

## Aristotle's Rhetorical Triangle in George Orwell's Animal Farm

Asst. Lect. Ahmed Sabeeh Khalaf

Dept. of English, College of Education for Human Sciences, University of Basrah

[ahmed.sabeeh@uobasrah.edu.iq](mailto:ahmed.sabeeh@uobasrah.edu.iq)

### Abstract:

Ethos, pathos and logos are modes of persuasion that form the rhetorical triangle. Firstly, ethos is a powerful rhetorical strategy that enhances persuasion by establishing the trust and authority of a speaker. The speech of Old Major in *Animal Farm* is strong because he is admired and seen as being wise by the other animals. Secondly, pathos is used when a speaker would like to influence an audience by exciting emotional feedback. Old Major's speech is filled with emotive language that highlights the suffering of the animals under human rule and helps outline a clear picture of an ideal future. Thirdly, logos uses facts and truth which makes it useful in arguments. Old Major utilises logical arguments to lay out the reasons for the rebellion, explaining how the humans exploit the animals. The objective of this study is to demonstrate the impact of the main characters in *Animal Farm* on audiences by using Aristotle's rhetorical triangle. This triangle can be used to persuade, educate and connect with audiences, making it a fundamental tool in communication which influences decision-making.

**Key words:** Ethos, pathos, logos, persuasion, authority and Old Major.

### مثلت أرسطو البلاغي في رواية مزرعة الحيوانات لجورج أورويل

م. م. أحمد صبيح خلف

قسم اللغة الانكليزية/ كلية التربية للعلوم الإنسانية / جامعة البصرة

### المخلص:

الأخلاق والعاطفة والمنطق هي أساليب إقناع تُشكل المثلث البلاغي لأرسطو. أولاً، تُعدّ الأخلاق استراتيجية بلاغية فعالة تُعزز الإقناع من خلال ترسيخ ثقة المتحدث وسلطته. يتميز خطاب شخصية ميغور العجوز في "مزرعة الحيوانات" بالقوة لأنه يحظى بإعجاب الحيوانات الأخرى ويُنظر إليه على أنه حكيم. ثانياً، يتم استخدام العاطفة عندما يرغب المتحدث في التأثير على الجمهور من خلال ردود فعل عاطفية مُثيرة. يمتلئ خطاب شخصية ميغور العجوز بلغة عاطفية تُسلط الضوء على معاناة الحيوانات تحت الحكم البشري وتُساعد في رسم صورة واضحة لمستقبل مثالي. ثالثاً، يستخدم المنطق الحقائق والواقع، مما يجعله مفيداً في الحجج. تستخدم شخصية ميغور العجوز الحجج المنطقية لعرض أسباب التمرد، موضحاً كيف يستغل البشر الحيوانات. أما الهدف من هذه الدراسة فهو إظهار تأثير الشخصيات الرئيسية في "مزرعة الحيوانات" على الجمهور باستخدام المثلث البلاغي لأرسطو. ويمكن استخدام هذا المثلث لإقناع الجماهير وتثقيفهم والتواصل معهم، مما يجعله أداة أساسية في التواصل التي تؤثر على عملية صنع القرار.

**الكلمات المفتاحية:** الأخلاق، العاطفة، المنطق، الإقناع، السلطة، شخصية ميغور العجوز.

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## 1. Introduction

The development of literature is significant in relation to social phenomena. *Animal Farm*, according to Brander, is George Orwell's best work (1960: 89) because it demonstrates his ability toward imaginative creation rather than description (Ibid). This paper highlights how George Orwell's use of rhetorical strategies—including ethos, pathos, and logos—enhances the impact of *Animal Farm*. Logos, ethos, and pathos are important components of all writing. By analysing key speeches and events in the novel, it can be seen how these strategies are used to influence, manipulate, and control, ultimately leading to the betrayal of the animals' revolutionary ideals. Orwell's work offers a powerful critique of power, corruption, and the manipulation of truth, shedding light on the dangers that such tactics pose to democracy. *Animal Farm* is an allegorical novella that warns against the corruption of revolutionary ideals. The social struggle between a dominant and a dominated class is depicted in this novel, mirroring the ongoing struggle for political and private ownership and its effects on the economy, culture, ideology, and material well-being (Amir, Rahman & Anriadi, 2022: 826). The story is set on Manor Farm where the animals, inspired by the wise old boar Old Major, dream of a society free from human oppression (Siahaan, 2018: 52). Fajrina describes how Jones, the owner of Manor Farm, was depicted by Orwell as a cruel master who applied the autocracy system over his animals (2016: 84). Jones drives them to do hard work in the field, lets them live in poor stalls, and takes all that they produce. In return, Jones provides them with a little food, only enough to prevent them from starving. Jones himself lives in luxury in a pleasant and comfortable farmhouse, profiting from what the animals have produced. Fajrina explains how the animals, under Jones' authorisation, were treated as slaves (2016: 84). They rebel against Jones, a negligent farmer, and establish *Animal Farm*, guided by the principles of Animalism, which promises equality and shared prosperity.

