Pragmatic Strategies of Self (Other) Presentation in Literary Texts: A Computational Approach

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Summary

The application of computer software into the linguistic analysis of texts proves useful to arrive at concise and authentic results from large data texts. Based on this assumption, this paper employs a Computer-Aided Text Analysis (CATA) and a Critical Discourse Analysis (CDA) to explore the manipulative strategies of positive/negative presentation in Orwell's *Animal Farm*. More specifically, the paper attempts to explore the extent to which CATA software represented by the three variables of Frequency Distribution Analysis (FDA), Content Analysis (CA), and Key Word in Context (KWIC) incorporate with CDA decipher the manipulative purposes beyond positive presentation of selfness and negative presentation of otherness in the selected corpus. The analysis covers some CDA strategies, including *justification*, *false statistics*, and *competency*, for positive self-presentation; and *accusation*, *criticism*, and *the use of ambiguous words* for negative other-presentation. With the application of CATA, some words will be analyzed by showing their frequency distribution analysis as well as their contextual environment in the selected text to expose the extent to which they are employed as strategies of positive/negative presentation in the text under investigation. Findings show that CATA software contributes significantly to the linguistic analysis of large data texts. The paper recommends the use and application of the different CATA software in the stylistic and corpus linguistics studies.

Keywords: concordance, critical discourse analysis, frequency analysis, manipulation, positive/negative presentation, Animal Farm

1. Introduction

Language is an effective tool that serves to change attitudes. It is a device of illumination as well as manipulation, or as [1] put it, language can be used to inspire as well as to deceive. As such, language can be employed to present oneself (in-group) positively and/or to present others (out-group) negatively. This function of language is linguistically manifested in different strategies that are intentionally used to manipulate rather than to illuminate. In order to explore the two dimensions of utilizing language, i.e. its ideological usage to illuminate and/or manipulate, particularly in large data texts, analysts need a concise, fast and plausible tool that enables them to arrive at comprehensive and credible results. Here lies the

rationale of using and applying computer and computational analysis to such types of texts.

Significantly, the technological development in the field of computer sciences allows text analysts and linguists to use certain computational software in their studies. The applications of these computer software help analysts arrive at accurate and credible results upon which they can confidently build their research findings in the different fields of sciences. Linguistics and discourse studies are no exception as they allow the incorporation computer programs, such as concordance are effectively used in the linguistic analysis of texts. In light of this study, a frequency analysis conducted by means of concordance is used to foster a succinct thematic and ideological analysis pertinent to the lexis used for the positive/negative presentation, the core concern of this paper.

Based on the above assumption, this paper endeavors to adopt a frequency distribution analysis (FDA) to investigate one fundamental issue that plays an effective role in shaping or misshaping the attitudes of individuals in any society, that is, the use of positive self-presentation and negative other-presentation strategies to achieve manipulation by means of a specific ideological use of language. In other words, how speakers are always making use of language to manipulate their addressees and to produce a distinct cognitive environment which directs their addressees' thinking and controls their actions. The paper attempts a linguistic investigation of one of the eminent novels in the twentieth century: *Animal Farm.* This is conducted in light of a computer-based frequency analysis to the selected corpus. This article, therefore, aims to show the extent to which computer applications are analytically effective in decoding the ideological and thematic purposes of discourse. In doing so, the analysis scrutinizes to shed light on the integration and relevance of using more than one analytical strand to decipher the hidden strategies of positive and negative presentation in the selected data. These analytical strands are the computational perspective, which is represented by concordance, the linguistic dimension, which constitutes the theoretical framework of CDA, the ideological

dimension, which encompasses the theme of manipulation, and the narrative dimension, which comprises Orwell's *Animal Farm*.

1.1. Research Questions

Two overarching research questions are sought to be answered in this study:
1. To what extent is a computer-based frequency analysis effective and contribute to ideological discourse studies?
2. How can a computer-aided text analysis contribute to the linguistic, thematic, and ideological analysis of texts, particularly in revealing the different strategies of positive self-presentation and negative other-presentation used in *Animal Farm*?

