



CLARIFYING THE CONCEPT OF BIG BROTHER AS DEPICTED BY GEORGE ORWELL'S NOVEL *NINETEEN EIGHTY FOUR*

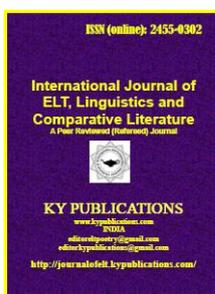
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ABSTRACT

This study aimed at clarifying the concept of Big Brother as depicted by George Orwell's Novel *Nineteen Eighty Four*. The researcher adopted the historical and psychoanalytical methods. This study discusses the idea of Big Brother in different views such as Philosophical, Political, Psychological and Literary dimensions. The findings of this study revealed that the notion of Big Brother has its importance in this novel. It focuses on the way of domination and control of people. There are different phases of the presence of Big Brother, which shows his conduct. Propaganda, Totalitarianism and Manipulation are the dangerous phases of Big Brother; they allow the cruel government to monitor its citizens. Big Brother aims to maintain control over citizens of Oceania. Moreover, Winston is the main character in 1984. The dictatorial regime embodied by the Party A and its leader Big Brother has an important role to do with the hardships of Winston's life. In 1984, Big Brother affects Winston by violence and torture. Torture and fear are the underlying oppressive feature of the government machine that mainly affects Winston. Winston is subjected to continuous surveillance, restraints, and he lives under the constant threat of being tortured. Winston is arrested and admits that he loves Big Brother at the end of the novel. Winston's defeat does not come by him therefore he is imposed by the party. Winston's emotion is always hated and feared towards Big Brother. The conclusion of this study is that Winston represents anyone who lives in totalitarian state, anyone who is under oppressive rules. This study recommended that the esthetic and artistic values of Orwell's novels such as figurative language and the rhetorical images should be investigated.

Keywords: Manipulation, Totalitarianism, Propaganda, Manifestation, Ideology and Psychological.

Introduction

Nineteen Eighty-Four is regarded one of George Orwell's prominent narrative works. This kind of novel is set in the future. The novel sheds the light on the Party and how does it impose its attitudes upon civilians and how this might come to damage individuality of humans. In addition, the story of 1984 centers about the struggles and the ultimate downfall of the protagonist whose name is Winston and who lives in a pessimistic world of the Big brother and the Party.



Nineteen Eighty-four” in 1984. Rodden, (2007) pointed out that George Orwell is a prominent English writer of the first half of the 20th century. He was recognized as one of the most influential satiric writers whose works have merited detailed scholarly attention. More than half a century after they were written, Orwell’s books are still much in demand. Rodden wrote in (1989) that Orwell was ‘alive today’ because the topics of his works are alive today, and this is equally true in the twenty-first century. In the novel, the figure Big Brother becomes a term. It is present whenever the state surveils and controls people. This idea of big brother represents leadership, the physical phase of the party and its power while it is not really clear whether Big Brother actually exists or existed within the novel. Despite the fact that the idea of Big Brother does not exist physically, but a huge propaganda is done to make him famous. Many slogans are said on his behalf and many positive achievements are attributed to him. Amongst those characters in the novel 1984 was Winston Smith, the protagonist who works for the ministry that is responsible for the media and production of propaganda for the government. Thus, the main character is a part of the system against which he would eventually rebel.

Statement of the Problem

It has been observed that view of Big Brother represented different scopes in Philosophical, Political and Psychological dimensions in Contemporary British Literature. Also, it will answer questions and highlight common phases of the presence of Big Brother in the novel Nineteen Eighty Four. Moreover, it proves the focus, which is how this concept of Big Brother has a psychological effect on the protagonist of this novel.

Question of the Study

To What extent does the view of Big Brother represent the Philosophical, Political and Psychological dimensions in Contemporary British Literature?

Hypothesis of the Study

The view of Big Brother significantly represents the Philosophical, Political and Psychological dimensions in Contemporary British Literature.

Objective of the Study

This study aims to achieve the following objective:

To highlight the view of Big Brother represents the Philosophical, Political and Psychological dimensions in Contemporary British Literature.

Significance of the Study

The view of Big Brother is very interesting because it is a prediction of the unknown. The impact of this idea is largely portrayed in 1984 itself. Moreover, this study gives a contribution in literature knowledge on Orwell’s 1984, and it will help the researcher analyze a novel through Philosophical, Political and Psychological dimensions in Contemporary British Literature.

Methodology of the Study

This study is adopted a historical method, which provides a background about the evolution and the different aspects of the concept of Big Brother. So, the psychoanalysis approach is also utilized to shed light on the psychological influence of Big Brother on the protagonist Winston. Data collection was collected from different sources mainly library source and internet..



The Concept of Big Brother

Before providing different interpretations of the idea of Big Brother in such domains: philosophy, politics, psychology and Contemporary British Literature; it is better to define this concept. Big Brother appears first in George Orwell's work 1984. Lister Sumrall states in his book "I predict 1984: is Big Brother Watching You?" that "Big Brother is the dictator and ruler of Oceania, a country that he formulated with its geographical area embracing what is called, Great Britain, Australia, and the Americas (Brown, 2010). Moreover, he mentions that there were huge and many photographs of a man who is called Big Brother. He was everywhere and his eyes follow the citizen wherever they go. Therefore, people could not escape those staring eyes that followed them. These photographs of Big Brother watch every action they do.

