

The Party in 1984 has three slogans that are visible everywhere: "War is Peace," "Freedom is Slavery," and "Ignorance is Strength." Despite being antonyms, in this world, nobody has freedom, everyone is ignorant, and the world is in a constant state of war. These slogans are similar to the slogan "Arbeit macht frei" ("Work Makes Freedom") on the gates of Nazi concentration camps, which are clear non-sequiturs presented as truth by a totalitarian power. The citizens are encouraged to accept this kind of semi-conscious lie and intentionally deceive themselves, which is known as doublethink.