1.2. Research Objectives

This article tries to achieve three main objectives:

1. To show the extent to which a computer-based frequency analysis is analytically relevant to the linguistic study of literary texts.
2. To shed light on the different strategies of positive/negative presentation employed in the text under investigation.
3. To highlight the way a computer-based frequency analysis can effectively be integrated in discourse studies.

2. Literature Review

2.1. A Computer-Based Frequency Analysis: Concordance

In tracing the different computational software packages, it becomes obvious that the program of concordance is the most appropriate tool for the analysis of the corpus in this paper. This is because concordance can collect, access, and check the relevance of a large amount of data that can be indicatively used in linguistic analysis. For [2], concordance can load a corpus from different files, offers some changes on the files of any corpora, and provides various types of analysis, varying from simple text searches to the search of specific expressions, words, or phrases. According to [3], concordance is a computer software program that functions to access a large amount of data for specific analytical purposes. Furthermore, concordance is a tool through which analysts and users can access data to discover how a given word or a phrase and their contextual environments occur in a corpus [4]. The application of this software, thus, facilitates the browsing of a corpus in order to obtain results concerning the number of occurrences of particular words or phrases, as well as

offers useful insights into the use of language in particular contexts.

According to [5], concordance has extensively used in the analysis of literary texts with the aim to count the frequency and function of a particular word/phrase in a given text. Its main concern is to offer a better understanding of the searched word/phrase within its contextual use in text. Obviously, revealing the frequency analysis of any word is indicative in clarifying various research purposes beyond any corpora. The application of concordance can contribute to thematic analysis, collocations, contextualization, and even technicalities of texts.

The frequency analysis is one option among other uses and applications of concordance. This program also provides other analytical strands that are relevant to the study of particular topics in literary texts such as the theme of manipulation through the positive and/or negative presentation, as is the case for the current study. Among these options is the Key Word in Context (KWIC) verifiable input, through which words are shown in combination of their neighboring lexical items. This in turn valorizes the reason why concordance is relevant to the linguistic and ideological investigation of texts [6-7].

The use of concordance in general and the frequency distribution analysis in particular in the investigation of literary texts has many advantages. First, it attempts to achieve authenticity, credibility and transparency in corpus linguistic analysis. This merit is clearly evident when concordance targets literary texts. This is because such type of texts abounds in huge number of words that would be difficult to be verifiably studied manually [8]. Another advantage of applying a frequency analysis is that it helps analysts not only to find out the various patterns of language use, but also the contextual environment in which these linguistic patterns are employed in texts [9].

2.2. Critical Discourse Analysis

Critical Discourse Analysis (CDA) is discussed by many linguists, such as [10-14], among others. It constitutes textual analysis that draws on the different features of texts. For [15], CDA is a socio-political approach of analyzing texts and talks in order to reveal the hidden ideologies pertaining to these texts. It is also postulated by [16] that critical discourse analysis is an analytical approach of language research that tends to highlight the manner through which power relations are manifested in text and talk within different political and social contexts. Along with its interest in the analysis of language critically, CDA is also concerned with the

relationship between discourse and power, language and ideology, and language and social relations in society [17].

CDA pays much concern to social problems and political issues because it deals with discourse as a social practice [14]. According to [18], within CDA's analytical and ideological framework, discourse structures are enacted, confirmed, legitimized and reproduced to uncover the different power relations practiced and represented by various linguistic devices in texts and talk. For [19], there are different types pertaining to CDA, and each type has its analytical characteristics. For example, he differentiates between the CDA of a conversational genre and that of a news report. The linguistic and discursive representations employed in each type of analysis are different. Each type constitutes its principles, and is dealt with from different perspectives. However, all of them are linguistically analyzed in light of CDA theoretical and analytical framework to demonstrate the way particular discourse structures are employed to produce and reproduced relations of power, dominance and hegemony.

van Dijk proceeds that CDA focuses on the structures of text and talk [20]. This approach serves to clarify the way the different relations are linguistically represented in discourse. This in turn functions to reveal the hidden ideologies beyond the surface semantic expressions of discourse. Significantly, the ability to understand these hidden meanings in discourse contributes to the understanding of its intended message. To clarify the significance of CDA in exposing the hidden discursive structures of power, discourse analysts need to know how speakers encode their ideological assumptions in discourse, the purposes these ideological meanings are employed and the structures of discourse involved in this ideological process [21].