However, in her thesis entitled "Orwell's Nineteen Eighty-Four and England's Intelligentsia" Forest (2003) defines the notion of Big Brother that is a man, but his existence is doubtful because he does not appear. Big Brother controls the lives of members of the party through an elaborate system of surveillance and indoctrination methods. Big Brother is the head of the Party members and the whole government has secured by surveillance, control and constant lies, manipulation of history, facts and events. Big Brother is the leader of this totalitarian state socially and politically.

Sabaha (2015) says in her essay entitled "George Orwell's 1984: The Dangers of totalitarianism" that "Big Brother leads the world of 1984. He is depicted on posters pasted on walls with the caption "Big Brother is Watching You". The posters represent a fierce attack against privacy. In modern culture, the term "Big Brother" has entered the lexicon as a synonym for abuse of government power, particularly in respect to civil liberties, often specifically related to mass surveillance.

This is a general over view about the idea of Big Brother to show what it is. The idea of Big Brother is discussed in different domains and philosophy is one of them.

The Philosophical View of Big Brother

According to (Merriam Webster) Big Brother is "the leader of an authoritarian statement or movement." or "an all-powerful government or organization monitoring and directing people's actions". In other words, Big Brother is the boss who has the power to control behaviors of people. This latter, becomes a recent invention because Big Brother has a relation to electronic cameras and TV screens. Therefore, cameras and screens are the philosophical view of the modern way of watching people and this interpretation seems logical (HbdW 2009).

Thus, the description of the notion of Big Brother varies from one critic to another; for instance, Izumi Iwashita indicates in her essay entitled "On George Orwell's 1984: Sight, Surveillance and Observation" that "Big Brother embodies authority-watching citizens constantly and carefully, and under the totalitarianism of the state, such an environment functions to form a natural prison in which all the citizens are confined from the moment of their birth and throughout their lives (Berggren, 2016). It means that Big Brother is the higher authority in the totalitarian state. He watches in such environment the masses continuously and prudently. He exercises his absolute power over the population. In addition to that, the Oxford English Dictionary defines the concept Big Brother used to signify a person, state, etc and it has a specific use. It has been around since the nineteenth century, but Orwell is credited with a specific use of the term. Orwell uses the term Big Brother to signify an imaginative character in the story. Big Brother is emphasized by the over-increasing surveillance and he is omnipotent and infallible, Hole (2007) adds that Big Brother's infallibility is comparable to God and this idea is philosophical because when you compare something to God, it becomes no logic or sense in the world. In fact, his claim is true since 1984 portrays Big Brother as transcendental figure, a visible shadow, a creator, a

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manipulator, a torturer and a savior and these features only can implied on the supremacy of God. Consequently, Big Brother is emphasized by his supremacy and omnipresence.

Furthermore, Wong (2001) set out in his article the Foucault's implications of the panopticon metaphor in his analysis of modernity in connection with the idea of Big Brother in contemporary culture. He argues that the notion of Big Brother appears to have captured our collective imagination.

In addition, Yeo (2010) interprets "Big Brother" in his essay entitled "Propaganda and Surveillance in George Orwell's Nineteen Eighty-Four: Two Sides of the Same Coin" that it tends to be associated with surveillance. However, it is also a piece of propaganda, propagating the belief necessary for panoptic surveillance.

Surveillance is the state when surveils and control too much and it is a way of limiting people's free will while propaganda is the means used to realize surveillance.

Other discussion about the Idea of Big Brother reveals a parallelism between Big Brother and religion. Orwell says in his novel Nineteen Eighty Four:

Big Brother is infallible and all-powerful. 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. We may be reasonably sure that he will never die, and there is already considerable uncertainty as to when he was born. 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 that are more easily felt towards an individual than towards an organization (271).

To prove, the extent Big Brother parallels to religion in 1984. Big Brother has features that draw the attention to God, for example, he is the head of the state and he never appears in the story. Yet, his physical appearance does not exist, but his control over people is always present. Big Brother is a dominating figure because he sees everything around Oceania. Therefore, the features of Big Brother in the novel can symbolize God because only God who has this features and Big Brother represent God of citizens in Oceania. The Party makes itself so powerful in order citizens of Oceania do not need religion. Instead, the Party has created Big Brother, a God-like figure who demands total obedience from his people. Samar Sami claims in his article entitled "A semiotic Analysis of Threat and Warning Symbolism George Orwell's 1984" according to Saussure's theory, Big Brother is the signifier, which indicates a nice man who loves and helps his family; the signified of this symbol is a threat since Big Brother symbolizes an open threat that no one can escape his gaze. Therefore, no one can break his rules. Besides, the name itself represents irony since the name of Big Brother should be a kind person but we find the opposite in this novel. The writer clarifies Big Brother as an ordinary man who lives with his family and interacts with people. On the other hand, Big Brother can be a form of warning about the dangers of totalitarianism (Franchella,2012).

As far as the philosophical view of the Big Brother is concerned, it should be given other interpretations in the domain of politics. Therefore, the idea of Big Brother has a political significance in the novel and in Politics.

The Political View of Big Brother

While the notion of Big Brother has an interpretation in philosophy, also it reveals different views in politics. Big Brother is a political thought and it makes an impact on politics. Isaac (1955) mentions in his essay entitled "1984 –The Mysticism of cruelty", the most famous terms has entered the political vocabulary is "Big Brother". It occurs in most newspaper articles and speech denouncing Russia and communism. He adds that Big Brother is known as the benefactor, the obvious prototype and the ruler over the single state



Daniel (2016) comments in his article "Big Brother can Watch Us". Big Brother is a form of warning used by the government to maintain power and control people. The government adopts modern technology to threaten others. This description politically demonstrates that Big Brother is a representative of a dictatorial government in society. He interests to explore visions of totalitarian rule, political surveillance, and political control of dissident and the loss of individual liberty. Other important point about Big Brother is his supremacy in the society. He exercises total control and manages citizen's lives by watching with cameras and advanced technology Mark Dice in his book entitled "Big Brother: The Orwellian Nightmare Come True" discussed how the idea of the Big Brother manifested through the implications of technology in actual present and in the near future. This manifestation of Big Brother threatens our life and horrifies the world, especially because technology of now a days is so progressive, low-priced and the watchful eyes of surveillance such as cameras and Telescreens are mass-produced.