Initially, the farm flourishes under the leadership of the pigs, particularly Snowball and Napoleon. Snowball, full of innovative ideas,

proposes building a windmill to improve productivity. However, Napoleon desires absolute control and uses fierce guard dogs to drive Snowball away. Blaming Snowball for every mishap on the farm, Napoleon asserts: "Do you know who is responsible for this? It's Snowball!" (Orwell, 2019: 44). After the animals win the battle against the humans, the animals celebrate their victory with joy. However, after this victory a new oppression will begin. Amir, Rahman & Anriadi emphasise how Napoleon, a pig, seized power, creating a hegemony of pigs to control Animal Farm, changing the meaning of Animalism according to his perception or to suit his needs (Amir, Rahman & Anriadi, 2022: 830). As Napoleon consolidates power, his leadership becomes increasingly oppressive. Squealer, a persuasive pig, spreads propaganda to justify Napoleon's actions, claiming that leadership is a burden and that Napoleon works selflessly for the benefit of all. Rules that were originally meant to uphold equality, such as "No animal shall sleep in a bed," are altered to serve the pigs' interests, becoming "No animal shall sleep in a bed with sheets" (Orwell, 2019: 15). Similarly, "No animal shall drink alcohol" is amended to "No animal shall drink alcohol to excess" when the pigs begin drinking (Orwell, 2019: 68). Boxer, the hardworking cart-horse, symbolises the exploited working class. His mottos, such as "I will work harder!" and "Napoleon is always right," demonstrate his loyalty and dedication (Orwell, 2019: 78).

However, when Boxer becomes injured and unable to work, Napoleon betrays him by selling him to the knacker, revealing the brutal exploitation at the heart of the regime. The novel ends with the pigs becoming indistinguishable from the humans they overthrew. The final commandment, altered to read "All animals are equal, but some animals are more equal than others," exposes the complete betrayal of the revolution's ideals (Orwell, 2019: 84). The other animals, peering through a farmhouse window, find it impossible to distinguish between pigs and humans: "The creatures outside looked from pig to man, and from man to pig, but it was impossible to say which was which" (Orwell, 2019: 88). Thus, by analysing the speeches and events incorporated

within the novel, it can be seen how logos, ethos, and pathos are used to influence, manipulate, and control, ultimately leading to the revolution of the animals.

## 2. Literature review

There is a body of research related to Orwell's betrayed revolution and the political lessons that can be learned from *Animal Farm*. This paper will delve into four core lessons, including the corruption of leadership, manipulation of language, importance of critical thinking, and hope and disillusionment, by using Aristotle's rhetorical triangle. Several researchers have discussed the main themes and analysed political discourse within the novel. For example, Al-Hilo and Gebreen explored such discourse in *Animal Farm*, drawing attention to how political language can undermine revolutions, paralleling themes from another Orwell novel, *1984* (2021: p.545). Their study emphasised the realistic portrayal of revolution in *Animal Farm* and the importance of its political discourse, highlighting the moral lessons which humanity can derive from it. They focused on how political discourse can undermine revolutions, from *Animal Farm* to the human state. Therefore, *Animal Farm* seeks to provide a realistic account of the revolution. Moreover, they concluded that the novel's political discourse is significant, as are the moral lessons that it evokes. In contrast, the current research focuses on the rhetorical strategies used within *Animal Farm*, specifically analysing how Orwell uses ethos (credibility), pathos (emotion), and logos (logic) to construct persuasive arguments and convey the themes of manipulation and power.