2.3. Positive Self-Presentation and Negative Other-Presentation

Positive self-presentation and negative other-presentation are two CDA's ploys used to communicate ideology in discourse. For [22], these two strategies are concerned with exposing the good qualities of the in-group and the bad attributes of the out-group. They show a disparity between superior and inferior and between good and bad. These strategies are among the most valuable ways of analyzing forms of manipulation in discourse. Positive self-presentation constitutes the concept of glorification for the in-group and introduces a tactical repudiation of the negative other-presentation sequences. Within these two processes, discursive practices are communicated persuasively and/or manipulatively, and ideologies are encoded in a way that emphasizes the good

of the in-group and attributes the bad qualities to the out-group [23].

The positive and negative presentation of an individual or group serves to influence the public in a way that guarantees complete compliance to a specific argument that serves the speakers' interests, which, in turn, plays a part in shaping the responses of recipients and their attitudes. The fundamental reason behind such a discursive presentation is to beautify the selfness and to vilify the otherness in discourse. This is conducted by casting emphasis on the positive qualities of the in-group and the negative qualities of the out-group [24].

3. Methodology

This section presents the approach of the study, the corpus and the procedures adopted in data analysis.

3.1. Approach and Data

This study analyzes manipulative strategies of positive and negative presentation in George Orwell's *Animal Farm* by using a computer-based frequency analysis conducted by concordance, together with CDA framework to reveal the hidden ideologies in discourse. This computational approach contributes to the linguistic and ideological analysis of the selected data. Also, CDA proves useful in the process of analyzing the selected novel, as it tends not only to study the acceptable power enactment, but also to analyze the unlawful practices of power abuse and domination [25]. The corpus in this paper consists of one novel written in 1944 by George Orwell: *Animal Farm*. The novel consists of 10 chapters. This novel is selected because it presents some manipulative strategies encoded in the general strategy of positive self-presentation and negative other-presentation.

3.2. Procedures

The procedure employed in data analysis encompasses two phases. The first phase is a computer-based stage, which is dedicated to accessing the selected novel into the computer in order to highlight certain words that are indicative in the production of either the positive or the negative presentation. These words undergo a frequency analysis and a key word in context analysis to clarify the extent to which they are significantly indicative in the production of the theme of manipulation through positive/negative presentation. The second phase is an analytically-based stage, wherein CDA is used to show the extent to which all identified strategies of positive self-presentation and negative other-presentation are utilized to achieve manipulation. The analytical procedures adopted in this study reflect the extent to which a computer-based

frequency analysis is relevant to discourse studies and corpus linguistics.

4. Analysis

4.1. Positive Self-Presentation

This part of the analysis presents three strategies used in the discourse of *Animal Farm* to present the in-group positively: *justification*, *the use of false statistics* and *showing competency*. These ploys are used to beautify the personality, position, and actions of someone before his/her recipients.

4.1.1. Justification

Justifying the pigs' violations of the principles of animalism is employed to manipulate the other animals in the farm. Throughout the novel, the pigs used to justify their mistakes in order to shift the blame from their side to others'. The pigs decide to have both the milk and apples for their self use, the thing which violates one of the principles of animalism:

> Comrades! We pigs are brain-workers. The whole management and organization of this farm depend on us. Day and night we are watching over your welfare. *It is for your sake that we drink that milk and eat those apples*. (*Animal Farm* (henceforth *AF*), p. 32)

Squealer begins his justification with emphasizing that pigs "dislike milk and apples" then he proceeds to say that pigs take milk and apples to "preserve our health," the thing which he claims to be scientifically proved. Here, Squealer tries to communicate that having milk and apples are urgently needed for the pigs. Squealer clarifies his idea that without having these things, pigs will not be able to manage the farm which, in turn, makes it possible for Jones's return. He shows the whole matter as an extra burden on the pigs' shoulders, a sacrifice they do for the other animals' benefit not out of selfishness. Squealer's utterance "it is for your sake that we drink that milk and eat those apples" serves to be a form of "feigned altruism" [26], which is always used by the elites or powerful participants to communicate that any privileges attributed to them are not for their own benefits, but for the peoples' interest. A frequency analysis of specific words that are used to justify the violations of the pigs in the farm contributes to the total understanding of the hidden ideologies of positive presentation. See Table 1 below:

Table 1. A frequency analysis of the words used to justify

Word	Total Frequency	No. of Indicative Occurrence
absolutely	2	1
actually	8	1
sake	2	1
welfare	2	1
necessary	13	1
urgently	1	1
sacrifice	4	2

The frequency analysis in Table 1 shows that the words 'absolutely, actually, sake, welfare, necessary, and urgently' have one indicative occurrence out of their total frequencies. Also, the word 'sacrifice' has two indicative occurrences in the corpus out of a total frequency of 4. These indicative occurrences are employed to justify the pigs' violations of the principles of animalism. Here, lies the significance of applying a computer-aided text analysis in highlighting the ideological weight of specific words in a corpus.

Speakers, therefore, always manipulate certain tactics of justifications in order to distance themselves from being blamed for any mischief. van Dijk states that "the reproduction of dominance in contemporary societies often requires justification or legitimation" [21]. Speakers use some words to justify their violation and to manipulate their recipients into submission to their arguments. Words like 'just', 'necessary' and 'natural' are used by powerful (i.e. rhetorically) speakers to show that they have privileged access to valuable social resources. In politics, claiming the public interest is always an effective ploy in the hands of those in power to justify their irrationalities. These justifications function to guarantee the complete acceptance and silence of people.

4.1.2. False Statistics

Using false statistics is another ploy used in *Animal Farm* to beautify the picture of Napoleon before the other animals and to prove his skill in leadership:

> On Sunday mornings Squealer, holding down a long strip of paper with his trotter, would read out to them *lists of figures* proving that the production of every class of foodstuff had increased by *200 per cent, 30 per cent, or 500 percent,* as the case might be. (*AF*., pp. 78-79)

Squealer's 'lists of figures' which indicates that "the production of every class of foodstuff had increased by 200 per cent, 300 per cent, or 500 percent" is an attempt to persuade the animals of the better conditions the farm witnesses under Napoleon's rule. Being a good interpreter of statistics, Squealer makes use of figures to delineate Napoleon and his administration positively, and to add authority to his arguments. Squealer's manipulation of certain mathematical representations does not occur haphazardly but it is something "inherent in the logic of capitalism" [27]. It is evident that under dictatorial regimes, these statistics are fake. They are employed not to illuminate but to manipulate peoples into accepting the existing system without any opposition [28]. It is apparent that Squealer makes use of the animals' ignorance, stupidity and weak memories in a way that makes him certain of their inability to remember their past conditions under Jones's regime, or to hold a comparison between the two periods. With the help of computer, the frequency of the word 'percent', which is frequently used to manipulate, reflects indicative significance as indicated Table 2.

Table 2. A frequency analysis of the words used to falsify statistics

Word	Total Frequency	No. of Indicative Occurrence
percent	3	3

Table 2 clarifies that the word 'percent', though very low in frequency (only 3 occurrences), is highly indicative in the production of manipulation.

4.1.3. Competency

In the discourse of *Animal Farm*, showing competency is used to produce manipulation. Squealer uses this strategy to present Napoleon positively before the rest of animals. Consider the following extract:

> Comrades, he said, *I trust that every animal here appreciates the sacrifice that comrade Napoleon has made in taking this extra labor upon himself.* Do not imagine, comrades, that leadership is a pleasure! On the contrary, *it is a deep and heavy responsibility. No one believes more firmly than comrade Napoleon that all animals are equal.* (*AF*., pp. 49-50)

Squealer delivers these words after Napoleon's announcement that "the Sunday morning Meetings would come to an end" (*AF*., pp. 48). Several animals "would

have protested if they could have found the right arguments" (*AF*., p. 49). Meanwhile, Squealer was sent to explain why Napoleon decreases such a decision. Squealer's utterance "no one believes more firmly than comrade Napoleon that all animals are equal" functions to show Napoleon's competency as a leader and his skill in running the farm's affairs. Squealer tries to say that by accepting leadership, Napoleon is sacrificing himself.

Another way of showing Napoleon's competency is proved by Squealer as well as the other animals when they cease to call him by name and give him some titles that reflect his courage, intelligence and benevolence. Notice the following extract.