Furthermore, the notion of the Big Brother is explained as "an experiment in governance. It is important to consider the new surveillance context in which documentaries take place. This focuses on the way documentaries are seeing social issues as a means of getting to the personal and emotive." (Gareth, 2002). Therefore, the term of "Big Brother" is important in the direction of human conduct and control.

In her dissertation, entitled "Adapting totalitarianism: Nineteen Eighty-Four in Film Adaptations" Kouters,(2015) summarizes the concept of the Big Brother, as the continuous authority by using cameras, microphones and producers to monitor strangers. As well as growing camera surveillance around the world, led to the use of the term Big Brother and it becomes commonly associated with the process of watching and controlling by a powerful and anonymous authority. As a result, the idea of Big Brother in Politics mainly focuses on the course of technology and its development because this latter introduces quick methods of guise.

The psychological View of Big Brother

Psychology has been associated with some aspects of the society of Orwell's novel 1984. Some ideas and concepts are explained in a psychological way, and the writer speaks about the psychological methods used by the government of Big Brother to maintain control over citizens. Therefore, many psychological concepts are included in the book 1984, such as Thought crime, Room 101, Newspeak, Ingsoc and Big Brother. Big Brother is one of the effective psychological concepts in the novel. Freud's theory of psychoanalysis can be applied to Orwell's 1984. According to Freud's psychological point of view, the idea of Big Brother represents highly advanced civilizations; a higher level of organization develops the production and objectivity of people to better the group as a whole. Big Brother offers people protection. However, persons have to obey the rules of the governing control to avoid delaying its progression. Freud suggests in "Civilization

and Its Discontents "that "civilization is built up upon renunciation of instinct, how much it presupposes precisely the non-satisfaction...of powerful instincts [such as sex and aggression]. In other words, Freud's conception of civilization demonstrates the idea of Big Brother in George Orwell's Nineteen Eighty-Four.

Here, civilization is the government of Big Brother which orders the subjugation of pleasure, or desire of satisfying instincts, by training individuals to accept what is right, and what is wrong. Freud's theories, the id, ego and super-ego suggests that Big Brother effects human progress as individuals become gradually reliant on it. Moreover, the government uses a means to suppress individuals externally and internally and forwards their repressed instincts. Freud debates the impacts that Big Brother has on instincts like sex and violence. Nineteen Eighty-Four highlights the limits of Freud's theories; Big Brother strips persons of their aptitude for pleasure. The novel illustrates Freud's views about the capacities of human nature in a civilization; exemplifying his argument, that Big Brother has the control ability to entirely suppress pleasure and kill instinctual human nature. Freud



considers Oceania the model of a repressive government of Big Brother. In Oceania, there are conventional means of behaving that are obligatory by its members to stay alive. The party dictates every aspect of its members' lives. The party prohibits sex, aggression, free thought, and individual expression. Freud explains that the conflicts of instincts can have in stimulating an individual when instincts are suppressed by society. Freud demonstrates this conflict throughout his theories of id, ego, and super-ego.

Theory of Freud's id is the primary step of human progress. The id is the offender of instinctual drives and it is where aggression and sexuality originate. For the government in Nineteen Eighty-Four, the id is everything that is incorrect with persons, and the Party's objective is to overpower it with the super-ego. The super ego leads us to attempt to act and live in a socially suitable way, although the id just needs immediate self-satisfaction regardless of what society enforces.

The super-ego commands our sense of right and wrong. The ego is the individual sensation of reality and consciousness. The ego's job is to fulfill the id sufficient for it to subside, while outstanding within the super-ego's limits. Freud explicates that the "super-ego waves the sinful ego with the same feeling of anxiety and is on the watch for opportunities of getting it penalized by the external world. Demonstrating in Nineteen Eighty-Four, the super-ego is the Party's counter in suppressing the id. Big Brother not only controls the individual super-ego with its rules of what is right and wrong, it also goes a step further in its attempt to catch members committing "thought crimes" (having beliefs that are instinctual or rebellious against the Party).

The Significance of the Notion of Big Brother in 1984

Orwell's 1984 is the story in which Big Brother is the high leaders of dystopian society. His job is convincing people that he is well cared for by the government. Big Brother is the political dominator who heads the Party and Orwell's world "Oceania". He is the face of the totalitarian and autocratic regime, and the political collective that presides over Orwell's fictional society. The importance of Big Brother is in his centrality in the society of 1984, and his great power that exists in the Inner Party. (Sparknotes on Orwell's 1984).

As stated in Brian Phillips, Boomie Aglietti and John Crowther's book Sparknotes 1984 George Orwell, Big Brother is not always visible in the novel 1984, but he is present throughout the events of the story. He is a character that demands the inhabitants of Oceania to love him. Orwell's use of Big Brother in the novel 1984 is a demonstration of how dictatorial states run by totalitarians. Big Brother is the higher authority of the country, and people respect, love Big Brother more than their families. They always defend him against the enemy. Besides to that, Big Brother plays the most important personality in the novel because he is shown to be "larger than life, and his dead is impossible. The party brought the character of Big Brother into life. Big Brother is present as the personification of the Party and exists for the authority that the party has. The government makes its decisions in the name of Big Brother and therefore the role of Big Brother is important in the novel.