Ricoeur, in his study *Hermeneutics and the Human Sciences*, discussed how the role of a social instrument as a tool of power and violence plays an important role in *Animal Farm* (1981, p. 37). The theory of hermeneutics can be described as an operation of understanding in relation to the interpretation of texts. An instrument that is used to measure and evaluate a social phenomenon that takes place in society is called a social instrument. As it can become a very powerful tool in

social interaction, such an instrument can play a very important role. However, the current paper focuses on Aristotle's rhetorical triangle using the speech of the main characters and how they convince the audience.

According to Xu (2024: p.65), *Animal Farm* is a political allegory that represents the social and political concerns of the Soviet Union under Stalin's reign. It focuses on the process of social control and manipulation, the significance of language and discourse, and the consequences of propaganda. Xu focuses on an examination of *Animal Farm* via the lens of discourse coherence theory which could indicate how the language and discourse utilised in the narrative contribute to coherence and how it is disturbed. *Animal Farm*, with its complex narrative structure and use of language and discourse to communicate political ideas, could thus be viewed as an appropriate text for investigating discourse coherence theory. In his study, Shahnawaz (2021: 73), concentrated on the theoretical concept of "otherness" as portrayed in *Animal Farm*. The most quoted line from the novel is: "All animals are equal, but some are more equal than others (2021: 73)." his research examined the pattern of "Othering" that results from exclusion and marginalisation due to having identities that differ from those of the ruling elites. "Othering" in *Animal Farm* begins with Old Major's discourse about the difficulties they face under man's authority. He shares his dream with the animals and encourages them to rebel against man. Finally, another paper by Haritha and Divya (2024: p.79) has investigated how power could have been used for the benefit of society as a whole in *Animal Farm*, but it was instead abused and corrupted. This allegorical novella provides a compelling critique of the abuse of power. Examining the people, events, and concepts that emphasise the tyranny and oppression that exist everywhere, the current paper will delve into numerous aspects of *Animal Farm*. However, it will highlight these by applying Aristotle's rhetorical triangle strategy via the use of the speech of the main characters.

### 3. Origin of Ethos, Pathos, and Logos

Over two thousand years ago, the Greek philosopher and theorist Aristotle argued that there were three aspects to persuading an audience: logos, pathos, and ethos. These were defined by Aristotle in his work on rhetoric. They differ in their approach to convincing an audience and in the types of appeals that they make. Each instance of using language, whether in speech or writing, constitutes a rhetorical act. Language is employed with a specific intention to communicate a message or achieve a goal. A practical modern definition of rhetoric is the intentional use of language to influence an audience. Rhetoric clearly underpins political discourse. Meyer concluded that rhetoric is “the analysis of the connection between means and goals through discourse” (2001, 22). Ethos, pathos, and logos are rhetorical appeals used to persuade an audience. Ethos is literally defined as “habit, custom” or “accustomed place” (Aristotle & Kennedy, 1991: p. 2). According to Aristotle and Kennedy, it originates from the word “ethikos”, which signifies moral character or a high level of moral character (1991: p.1). Ethos is defined as the inner state or source of being, the soul or the mind or essence that is expressed through the prowess and power of an animal or a person (Aristotle & Kennedy, 1991: 2). In terms of psychology, it has to do with the persuasion of speakers’ or writers’ authority, dynamic personalities, social power, credibility, and honesty.

### 4. Importance of Rhetoric Triangle

The rhetorical triangle is commonly symbolised as an equilateral triangle, which suggests that a text should balance pathos, ethos, and logos. The importance of rhetoric lies in its ability to effectively persuade, inform, and connect with audiences, making it a fundamental tool in communication, influencing decision-making, and shaping public discourse. Dylgjeri described how rhetoric can be defined as the ability to identify the available methods of persuasion in any given situation (2014: 55). It involves convincing the audience that the speaker is trustworthy, knowledgeable, and ethical. Ethos can be established through expertise,

experience, moral integrity, moral character, and likability. The appeal of ethos (credibility) is based on the character and credibility of the speaker or writer. Dylgjeri emphasised how ethos refers to a writer's or speaker's trustworthiness or credibility (2014: p.55). A persuasive speaker gains an audience's trust and following. Aristotle described ethos as the character of the orator that influences the audience through their words (Ibid). Thus, the language used by writers or speakers should be appropriately tailored to the audience, demonstrating a restrained, sincere, fair presentation and direct engagement.