> Napoleon was now never spoken of simply as 'Napoleon'. He was always referred to in formal style as *'our leader, comrade Napoleon'*, and the pigs liked to invent for him such titles as *father of all animals, terror of mankind, protector of the sheep-fold, ducklings' friend,* and the like. In his speeches, Squealer would take *with the tears rolling down his cheeks of Napoleon's wisdom,* the goodness of his heart, and the deep love he bore to all animals everywhere. (*AF*., pp. 79-80)

The titles in the expressions 'our leader, comrade Napoleon', 'father of all animals', 'terror of mankind', 'protector of the sheep-fold' and 'Ducklings' friend' by which Napoleon is described are delivered to prove that he is more competent than any of the other animals to run the farm. Squealer's nonverbal effect represented in "the tears rolling down his cheeks" while speaking about Napoleon's wisdom, is another attempt that shows Napoleon's benevolence to the other animals. Beautifying Napoleon's picture before the animals then becomes a clear picture of the general feeling of the farm. Table 3 presents a frequency analysis of the words 'leader', 'comrade' and 'wisdom' that are used to convey the competency of Napoleon.

Table 3. A frequency analysis of the words used to convey competency

Word	Total Frequency	No. of Indicative Occurrence
comrade	41	13
leader	8	5
wisdom	2	1

As indicated in Table 3, 13 occurrences out of 41 of the word 'comrade' are used to emphasize both competency and benevolence of Napoleon which, in turn, facilitates Squealer's ability to manipulate the animals into submission to Napoleon's orders. The table also displays that 6 occurrences of 'leader' out of 8 and 1 occurrence of 'wisdom' out of 2 are used to present Napoleon positively by showing his competency.

4.2. Negative Other-Presentation

Presenting others negatively in the discourse of *Animal Farm* depends on certain manipulative tactics, including *accusation*, *criticism*, and *the use of ambiguous words*. These strategies serve to vilify the personality, position and/or actions of an individual in order to influence the attitudinal behaviors of people towards him/her.

4.2.1. Accusation

An extended campaign of accusation and vilification, led by Napoleon, is launched against Snowball after his expulsion from the farm. The pigs stress Snowball's wickedness and malice by describing him as a 'criminal' and a 'traitor' who has collaborated with humans against the farm. These accusations aim to enfeeble Snowball's status before the animals and eliminate his heroic efforts from their memories. Here are some extracts:

> Snowball, who, as we now know, was no better than *a criminal?* 'He fought bravely at the Battle of the cowshed', said somebody. Bravery is not enough', said Squealer. *Loyalty and obedience are more important.* (*AF*., p. 50)

> Do you know the enemy who has come in the night and overthrown our windmill? SNOWBALL*!* He suddenly roared in a voice of thunder. Snowball has done this thing! In sheer *malignity,* thinking to set back our plans and *avenge* himself for his *ignominious* expulsion, this *traitor* has crept here under cover of night and destroyed our work of nearly a year. (*AF*., p. 62, capital in original)

Squealer stresses that Snowball is a 'criminal' and a 'traitor' to create a feeling of disgust and hatred against Snowball. Squealer's accusations attempt to vilify Snowball's good reputation which he proves after the rebellion. Squealer's utterance 'loyalty and obedience are more important' in the first extract is an indirect attempt to communicate to the other animals that they should be loyal and obedient to Napoleon. It is also an indication that any animal disobeys Napoleon's orders will face Snowball's same fate; that is, he will be proclaimed criminal and traitor. Squealer's "this traitor has crept here under cover of night and destroyed

our work of nearly a year" in the second extract aims to establish Snowball as a scapegoat who is blamed for anything that goes wrong on the farm. The nonverbal threat represented in Squealer's roar 'in a voice of thunder' tends to send terror on the animals' hearts in a way that makes them accept what they have been told without any objection. To emphasize his message, Squealer selects a highly influential set of words, including *avenge*, *malignity*, *ignominious* and *destroyed* in the second extract to assert Snowball's treachery. Table 4 displays a frequency analysis of some words used to communicate accusation.