Padden,(2015) says in her essay entitled "Big Brother is Watching You: Panoptic Control in George Orwell's Nineteen Eighty-Four", Big Brother is a fictional character created by the Party. He is the most elite and powerful in this authoritarian state of Oceania. He exercises complete control over society by creating a new language, destroying history, taking away rights of people. The novel highlights further importance of Big Brother is in destroying any sense of independence and individuality amongst citizens, for example all people in Oceania have the same life style, wearing the same blue uniform and eating the same food. Consequently, people become powerless, exploited and they loss the sense of freedom. Big brother is important because he has great power to control all what is happens in Oceania. His power exists in the government and the party, which are responsible to fulfill orders of Big Brother.



Finally yet importantly, the importance of the idea of Big Brother contributes in a way or another to the novel 1984. It is the main core to understand the world of 1984 even if it is not clearly apparent in the story, but its big impact is prominent.

Phases of the Presence of Big Brother

George Orwell and his novel Nineteen Eighty-Four show a terrible image of a world, in which the figurehead Big Brother has an absolute control on every aspect of citizen's life. In this world of Oceania, Big Brother monitors and manipulates moves, behaviors and thoughts of masses. His reality in the novel is doubtful, but there are signs and phases justify his presence in the story such as, Propaganda, manipulation and totalitarianism. They embody the powerful appearance and presence of the total authority of Big Brother. They show the different mechanisms of Big Brother in running matters of the state.

Propaganda

Yeo, (2010) in his study "Propaganda and Surveillance in George Orwell's Nineteen Eighty-Four: Two Sides of the Same Coin" comments that Nineteen Eighty-Four shows all ways of propaganda exists in the totalitarian state of Big Brother. The Party takes propaganda to the extreme limits in its governmental control over public's speeches, actions and even their thoughts. The party focuses its attention in exploiting every technique, skill and genre of communication. It interests in making huge propagandas about anything that fulfills Big Brother's interests. In 1984, Propaganda is used in forms of slogans, pictures, TVs and Telescreens to send different messages to people. Thus, Big Brother adopts propaganda to warn and threaten anyone wants rebell against the party.

The definition of propaganda according to Merriam-Webster dictionary is an idea or statement that is frequently incorrect, fabricated and exaggerated. It spreads in order to support a cause, a political leader, a regime, or an organization. In the context of the novel 1984, a huge propaganda made about Big Brother, and it often serves purposes of the party. In addition Propaganda pictures the presence of Big Brother in 1984. Big Brother controls Oceania and its citizens by adopting different methods like fear, surveillance and propaganda. The party use propaganda to spread a good image about Big Brother. So, various slogans are made to reinforce the supremacy of Big Brother such as; war is peace, freedom is slavery and ignorance is strength. Moreover, facts are fabricated to make people accept whatever party's reality, and this weakens the individuality of person's mind and obligates them into a continuous state of propaganda.

In her article entitled "all Propaganda is Dangerous, but some are More Dangerous than Others: George Orwell and the Use of Literature as Propaganda" Senn,(2015) claims about the dystopian novel "Nineteen Eighty-Four", propaganda helps the government to keep control over citizens. Big Brother itself is the major idea and propaganda the party wants to stable in people's mind. The party use the slogan "Big Brother is Watching You" to denote the presence of Big Brother "You" everywhere in Oceania the very first one, and probably the most important one as well. Asserting the party's omniscient power, as Big Brother becomes a god-like figure, the almighty and the highest authority in the state. Moreover, the saying is used to maintain the public in check by terrifying them with this "scare tactic" and therefore manipulating them further.

Nineteen Eighty-Four has been called George Orwell's most violent propaganda. In this novel, he presents his vision of life. Moreover, in Orwell's crazy world, Big Brother's political propaganda helps to sustain and spread this reversal of values. Ironically, the Oceanians have seen Big Brother--only big picture of him. In fact, Big brother does not exist. He is like the mythical leader that is created by propagandists. His image is projected by the Inner Party to maintain its ruling powers. "Nobody has ever seen Big Brother. He is a face on the hoardings, a voice on the Telescreens. We may be reasonably sure that he will never die, and there are no already facts

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about when he was born. Big Brother is the appearance in which the “Inner Party” chooses to show itself to the world. Propaganda portrays Big Brother as a dainty. He is ever-present, all-knowing, and all-powerful in the world of 1984 (Senn, 2015).

As far as the study is concerned, the governor party keeps people under constant surveillance by using Telescreens in every home as a means of propaganda. Therefore, people have no privacy or freedom out with what Big Brother decides to afford them. Big Brother is forever reminding his people of his presence via simple but effective propaganda. Since the creation of Big Brother by George Orwell, the name has become a symbol for oppression, especially the type in which personal freedom is removed via surveillance and whenever a government is seen as abusing its power, it is often labeled a "Big Brother" state. So, propaganda is heavily used as one of the ways the government oppresses the populous (Senn, 2015).