For Aristotle, the three modes of persuasion specifically referred to the three major parts of an argument: the speaker (ethos), the argument itself (logos), and the audience (pathos). In particular, Aristotle focused on the speaker's character, the logic and reason presented by an argument, and the emotional impact that the argument has on an audience. Pathos (emotion) is an appeal to emotion. It involves persuading the audience by tapping into and evoking their emotions, such as pity, fear, anger, happiness, or sympathy, in order to persuade them. Pathos can be conveyed through storytelling, vivid imagery, and passionate delivery. It is directly connected to the audience, which is the collective group that the speaker aims to influence through their argument. Having an audience is essential for communication. In Aristotle's "Rhetoric," pathos refers to the ability of a writer's (or speaker's) message to evoke the desired emotional response in an audience. A skilled orator must understand which emotions will effectively impact their audience, considering factors such as their social status, age, and other characteristics.

Logos (logic) is an appeal to logic and reason. Mohamad expressed how logos involves persuading the audience through rational arguments, clear reasoning, evidence, facts, statistics, and logical reasoning and deductions (2022: 4). Logos is effective in convincing an audience through clear and logical points. An appeal to logos essentially targets the logical mind. In linguistics, this involves the use of theoretical and abstract language, historical and literal analogies, precise terms,



classifications, facts, statistics, testimonials, and quotations from experts or other credible authorities (Aristotle & Kennedy, 1991). Logical reasoning is persuasive when the writer presents certain logical or analytical facts to the audience, from which conclusive claims, generalisations, or assumptions can be derived. The effectiveness of an appeal to logos relies on the reasonableness and credibility of these facts.

In the world of literature, rhetorical devices serve as fundamental methods that are skilfully employed by authors to achieve accurate persuasion, evoke emotions, and enable proper mental pictures. They draw attention to the prevalent ideas in the text, help the audience focus, and show why the characters act in a certain way. Ethos, pathos, and logos are powerful tools that give writers credibility, appeal to the audience, and help present arguments. Such devices in literature encourage readers to engage actively and delve deeper into the text which makes reading more meaningful overall.

#### **4.1. Ethos in Main Character**

Ethos is a term used in rhetoric to describe the speaker's reputation or character. It is sometimes referred to as an appeal to authority or appeal to credibility in rhetorical contexts. Old Major's initial speech is powerful because he is respected and seen as wise by the other animals. His age and status lend credibility to his vision of rebellion. Old Major is introduced as an elderly and respected boar that has lived a long and presumably wise life. His age and experience give him authority among the animals (Siahaan, 2018: 49). In *Animal Farm*, Old Major begins his speech by referencing his years of experience and wisdom: "I have had a long life, I have had much time for thought as I lay alone in my stall, and I think I may say that I understand the nature of life on this earth as well as any animal now living" (Orwell, 2019: 3). Old Major establishes ethos in his speech to the animals, positioning himself as a wise and experienced leader. Shahnawaz explained how, in his speech, Old Major tries to emphasise the animals' distinctiveness from the oppressive humans by advocating for a rebellion (202: 73). In the novel, Old Major

says, "I merely repeat, remember always your duty of enmity towards Man and all his ways. Whatever goes upon two legs is an enemy. Whatever goes upon four legs, or has wings, is a friend" (Orwell, 2021: 13). Here, Old Major distinguishes between animals and humans as creatures with four legs or wings versus those with two legs. Othering involves highlighting these differences to create separation between groups.

