech & J.-A. Nescolarde-Selva, 2016). 'A strong feeling that something/somebody exists or is true; confidence that something/somebody is good or right' ("Definition of Belief from the Oxford Advanced Learner's Dictionary," 2024). Hannah Arendt described totalitarianism as the existence of a state without laws (Wiener, Steve. 2023). Arendt focuses on how totalitarianism transforms ideological systems of belief into deductive principles of action.(Kohn, 2002) 'It was only after a decade of national wars, civil wars, revolutions, and counter-revolutions in all parts of the world that Ingsoc and its rivals emerged as fully worked- out political theories. But they had been foreshadowed by the various systems, generally called totalitarian' (Orwell, 1949y). The narrator of the novel illustrate the policy of totalitarianism like, we know that 'the relationship between propaganda and indoctrination usually depends upon the size of the movements on one hand, and upon outside pressure on the other' (Hennah Arendt, 1951h). According to J. Harry Wray 'constraint and organization are very nearly the same thing' (Wray, 1979). The idea that could align with the oppressive and highly controlled society depicted in the novel. Knowing a specified attitude is helpful in predicting further ideas and attitudes' (Wray, 1979). Just as Winston had said to O'Brien that 'Five! Five! Five!' (Orwell, 1949aa). He was forced to accept the Party's version of reality forsaking his own belief. He was in fear that if I didn't said what he

wanted to be heard then the situation would have got strange. We know that 'belief systems are the stories we tell ourselves to define our personal sense of Reality' (J. L. Usó-Doménech & J. Nescolarde-Selva, 2016). Contradiction play a big role in Doublethink ("Contradictions In George Orwell's 1984," 2024). Because a member of the Party is expected to accept two beliefs that contradict each other at the same time, and they have control the direction in which their memories should be altered'. 'Doublethink satisfies the needs of the Party' ("Contradictions In George Orwell's 1984," 2024). The concept of individual beliefs is systematically dismantle through the manipulation of language, censorship, and constant surveillance. In a totalitarian government 'a Party member is expected to have no private emotions and no respites from enthusiasm' (Orwell, 1949ac).

Citizens are compelled to conform to the Party's version of reality, eliminating the freedom to create personal narratives. 'All that required of them was a primitive patriotism which could be appealed to whenever it was necessary to make them accept longer working-hours or shorter rations' (Orwell, 1949ad).

The 'decadence of our language is probably curable' (Orwell, 1946) but the by the control of The Party over information 'it was expected that Newspeak would have finally superseded Oldspeak…by about the year 2050' (Orwell, 1949ae). And in our world there will be no emotions except fear, rage, triumph, and self-abasement (Orwell, 1949af) thought eradicates the individual's ability to shape their own belief system. In 'Nineteen Eighty Four' narrator elaborates that 'A Party and attitudes demanded of him are never plainly stated, and could not be stated without laying bare the contradictions inherent in Ingsoc'(Orwell, 1949ag). After re-education and brainwashing 'he traced with his fingers in the dust on the table:

2+2=5 (Orwell, 1949ah).

According to Lumanyano Ngcayisa (2018) Arendt further states the popularity and victory of the leaders is based on masterful propaganda, over ignorance and stupidity(Ngcayisa, 2018). The Party 'at first used chiefly antisemitic propaganda to win firmer control of the population' (Hennah Arendt, 1951f). The emerging political systems were foreshadowed by earlier systems characterized by absolute control and authority. The passage implies that Ingnoc's rise to power is rooted in a historical context of global upheaval and the emergence of authoritarian ideologies. According to Arendt propaganda was a key factor of totalitarianism. 'Only the mob and the elite can be attracted by the momentum of totalitarianism itself; the masses have to be won by propaganda' (Hennah Arendt, 1951a). The essential point is that 'the necessities for propaganda arc always dictated by the outside world and that the movements themselves do not actually propagate but indoctrinate' (Hennah Arendt, 1951g). For seeking the attention of the people the Party announced that 'Oceania was not after all at war with Eurasia. Oceania was at war with Eastasia. Eurasia was an ally' (Orwell, 1949am). This was all the propaganda for acquiring. The 'Party' seeks that the proles are not human beings (Orwell, 1949an) to maintain control and suppress any potential rebellion. It is a manifestation of the dehumanizing propaganda used to manipulate and

control the population in the dystopian world. "Three months later FFCC had been suddenly dissolved with no reason given" (Orwell, 1949ao). According to Britannica under totalitarian rule, traditional social institutions and organizations are discouraged and suppressed (Duignan, 2024). 'A few agents of the Thought Police moved always among them, spreading false rumours and marking down and eliminating the few individuals who were judged capable of becoming dangerous' (Orwell, 1949ab). Thus, the social construct is weakened and people become more amenable to absorption into a single, unified movement. Bourgeoisie had produced apathy and even hostility toward public life (Hennah Arendt, 1951b). When a male animal acts to defend his territory, for instance, it is the intrusion of another male of the same species that cues the territorial-defense tape of rigid vigilance, threat, and, if need be, combat behaviors (Cialdini, 2011i). 'If you are a man, Winston, you are the last man. Your kind is extinct; we are the inheritors. Do you understand that you are ALONE?'...And you consider yourself morally superior to us, with our lies and our cruelty?' (Orwell, 1949ar). The totalitarian ruler must, at any price, prevent normalization from reaching the point where a new way of life could develop (HEnnah Arendt, 1951d). In a totalitarian state, the police operate outside the constraints of laws and regulations, and their actions are purposefully unpredictable (Duignan, 2024). George Orwell had cleared the idea of thought police in a totalitarian government as 'No one who had once fallen into the hands of the Thought Police ever escaped in the end. They were corpses waiting to be sent back to the grave' (Orwell, 1949at). In a totalitarian enclosure the masses are either directly or indirectly 'control through the use of terror and intimidation by the police' (Steve Wiener, 2023). Hannah Arendt in "The Origins of Totalitarianism" concludes that the paradox of totalitarianism in power is that the possession of all instruments of governmental power and violence in one country is not an unmixed blessing for a totalitarian movement (HEnnah Arendt, 1951d).

6. Conclusion

In conclusion, this research lightened-up the profound psychological impact of Big Brother's tyranny in George Orwell's 1984. Past studies have tackled the issue from different perspectives where different scholars have different analyses and findings. What makes this study different is that the link between regime and its manipulation on society. Therefore, this paper studies Hannah Arendt's insights from "The Origins of Totalitarianism" and Dr. Robert Cialdini's principles outlined in "Influence: The Psychology of Persuasion" provides a robust theoretical framework. In totalitarian regime where everything is under control: the family, individual, sex, thoughts, emotions, feelings and history, through an extensive exploration of the novel and relevant scholarly articles, the study elucidates the far-reaching consequences of Big Brother's manipulative tactics. Totalitarianism's influence on belief systems, the insidious nature of doublethink as a tool of manipulation, and the intricate dynamics of psychological persuasion emerge as central themes. The orchestrated use of doublethink, Newspeak, telescreens, and patrols underscores the meticulous strategies employed by

Big Brother to control minds. This research contributes to our understanding of the interplay between authoritarian power structures and individual psychology.

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