Table 4. A frequency analysis of the words used to accuse

Word	Total Frequency	No. of Indicative Occurrence
criminal	1	1
avenge	4	2
malignity	1	1
traitor	3	2
ignominious	1	1

Table 4 shows that the words 'criminal, avenge, malignity, traitor, and ignominious' are very low in frequency, but are highly indicative in the production of accusation.

4.2.2. Criticism

In Orwell's novel, Snowball's plans concerning the idea of building a windmill have been harshly criticized by Napoleon in order to enfeeble these plans and weaken their owner's status. Consider the following extracts:

> Napoleon produced no schemes of his own, but said quietly that Snowball*'s would come to nothing, and seemed to be biding his time.* (*AF*., p. 43)

> Napoleon, on the other hand, argued that the great need of the moment was to increase food production and that if *they wasted time on the windmill they would all starve to death.* (*AF*., p. 45)

> Then Napoleon stood up to reply. He said very quietly that *the windmill was nonsense and that he advised nobody to vote for it.* (*AF*., p. 47)

Napoleon's criticism has three stages: the first stage comes in the first extract in which he tries to minimize the importance of the windmill saying that it 'would come to

nothing'. The second stage occurs in the second extract and functions to frighten the animals through a clear threat in which he assures them that 'if they wasted time on the windmill they would all starve to death'. The third extract carries the third stage of criticism in which Napoleon accuses Snowball's plans as 'nonsense', and then he proceeds to advise the animals not 'to vote for it'. The three stages of Napoleon's criticism attempt to dissuade the animals from supporting Snowball in his plans. In fact, Napoleon does not oppose the idea of building a windmill because he agrees to build it after Snowball's expulsion. Napoleon's sole aim beyond his criticism is to emasculate Snowball's status before the other animals in order to persuade them not to vote for his plans. Table 5 presents a frequency analysis of the words 'nonsense' and 'nothing':

Table 5. A frequency analysis of the words used to criticize

Word	Total Frequency	No. of Indicative Occurrence
nonsense	1	1
nothing	24	1

Table 5 indicates that the word 'nonsense' is very low in frequency, but it is significantly used to criticize Snowball's efforts in the farm. The table also clarifies that only one occurrence out of 24 of the word 'nothing' is indicative in the process of criticism that entirely tends to manipulate.

4.2.3. The Use of Ambiguous Words

Squealer uses certain vague words to mystify and deceive the other animals in order to accept any argument without any objection. He manipulates this strategy to silence the animals' opposition to Napoleon's decision. Notice the following:

> He had seemed to oppose the windmill, simply as a *manoeuvre* to get rid of Snowball…. This, said Squealer, was something called *tactics.* He repeated a number of times, *'Tactics',* comrades**,** *tactics*! *The animals were not certain what the word meant.* (*AF*., p. 52)

Squealer explains to the animals why Napoleon agrees to build the windmill after his refusal to the same idea proposed by Snowball. The contradiction in Napoleon's attitude leads some animals to ask 'why, then, had he spoken strongly against it?' Squealer starts to persuade the

animals of the reasons by using some words he knows for sure that the animals will never grasp their meaning. Squealer's words 'manoeuvre' and 'tactics' function to mystify the animals so that they cannot express any kind of objection. The dogs' company to Squealer and their growls, which are 'so threateningly', help him execute his task without any interruption. It is noteworthy that it is not only the pigs' physical and rhetorical power over the rest of animals that causes the latter to be manipulated, but also the animals' susceptibility of submission and their ignorance are the main reasons of such manipulation. Table 6 presents a frequency analysis of the words 'tactics' and 'maneuver':

Table 6. A frequency analysis of words used to cause ambiguity

Word	Total Frequency	No. of Indicative Occurrence
tactics	2	2
maneuver	2	1

As demonstrated in Table 6, the words 'tactics' and 'maneuver' are very low in frequency, but very indicative in the production of ambiguity on the part of the animals.

5. Findings and Discussion

The above analysis clarifies the relevance of applying a computer-based frequency analysis to explore certain strategies to present the in-group positively and the out-group negatively in the discourse of Orwell's *Animal Farm*. These strategies have linguistically been evidenced to target the manipulation of discourse recipients throughout the incidents of the novel under investigation. It is analytically evidenced that positive presentation of selfness has discursively been manifested in three sub-strategies, including justification, the use of false statistics and competency, whereas the negative presentation of otherness has been communicated by virtue of accusation, criticism, and the use of ambiguous words.