Initially, both Napoleon and Snowball share leadership roles after the rebellion. Their participation in the planning and execution of the rebellion gives them credibility. Orwell expresses how Napoleon uses the puppies he has secretly raised to chase Snowball away, and then uses Squealer to spread propaganda that Snowball was always in league with the humans: "Comrades, do you know who is responsible for this? Do you know the enemy who has come in the night and overthrown our windmill? SNOWBALL!" (Orwell, 2019: 44). While Napoleon and Snowball initially share authority due to their roles in the rebellion, Napoleon's eventual rise to power is marked by a manipulation of ethos, as he projects an image of a protector while engaging in deceitful practices. So, ethos is a powerful rhetorical strategy that is highly effective in persuasion as it establishes a speaker's credibility and authority, making the audience more likely to accept their point of view. In *Animal Farm*, Orwell effectively uses ethos through various characters to shape the narrative and influence audience perceptions. The trustworthiness of characters like Old Major, Napoleon, and Squealer plays a crucial role in persuading the other animals and guiding the plot's progression. Ethos emphasises to make it possible by examine how authority and credibility are used to gain power and trust, illuminating the novel's significance in comprehending the difficulties of persuasion and leadership in this society.

At the beginning of the novel, Old Major' speech is an example of the effective use of ethos. As he is an older and highly respected figure among the animals, Old Major's authority is well-established, making his words particularly influential. According to Orwell, Old Major



introduces his speech with: "I have had a long life, I have had much time for thought as I lay alone in my stall, and I think I may say that I understand the nature of life on this earth as well as any animal now living" (Orwell, 2019: 3). This quotation focuses on Old Major's extensive experience and positions him as a wise and knowledgeable leader who influences whole of the animals.

As well as this, we see Napoleon's evolving of ethos throughout the novel as he consolidates power. Initially, Napoleon does not openly seek to establish his credibility but gradually builds his authority through actions and strategic moves. After driving Snowball away, he leverages Squealer to reinforce his position. Squealer often appeals to Napoleon's supposed selflessness and dedication to the farm. For example, he asserts, "No one believes more firmly than Comrade Napoleon that all animals are equal" (Orwell, 2019: 34). This quotation creates an image of Napoleon as a leader who is deeply committed to the principles of Animalism, enhancing his moral character and helping win the other animals' trust.

Squealer himself embodies the persuasive power of ethos in his role as Napoleon's propagandist. His credibility is established through his close association with Napoleon and his perceived role as an intermediary who communicates important information. Squealer's frequent appeals to Napoleon's authority, combined with his own rhetorical skills, make his manipulative messages more believable. According to Orwell, when justifying the pigs' consumption of milk and apples, Squealer claims, "It is for your sake that we drink that milk and eat those apples. Do you know what would happen if we pigs failed in our duty? Jones would come back! Yes, Jones would come back! Surely, comrades, you do not want Jones to come back?" (Orwell, 2019: 22). This statement explains how Squealer uses Napoleon's established authority as well as his own credibility to defend actions that would otherwise appear hypocritical. Overall, Orwell demonstrates how ethos can be used in persuasion and is capable of justifying actions, maintaining control, and supporting all animals via a successful leader.

#### 4.2. Pathos in Main Characters

Pathos is known as the appeal to emotion when used as a rhetorical device. Generally speaking, pathos is used when a speaker wants to influence an audience by evoking an emotional response. When it comes to pathos, any and all emotions can be considered: fear, anger, hope, sadness, lust, pity, joy, etc. In *Animal Farm*, George Orwell effectively utilises emotional appeals, or pathos, through characters and events to evoke empathy and highlight the emotional manipulation that drives the narrative. The emotional appeal of Old Major's speech ignites a sense of hope and injustice among the animals, motivating them to rebel. Old Major's speech is filled with emotive language that highlights the suffering of the animals under human rule and paints a vivid picture of a utopian future. Old Major describes the miserable lives that the animals lead: "No animal in England knows the meaning of happiness or leisure after he is a year old. No animal in England is free. The life of an animal is misery and slavery: that is the plain truth" (Orwell, 2019: 3). Additionally, Squealer frequently uses pathos to manipulate the animals. He appeals to their fears, hopes, and insecurities. After the executions, Squealer reassures the animals and stirs fear by claiming that the traitors' deaths were necessary to prevent Jones' return: "Surely, comrades, you do not want Jones back?" (Orwell, 2019: 22). On the other hand, Boxer's hard work and eventual betrayal are meant to evoke deep sympathy and sadness from both the reader and the other animals. Despite Boxer's unwavering loyalty and hard work, he is sold to the knacker when he becomes injured: "Boxer's face did not reappear at the window. Too late, someone thought of racing ahead and shutting the gate; but in another moment the van was through it and rapidly disappearing down the road" (Orwell, 2019: 77).