The ruling party produces propaganda to promote Big Brother and to control its citizens in '1984,' a novel by George Orwell. The Party ensures that the citizens' minds are filled with propaganda and confusion so that thoughts of rebellion cannot be sustained. Propaganda and forever rewriting the past to serve the present and the future, is presented as information and news in 1984. If Big Brother says it, it must be true. Muhannad Rushdi Nimer Sabha identify in his article entitled, “ A Relationship Among The Past, The Present And The Future Scenario: A Critical Study Of George Orwell’s 1984” that Big Brother is present through the massive Telescreens in every room a blazes a stable stream of propaganda planned as an evidence for the failures and shortcomings of the Party as glorified achievements. The Party not only controls their minds, but also their bodies. It keeps a strict vigilance over every outlet of information and employs complicated mechanisms. The omnipresent Telescreens are the most obvious symbol of the Party's continuous control over its subjects. They also reflect how totalitarian government makes misuse of technology for its selfish interests without paying any attention to develop civilization.

To sum up, whether Big Brother physically exists or not is never fully established. It seems certain that he does not, that he is a fabrication of the Party's propagandists, which also proves the presence of Big Brother as propaganda in 1984. Propaganda is a powerful tool that significantly supports the presence of the idea of Big Brother.

Manipulation

Big Brother is also current in the novel through the manipulation, Hossain, (2017) mentions in his article entitled “Language as the Device for Psychological Manipulation in George Orwell’s Nineteen Eighty-Four: A Psycholinguistic Analysis”. In 1984, by the use of psychological manipulation, the party widely is able to direct and control their citizens. The objective is to keep people constantly watched; this manipulation retains them from challenging the power of government. Psychological manipulation is a way of influence, which aims to change the view and behavior of others through means of deceptive and offensive tactics. Within a dystopian society, these policies are mostly used to convince citizens into trusting any information said to them by the government.

In the novel 1984, written by George Orwell, Oceania’s government practices psychological manipulation in order to influence individuals to become compliant towards the party, and reinforcing their reign. Big Brother is the illustration of how psychological manipulation was used in 1984. Orwell states, “The poster with the enormous face gazed from the wall. It was one of those pictures, which are so contrived that the eyes follow you about when you move. BIG BROTHER IS WATCHING YOU, the caption beneath it ran” (Padden, 2015). Orwell means that Big Brother will always be watching anyone in every moment and no matter where you are, because he sees everything surround the country.



Newspeak is a method of psychological manipulation that used by the regime of Big Brother. Newspeak is an exceptional language formed by the Party with the purpose of reducing the chances of revolt. Each period newspeak was used that influenced an idea of rebellion, it was at that time reduced from the vocabulary, as if it had never be existent. Newspeak is the only language in the world that rises lesser and smaller. It is created a language where it is difficult to think about rebellion. In addition, there is what is called the Falsification or fabrication of Records. The Party's slogan of monitoring records of controlling history and past by altering records. The control of the past permits control of the future because the past can be seen as a demarcation of the nation's future aims (Hossain, 2017).

People are always retold about the terrible past of the state before they had been liberated by the Party. Because individuals are not allowed to have any archives of the past, they are enforced to trust almost any facts suggested to them. Therefore, viewing the Party's use of psychological manipulation to further reinforce their reign.

Rodriguez, (2010) explains in her thesis "George Orwell's Nineteen Eighty-Four as an Influence on popular Culture Works-V for Vendetta and 2024-: Summary of Results" that Manipulation manifests in the novel throughout "Hate Moments". It is two Minutes Hate that usually done by all Party members in every day. In this Occasion members are required to shout and express emotions of hate towards enemies of the party. This is the reason of "Two Minutes Hate". Its purpose is to turn away the early hatred of persons towards Big Brother and transfers it towards the Party's enemies. This psychological manipulation takes away all feelings of hatred towards the Party. Thus, manipulation is largely prominent in the novel 1984 and it diverges from one practice to another. Manipulation in Media, history and propaganda. The party controls media to attribute to Big Brother actual or untrue successes; moreover, all records that can show a failure affected by the totalitarian government are transformed. Citizens also are always getting propaganda that gives way to a continuous brainwash to retain the population faithful to the party.

All in all, Big Brother manipulates all people of Oceania by instilling fear and hate in them despite the fact that offering them protection. This technique of manipulation produces a respect towards Big Brother as the Party members look to him as their heroic leader and protector. Therefore, the presence of Big Brother is reflected in this image of manipulation.

Totalitarianism

Totalitarianism represents the world of Big Brother in Orwell's 1984. Big Brother is the leader of Totalitarian state "Oceania". Thus, totalitarianism is the whole system of government, which controls every aspect of daily life. Big Brother controls what you do, think, eat, and even feel. Big Brother controls everything; information, history, physical, and psychological needs. Therefore, totalitarianism is that larger phase which reflects the horrible image of Big Brother.

The Novel 1984 depicts darkness and a disorder in a totalitarian society that is found for the sake of its governor "Big Brother". Totalitarianism represents the dangerous phase of Big Brother in Orwell's 1984. Totalitarianism embodies all forms of oppression and cruelty over individuals.

In this sense, Robert Owens, Wilton E. Hall, Jr., and William A Miles, Jr. in their adaption of George Orwell's 1984 view Orwell's novel 1984 as a strong threatening against totalitarian danger. Robert also considers in this concern that Orwell images a post-atomic totalitarianism by which individuals would be influenced continuously by means of Telescreens (Kouters, 2015). Besides, it is apparently conveyed that Orwell is concerned by the oppressions that he remarked in the communist states in general and concerned in precisely

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by technology as a means of control. It has a dangerous role since it allows the cruel government to control its citizens.