The analysis also demonstrates the following findings:

5.1. Computer-based Frequency Analysis and a CDA Approach are Analytically Relevant to Decode the Theme of Manipulation

The analysis clarifies that the application of a computer-based frequency analysis contributes to discourse studies, particularly to the textual analysis of literary texts. With the help of the frequency analysis, CDA analysts can discover the ideological significance encoded in texts, as

well as to decipher the meanings pertaining to words or phrases that in turn affect the ultimate interpretation of texts. This study also proves the relevance of CDA to the study of the theme of manipulation. This is clearly shown through the core concern of CDA in revealing manipulative tactics that depend on the use and misuse of language. This lies in the fact that CDA is totally concerned with exposing relations of power and ideology as deep-rooted components of its framework, particularly in ideology-carriers literary texts [28]. A CDA of manipulation discourse attempts to affect change in political beliefs, and to create an alteration in personal views and convictions [29].

5.2. Beautifying Selfness and Vilifying Otherness in *Animal Farm* are Lexical-Oriented Ploys

The analysis clarifies that the strategies of positive self-presentation and negative other-presentation are entirely based on lexis. That is, the use of single words to communicate certain ideologies. This finding is arrived at by applying a frequency analysis to certain words that carry specific ideologies. The number of occurrences of each word and its contextual environment which are clarified by concordance reflect the ideological weight each of the searched words carries in the text under investigation. This is emphasized by Fowler [30-31], who emphasizes that words are very significant in the analysis of texts because they convey particular ideological meanings targeted specific purposes. In light of the current study, words are employed to achieve the ideological purpose of manipulation. The same idea is also postulated by [32], who argues that one focus of attention in CDA has been its ability to strategically criticize the different concepts within the scope of politics that are employed for hidden political purposes. Further, this correlates with van Dijk's [33] argument that one way of presenting others negatively is to select strongly negative words in order to describe the actions of the out-group.

5.3. CDA Offers a Deconstructive Reading of Texts

The analysis shows that CDA is an interpretatively deconstructive tool of reading texts. It depends entirely on the reader's background, be it political, social, cultural, religious, or otherwise. This approach does not offer a determinate, absolute, or final meaning to texts, but it is an indeterminate way of analysis, as it allows a variety of interpretations to texts depending on the notion of readership. This study also emphasizes the fact that literature always offers us many literary forms that provide us with so many interpretations that are relevant to modern age. The idea of discovering other meanings in texts is the core concern of CDA since it perceives any text as a source

that can be investigated according to the current and surrounding circumstances. This approach is said to be a culturally, socially, and religiously-specific approach of analyzing language [34].

6. Conclusion

This paper applied a computer-based frequency analysis to the analysis of manipulative strategies of positive/negative presentation in Orwell's *Animal Farm*. This is accompanied by the use of CDA approach to reveal the hidden ideologies pertaining to the use of these strategies in the selected text. The analysis showed that a computer-based frequency analysis conducted by concordance proves useful in discourse studies in general and in linguistic analysis in particular. This computational approach helps arrive at credible and accurate results during the process of data analysis, which, in turn, contributes to reveal the hidden ideologies beyond the use of each single word in the text under investigation.

The frequency analysis conducted by concordance serves to clarify the ideological weight each searched word conveys in text, either individually, by the number of occurrences it has, or in combination with other neighboring words, by the contextual environment wherein it occurs. The analysis also demonstrated that certain strategies of positive presentation, including justification, using false statistics, and showing competency; and negative presentation, including accusation, criticism, and using ambiguous words are employed in the discourse of the novel to achieve manipulation, which is revealed when the linguistic expressions are better understood. This is linguistically evidenced by investigating the ideological weight of words in the corpus under investigation, and is analytically strengthened by the use of the computer-based frequency analysis.

Finally, this paper recommends further applications of computer software to discourse studies. This could reveal more credible and accurate results to the linguistic study of texts than those approached by means of the traditional linguistic analysis, particularly in large data texts. Pedagogically, the paper also recommends the use and application of computer-assisted tools in the process of teaching and learning literary texts, which is anticipated to save time and effort on the part of both teachers and learners.

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