Pathos, or emotional appeal, plays a pivotal role in *Animal Farm*, as Orwell skilfully uses this rhetorical strategy to excite strong emotions in readers, fostering a deeper connection to the narrative and its characters. Pathos is used in *Animal Farm* to elicit strong emotional responses from readers to underscore the novel's themes of betrayal,

injustice, and the corruption of ideals. By invoking feelings such as sympathy, fear, anger, and sadness, Orwell engages readers on an emotional level, making the narrative more impactful and resonant. Pathos is instrumental in creating a powerful and lasting impact on the reader, making the novel's themes more resonant and thought-provoking. Choosing to analyse pathos is essential because it underscores how Orwell engages the reader's emotions to deepen the novel's impact. By eliciting strong emotional responses, Orwell not only ensures that the narrative is compelling but also that its themes of power, betrayal, and corruption resonates on a more profound level.

One of the most poignant examples of pathos in *Animal Farm* is shown via the character of Boxer, the hardworking cart-horse. Boxer's unwavering dedication and tragic naivety evoke deep sympathy and sadness. Orwell describes that Boxer's personal maxims, "I will work harder!" (Orwell, 2019: 17). Orwell also mentions that "Napoleon is always right" (Orwell, 2019: 35), showcase his blind loyalty and relentless work ethic. Despite his immense contributions, Boxer's fate is a heart-wrenching illustration of the novel's critique of exploitation and betrayal. When Boxer collapses from overwork, the other animals are told that he will be sent to a veterinarian, but instead, he is sold to the knacker. Orwell expresses that the emotional impact is heightened when Squealer deceitfully tells the animals, "It was the most affecting sight I have ever seen... I was at his bedside at the very last" (Orwell, 2019: 77). This statement highlights the cruelty and deception of the ruling pigs, leaving audience feeling both sorrowful for Boxer and furious over this betrayal.

The use of pathos is seen in the alteration of the commandments and the subsequent disillusionment of the animals. Orwell describes that the original commandment, "All animals are equal" (Orwell, 2019: 15), is a hopeful and inspiring promise of a justice society. As the pigs gradually alter the commandments to suit their own needs, the emotional betrayal felt by the animals is palpable. The final commandment, "All animals are equal, but some animals are more equal than others" (Orwell,

2019: 84), glaringly shows how the principles of the revolution have completely crumbled. The animals' realisation of their betrayal evokes feelings of anger and helplessness in the reader, mirroring the animals' own despair.

Orwell also uses vivid imagery and emotionally charged language to enhance the impact of key scenes. For instance, the brutal expulsion of Snowball is a dramatic and emotionally intense moment. Onyemelukwel, Ogbechiel and Ekechi described how the animals are initially filled with hope and enthusiasm by Snowball's ideas, especially the windmill project, which symbolises progress and collective effort (2014: 92). However, Napoleon's sudden and violent ousting of Snowball, accompanied by the fierce dogs, shatters this hope and instils fear (Ibid). Orwell declares: "They dashed straight for Snowball, who only sprang from his place just in time to escape their snapping jaws" (2019: 33). This scene not only creates a sense of fear and shock but also marks the beginning of Napoleon's tyrannical rule, making readers feel the injustice and dread of the power shift.

Moreover, the depiction of the final scene, where the pigs are indistinguishable from the humans they replaced, leaves a lasting emotional impact. Orwell writes, "The creatures outside looked from pig to man, and from man to pig, and from pig to man again; but already it was impossible to say which was which" (2019: 88). This powerful imagery elicits a sense of profound disappointment and disillusionment, as readers witness the complete betrayal of the revolution's original principles and the ultimate corruption of the leaders. Through the strategic use of pathos, Orwell effectively engages readers' emotions, making the narrative of *Animal Farm* not just a political allegory but also a deeply affecting human story. By evoking strong emotional responses, Orwell ensures that the lessons of the novel resonate powerfully, emphasising the dangers of totalitarianism and the fragility of revolutionary ideals.