Thus, totalitarianism as claimed by Robert Owens et al, is a concept used to define a political and governmental system where people and private aspects of life are structured. The term is frequently applied to communist states, such as Stalinist Russia. As a result, it is identified by them that totalitarian movements retain themselves in political power by first, means of an official embracing ideology. The second, the flow of propaganda through the mass media that is organized by these regimes. In addition to a particular party that controls the state, the culture, economy, rules and restriction of freedom of expression, and the usage of mass media as means of surveillance. The totalitarian movements throw light on some uncomfortable principles of human nature and of social life. In fact, their claims are factual since 1984 actually portrays to what the extent a state and its individuals are monitored (Owens et al 55).

Nineteen Eighty-Four is an important novel because it makes sounds against the abusive nature of dictatorial governments as Owens et al. stated it. The power of psychology and the ways that language and history can be manipulated as mechanisms of control of totalitarianism. As 1984 novel progresses, indeed, data and history are controlled in a way that the party as a matter of fact rewrites the content of histories for its own objective. Its citizens are not allowable to keep record of their past, such as documents and as memories are kept as unreliable and the party itself is the only reliable source. By controlling the present, the past becomes consequently that party can use it like a means of manipulation, and letting it to defend whatever actions in the present.

Besides to that, totalitarianism is the phase and an ideology government's system lead by Big Brother, in which all social, political, economic, intellectual, cultural and spiritual activities are subordinated to the purpose of the rulers of the state. Several important features distinguish totalitarianism, a form of dictatorship, absolutism, authoritarianism, and tyranny. Therefore, Big Brother represents the totalitarian government of Oceania, which is controlled by the Party and therefore synonymous with it. Totalitarianism is one coin of the distinctive phases of Big Brother in the novel 1984. Totalitarianism uses a number of techniques to make its citizens too visible (Rushdi, 2015).

Totalitarianism, according to Kouters, (2015) consists of "an ideology, a single party typically led by one man, a terroristic police, a communications monopoly, a weapons monopoly, and a centrally directed economy". The ideology in Nineteen Eighty-Four is centered on controlling the perfect society Oceania, the government is called "Ingsoc", who are in endless war with Eurasia and Eastasia. Ingsoc means English socialism, is the sole party and is represented by only one man, known as Big Brother.

According to Otakar Svitavský, explicates in his thesis entitled "Post-war England: Alienation and Totalitarian Threat in the Work of George Orwell and Pink Floyd", Totalitarianism is a concept of many meanings. Totalitarianism is defined as "an absolute control by the state or a governing branch of a highly centralized institution." Totalitarianism in George Orwell's 1984, as well as all of Oceania, is under the continued oppression of the party and Big Brother.

In addition, the features of totalitarisms in the novel manifests through the worship of Big Brother, a bodily absent figure, but exists in every event and object of daily life. Totalitarianism is a centralized system of government that requires whole subservience to the state. Other point is that 1984 can be read as a general attack on totalitarian government and its constant control over citizens. In the novel, many aspects manifest of the uses of totalitarian power to maintain power. The political allegory and the techniques described in the novel most readily suggest the social and political structure and the methods of domination actually engaged by Soviet



communism during the Stalin era. Moreover, Orwell himself invites reading 1984 as a critique of Stalinism because the political leader of his projected society, Big Brother, is showed on Stalin (Svitavský).

To sum up, Nineteen Eighty Four discusses the serious dangers of totalitarianism in Orwell's society. Totalitarianism is the danger embodied in the view of Big Brother and it is a vision or phase of the use of power by Big Brother.

The View of Big Brother and its Psychological Influence on Winston in 1984

Power of Big Brother on Oceania's Minds

In the novel 1984, Big Brother has the absolute power over the society of Oceania. He continuously controls all the aspects of life culture, economy and politics. Big Brother does not focus only on monitoring the system of work but he exceeds to control the citizen's mind. In other words, he is interesting on maintaining control on internal reality of individuals, thoughts and feelings. To explain more, the party controls thoughts of people through the control of language and thinking. Language is an important means of communication and people interpret their thoughts through words and vocabulary. Thus, Big Brother can manipulate even the language that people use, and this ability is in the form of reducing certain words and narrowing down vocabulary.

Moreover, the party wants to eliminate thought and consciousness altogether and turn people into mental slaves of the regime. This method of thought control is called "Newspeak". It is a new language created by the party to control individual's thoughts (Forest, 2003).

Furthermore, throughout the novel Orwell introduces another method or device of the party's mind control over citizens. It is the concept of doublethink, and it is an important effect of the party's psychological and mental manipulation. Double thinking is an idea that breaks down the ability of individuals for independent thought. Simply, it is the ability of holding two contradictory opinions at the same time by the same person. People in the society of 1984 should accept and believe all things that the party tells them; that is to say that the party teaches its citizens the signs of the totalitarian government. These signs are not hidden and the people both accept totalitarianism and deny it at the same time. In the same way, people are able to accept the three government slogans, though they contradict their function: War is peace, Liberty is slavery and Ignorance is strength (Forest,2003).

To add more in this concern, the message in 1984 is the idea of Big Brother's power over human thought that manifests itself in the language of Newspeak and Doublethink. Orwell sheds the light on language as a controlling force to human thought because it diminishes the ideas that people are able of expressing. Therefore, Big Brother largely exercises his power to control individual's minds by using complicated tools, Newspeak and Doublethink.

Psychological Fear

George Orwell depicts the subject of fear in his novel 1984, showing that fear is a true reality that anyone can face in life. In this concern, Fear is a tool that the party uses for the manipulation of people in Oceania. People fear the laws of Big Brother, they become obedient, and fearing the results of breaking the rules and being punished. Through the method of fear, Big Brother aims to control every aspect of citizen's life, and he imposes harsh punishment if they oppose him. Therefore, fear is an important way that allows the party to manipulate psychologically the people from rebellion against it.

