

In this world, there is a head of government known as Big Brother or "BB". He is described as a man in his mid-forties with a heavy black mustache and ruggedly handsome features. His image is often displayed on posters with the slogan "BIG BROTHER IS WATCHING YOU". Big Brother is believed to be omniscient, omnipotent and beloved by all.

On the other hand, Emmanuel Goldstein is Big Brother's enemy. Goldstein was once a member of the Party and had helped Big Brother and the Party during the revolution. However, he is now considered to be a significant part of the Brotherhood, which is an underground anti-Party organization that is widely hated by the government.