### 4.3. Logos in Main Character

Theoretically, it is impossible to argue against facts and truth, which makes logos useful in arguments. An audience is more likely to agree with a speaker who can provide strong, factual evidence to show that their position is correct. Conversely, a flawed or completely incorrect argument is less likely to be accepted by an audience. Furthermore, a speaker who provides the audience with a wealth of data and supporting evidence is likely to come across as informed and someone worth listening to, which also emphasises the ethos aspect. The commandments of Animalism are initially presented as logical principles to guide the animals, but their gradual alteration illustrates the manipulation of logic to control and oppress.

Persuading through logos includes critical cognition, analytical abilities, a strong memory, and purposeful behaviour (Dylgjeri, 2014: 56). Old Major uses logical arguments to lay out the reasons for the rebellion, explaining how the humans exploit the animals. For example, he provides a rational basis for the rebellion by outlining the economic exploitation of the animals: "Man is the only creature that consumes without producing. Yet he is lord of all the animals" (Orwell, 2019, 4). This statement from Old Major uses logical reasoning to argue that humans exploit animals without contributing anything of value. One of the primary ways in which logos is used in *Animal Farm* is through Old Major's initial speech, which lays the groundwork for the animals' rebellion. Old Major uses logical reasoning to highlight the exploitation of the animals by humans.

As the pigs consolidate power, they frequently use logos to justify their actions and maintain control over the other animals. For example, Squealer considerably uses skewed logic and manipulated statistics to justify the pigs' actions and their policies. When the pigs begin to adopt exclusive privileges, such as consuming milk and apples, Squealer employs logical arguments to rationalise these actions. According to Orwell, Squealer uses fabricated statistics to convince the animals that their lives are improving: "Comrades, you do not imagine, I hope, that

we pigs are doing this in a spirit of selfishness and privilege? Many of us actually dislike milk and apples. I dislike them myself. Our sole object in taking these things is to preserve our health. Milk and apples (this have been proved by Science, comrades) contain substances absolutely necessary to the well-being of a pig” (Orwell, 2019: 22). Squealer uses logical (and pseudo-logical) arguments to justify the pigs’ actions and policies to the other animals. Squealer’s speeches are filled with logical-sounding arguments that often twist the truth. He uses statistics and data to convince the animals that their situation is improving, even when it is not.

A vital role is played by logos in reinforcement an author’s argument by providing logical reasoning, evidence, and clear structure, which help to persuade the audience through rational appeal and factual support. So, logos is a fundamental rhetorical strategy that Orwell employs in Animal Farm to enhance the persuasiveness of his arguments and highlight his logical arguments and the perversion of revolutionary ideals.

The argument that Snowball and Napoleon have about the windmill project is another example of logos in the story. Snowball uses logical reasoning and evidence to advocate for the construction of the windmill, arguing that it will increase productivity and improve the animals’ quality of life. Orwell describes that Snowball explains, “It is a deep and heavy responsibility. No one believes more firmly than Comrade Napoleon that all animals are equal. He would be only too happy to let you make your decisions for yourselves. But sometimes you might make the wrong decisions, comrades, and then where should we be?” (Orwell, 2019: 34). In stark contrast to Napoleon's dearth of convincing arguments, Snowball's well-thought-out plans, bolstered by calculations and diagrams, demonstrate the logical foundation of his vision for advancement.

Orwell also uses logos to highlight the gradual corruption and contradictions within the pigs’ leadership. As the commandments of Animalism are altered and logic is twisted to suit the pigs' changing

needs, the logical inconsistencies become increasingly apparent. For instance, the commandments are subtly altered to benefit the pigs, with “No animal shall drink alcohol” (2019: 15) being modified to “No animal shall drink alcohol to excess” (2019: 68) after the pigs begin consuming alcohol. These changes are presented with logical-sounding justifications, but the discrepancies reveal the underlying hypocrisy and manipulation. The logical appeal here serves to expose the gradual erosion of the original principles and the rationalisations used to maintain control.

Over and above, Orwell's argument is further supported by the narrative's logical structure, which includes a systematic progression of events. The logical sequence of the rebellion's rise and fall, the systematic betrayal of the revolution's ideals, and the rational justifications provided by the pigs all contribute to a coherent and persuasive critique of totalitarian regimes. Orwell engages the reader's intellect while reinforcing the moral and political lessons of the story by firmly establishing the narrative in logical reasoning.