As emphasized by Kozel, (2010) thesis entitled "Characters in Orwell's Nineteen Eighty-Four and Bradbury's Fahrenheit 451", the party gathers information in order to find out what person fears the most. This



technique enables the thought police to reduce person's individuality. Other procedures used by the party to frighten anyone who opposes it, is the "macabre cell 101", which represents the final stage where people are forced to confront their worst fear. In the novel, Orwell illustrates fear on the main character called Winston, who will be forced to confront his worst fear. Therefore, Winston's fear is rats, and the thought police prepares a cage full of rats and obliged him to put his head in the cage, they allows the rats to eat his face. The idea of Big Brother is appropriate to keep people living in a state of fear.

Suppression of Desires

George Orwell's book 1984 paints a picture of a society in which, individual has no freedom, hope, or feeling and all methods of suppression exist. The way in which the party and Big brother suppress human's desires are the killing of sex instinct, destruction of family and deletion of human emotions. The party and Big Brother fear sex because it provokes extreme emotions, and therefore the party aims to destroy the natural emotion of sensual desires. In order to kill this feeling, the government obligates the women to hate sex and in the same time teaches them in a place that sex is their duty to the party to produce children. Orwell mentions that in this quote from his novel "The party was trying to kill the sex instinct, or if it could not be killed, then to distort it and dirty it" (66).

Furthermore, Jennifer Tuzzeo in her dissertation entitled "Changing our Minds: Dystopian Psychological Conditioning in Nineteen Eighty-Four, Brave New World, and Walden Two" mentions that the totalitarian government suppresses and dehumanizes people through destruction of family. Because family creates private loyalty, the party should control this social act. Thus, the party succeeds in destroying all feelings and relations between family members. Feeling love towards each other is a dangerous crime in the society of 1984, and people are allowed only to love Big Brother. Furthermore, Big Brother aims to destroy emotions of its citizens, and builds a society based on hate and fear. Love and loyalty are only exceptional towards Big brother and the party. The party easily controlled those people who have no emotions and thoughts (71).

There no Autonomy, Privacy and Individualism in 1984

In her thesis entitled "Orwell's Despair: Nineteen Eighty-four and the Critique of the Teleocratic State", Kenneth McIntyre states that Nineteen Eighty-Four shows the way he totalitarian government of Oceania and its head Big Brother use different plans to make people lose their individuality and independence. Orwell's totalitarian regime seeks absolute subjugation of the individual. Therefore, the individual's opinion has no place in this totalitarian state. In this concern, Orwell's 1984 depicts how autonomy, privacy and individualism are lost in Oceania because the forces of the totalitarian government control every one's life. Citizens of Oceania have the lack of privacy, freedom and autonomy because they are under the control of Big Brother (5).

In his study entitled "Nineteen Eighty-Four's Dystopian Vision: Power and the Individual", Roar Hole comments that technology invades people's privacy and even their thoughts in 1984's novel. Big Brother controls people by using technology such as, installing cameras and Telescreens in every home and street. These Telescreens see and hear almost everything that is going on in a citizen's home. Thus, people in Oceania feel uncomfortable in their thoughts and homes, they are alienated from each other by the use of media and trust is does not exist because they are forced to repress their feelings in order to survive in Oceania (1).

Moreover, MacQuarrie (2017) in her essay "Oppression in 1984 and The Swallows of Kabul" indicates that every individual has the right to feel autonomous and free in life, but here in the novel privacy and individuality is under the power of Big Brother. In other words, your personal thoughts are not entirely private because the thought police controls even minds. The party wants to kill the people's sense of self, and truly achieves this goal



by altering their language and monitoring their knowledge and thoughts. Thus, with this whole control in Oceania, certainly people lose their freedom and cannot live in such society.

The Notion of Big Brother and its Psychological Effect on Winston.

Nineteen Eighty-Four is a story about the life and psychological trials of a man living in a totalitarian society. The main character, Winston Smith is under the oppressive government of Big Brother. His struggle to free himself from the repressive rules of the party leads him to fall down in a terrible prison of Big Brother. From the beginning, Winston knows very well that the party will eventually catch him, but he insists in continuing his rebellion until the end. Therefore, Winston's resistance against Big Brother reflects on his downfall and torture. Thus, Big Brother and the party consider Winston Smith as guilty. Winston had been caught for not only thought crime, but also the overt crime of having sex under excuses not allowed by the Party, and this is mentioned in a quote from a scene in Nineteen Eighty-four: "Never again will you be capable of ordinary human feeling. Everything will be dead inside you. Never again will you be capable of love, or friendship, or joy of living, or laughter, or curiosity, or courage, or integrity. You will be hollow."

O'Brien, in George Orwell's Nineteen Eighty-Four (Bernstein 1).

Kristoffer Rissanen argues in his essay entitled "Nineteen Eighty-Four and the Ideology of Hate" that Winston's rebellion is motivated by his hatred and desire to defeat Big Brother. His downfall is shaped in his love of Big Brother. The novel shows that Winston admits his love to Big Brother before his killing. In addition, Big Brother's demands are what Winston revolt against. For example, his sexual affair with Julia is encouraged as an act of political confrontation against Big Brother as opposed to any emotion for Julia. This same disobedience to Big Brother is what motivates him to keep the diary. In these examples, Big Brother affects Winston, who sees his own presence as something that must counter Big Brother. In this essence, Orwell builds Winston to be one who is almost a victim to Big Brother like anyone else. In this way, Big Brother has influenced Winston's development by ensuring that Winston has no identity outside of Big Brother (Rissanen,2014).

To clarify more, Sampio (2017) demonstrates in her study entitled "Totalitarianism as liberal Night mare: The post Politics of 1984" that Big Brother in the novel affects Winston's whole sequence of thought; he goes from being a faithful party member to a thought criminal, and lastly back to a faithful party member. Thus, Big Brother psychologically influences Winston Smith to the extent that he provokes many psychological crises to him. It largely influences Winston from the beginning of the story, and after his caught by the thought police. He always seems fearful of the Thought Police. This fear stops him from conveying his feelings and thoughts spontaneously and thus he is enforced to wear a mask whereas communicating with other people (143).

The absence of interaction with others results in his profound feeling of solitude.

Orwell Says "He feels "...lost in a monstrous world where he himself was [is] the monster. He was [is] alone.... What certainty had [has] he that a single human creature now living was [is] on his side?" (Orwell, 28-29).

In addition, the notion of Big Brother affects Winston through Violence. It affects Winston in every part of his life. While he is under arrest, yet, violence becomes more physical and more subjective in Winston's life. Cruelty of torture and physical pain is imposed upon him in prison.

"One question at any rate was answered. Never, for any reason on earth, could you wish for an increase in pain. Of pain you could wish only one thing: that it would stop. Nothing in the world was so bad as physical pain. In the face of pain there are no heroes, no heroes, he thought over and over as he writhed on the floor, clutching uselessly at his disabled arm Orwell (251)."



Winston bears all terrible forms of physical violence. People who are guilty of unorthodox actions have no rest. Winston's torture is commonly physical. Arendt states, "The secret police hold the true power in a totalitarian movement. The Thought Police's power in 1984 shows this in detail with the torture of Winston. The goal of torture is to break Winston's body" (427).

This means that the secret police is free to treat Winston whatever they want because he is a criminal. Hence, Big Brother and the party influence Winston through subjugating him to violence, pain and torture. However, Big Brother's goal is not only provoking the physical pain, it is meaningless. Worse than Physical pain is humiliation and the fear of pain. Humiliation is worse because it breaks down the mind. It touches individual's psychology and destroys notions of resistance, revolt and even a sense of self (Brown, 2010).

Throughout the book 1984, Orwell highlights that humiliation and fear are the cores of the impact of Big Brother on Winston's psyche. "In our world, O'Brien exclaims as he towers over Smith, "there will be no emotions except fear, rage, triumph, and self-abasement" (Orwell, 5). The psychological impact of Big Brother starts when O'Brien brings Winston to room 101.

"Without any warning except a slight movement of O'Brien's hand, a wave of pain flooded his body. It was a frightening pain, because he could not see what was happening, and he had the feeling that some mortal injury was being done to him. He did not know whether the thing was happening, or whether the effect was electrically produced; but his body was being wrenched out of shape, the joints were being slowly torn apart. Although the pain had brought the sweat on his forehead, the worst of all was the fear that his backbone was about to snap" (Orwell 257).

As argued in chapter two, the criminal must give the right response unless pain will be inflicted upon him. Big Brother uses a horrible techniques called electric shock and traumatic to cause pain. These methods are conditioned to Winston. O'Brien says to Winston that the Party states that he is holding up five fingers, and he questions Winston how many fingers he is holding up, Winston cannot see five, but four. The answer is terrible. Later, when he is very exhausted, Winston speaks he sees whatever O'Brien would like him to see. The extreme use of pain is a means to brainwashing individuals, and to make them give up their protest about the Party and love the totalitarian leader "Big Brother" (Skjorestad,2010).

Also something had happened inside his head. As his eyes regained focus he remembered who he was, and where he was, and recognized the face that was gazing into his own; but somewhere or other there was a large patch of emptiness, as though a piece had been taken out of his brain' (Orwell 269).

The psychological impact of Big Brother on Winston manifests moreover, in the final torture session in room 101. Winston is subjected to his most fear and threat, rats. O'Brien knows of Winston's fear of rats from a night by Julia. O'Brien then puts Winston's head in the cage of rats to eat his face. Winston asks O'Brien to do that to Julia. At the end, psychological and physical torture, humiliation and Fear consumes all Winston's efforts, he cannot resist any longer. One should think that Big Brother and O'Brien finally get what they want (Smith 64).

Conclusion

After revealing the importance of Big Brother in the novel 1984, Big Brother aims to maintain control over citizens of Oceania. This is Highlighted by projecting the presence of the Big Brother on totalitarian society, which exemplified by the propaganda, manipulation and totalitarianism. They are unique phases that display the real image of Big Brother and identify the exercises of absolute power practiced by the party.

The totalitarian regime represented by the Party and its leader Big Brother have very much to do with the sufferings of Winston's life. This idea of Big Brother transforms the life of Winston to hell because it destroys

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his true reality, dreams, thoughts emotions and even hope. Winston's resistance to get freedom is defeated at the end, and the fictional world of Big Brother wins. Psychologically, the idea of Big Brother influences Winton Smith physically, mentally and emotionally. The novel portrays the way Big Brother affects Winston through his use of fear and hates to destroy the self.

Finally, throughout the novel 1984, Winston is affected by the idea of Big Brother to extent that he rebels and breaks the rules of the party. However, his resistance and rebellion leads to his defeat and destruction of his emotions. The party and Big Brother use all terrible forms of torture but Winston still stable in his values even if his mind is changed because of the torture. His heart does not change and he stills a human. Moreover, Winston stills the revolutionary man who revolt against the party and he believes that time is capable of the party's defeat against individualism and hate

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