In result, this section's emphasis on *logos* has made it possible to examine how the novel uses rational reasoning and logical arguments to support its actions. It has highlighted the importance of critical thinking and rational analysis in understanding and resisting manipulation and oppression, expanding on Orwell's larger point about the perils of excess power and the perversion of ideals. Lastly, Orwell's *Animal Farm* argument is strengthened in large part by the use of *logos*. Through logical reasoning, factual evidence, and coherent arguments, Orwell enhances the persuasiveness of his critique of totalitarianism and the corruption of revolutionary ideals. *Animal Farm* is a symbol of power and persuasion because Orwell makes sure that the themes of the story are both intellectually and emotionally compelling by appealing to the reader's sense of reason and logic.

## 5. Conclusion

A thorough grasp of how language can be used to manipulate, people has been provided by this independent study of ethos, pathos, and logos in Animal Farm by George Orwell. It discovered how Old Major, Napoleon, and Squealer appeal to their audience and revealed the details of the persuasive techniques utilised in Orwell's narrative. Old Major's building of credibility, which is different to the emotional manipulation of Napoleon, and the logic used to present the pigs' actions, all represent the concluding stages of the destruction of the principles of Animalism and the beginning of tyranny. The using of ethos, pathos and logos in Animal Farm has shown how the characters are able to influence and control other people through their use of language. This analysis has particularly emphasised the use of credibility including, for example, how Old Major, Napoleon, and Squealer appeal to and exploit their audience's trust in order for them to be able to fulfil their objectives. As has been discussed, Old Major's speech is one that is highly authoritative and idealistic, setting revolutionary ideals, while Napoleon's use of ethos helps him to increase his power and further justify his vicious tyrannical rule. In a similar way, Squealer through his constructed ethos distorts the truth for the greater good. He uses ethos to defend the pigs' unearned esteem, exposing the controversies of ethos in persuasion. To conclude, ethos makes it possible to examine how authority and credibility are used to gain power, illuminating the novel's significance in relation to comprehending the difficulties of persuasion and leadership. The extensive experience of Old Major puts him as a wise and knowledgeable leader and all of the animals are influenced by him. Napoleon is a leader who is deeply committed to the principles of Animalism, enhancing his moral character and helping him to win the other animals' trust. The other animals are convinced by the seeming trust of characters like Old Major, Napoleon, and Squealer. Orwell shows how a successful leader can use ethos to convince all of the animals in the novel.

Pathos is essential in creating a powerful and lasting impact on a reader, making more resonance of main characters. Another powerful use

of pathos is seen in the changing of the commandments of the animals. This moment underscored the cruelty and deception of the ruling pigs, leaving readers feeling both sorrowful for Boxer and outraged at the betrayal. This powerful imagery elicited a sense of profound disappointment as readers witnessed the complete betrayal of the revolution's original principles and the ultimate corruption of the leaders. Orwell successfully engages readers' emotions through the deft use of pathos, transforming Animal Farm from a political parable into a profoundly poignant human tale.

Logos is effective in convincing an audience through clear and logical points. Since facts and truth cannot be argued against, logos is helpful in debates. One of the primary ways in which logos is used in Animal Farm is through Old Major's initial speech which lays the groundwork for the animals' rebellion. Old Major used logical reasoning to highlight the exploitation of the animals by humans. Further, Squealer's speeches utilised logical-sounding arguments that often twisted the truth. Squealer used statistics and data to convince the animals that their situation was improving, even when it was not. By presenting logical and scientific explanations, Squealer made the pigs' actions appear necessary and justified, thereby preventing dissent and maintaining the status quo. This highlights how Orwell appeals to the reader's sense of reason and logic to ensure that the story's themes are both emotionally and intellectually compelling, so Animal Farm is a symbol of power and persuasion.

As for the recommendations, the researcher concluded three recommendations: teaching, marketing and management may gain greatly from Aristotle's Rhetorical Triangle. Firstly, this concept deals with teachers to use ethos, pathos and logos in their teaching to improve the personality and the skills of students. Second, the researcher can use ethos, pathos and logos in marketing to convince the customer of a product. Thirdly, Aristotle's Rhetorical Triangle in management lies in its ability to effectively persuade, inform, and connect with audiences, making it a fundamental tool in communication, influencing decision-



making, and shaping public discourse. This approach improves the organizations in different fields.

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