

## ***Breadwinner's Propaganda within the English Foreign Movie's Depiction of Middle-East***

**Opel Almughni, Edward Edward & Mohd. Fauzi**

Universitas Lancang Kuning, Pekanbaru, Indonesia  
opelalmughni@gmail.com

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### **ABSTRACT**

Film is one of media products whose development as art product that have free-expression, it is also one of the mainstream media. The presence of a film provides its own color in other media mass competition to benefit for many people. This study deals with an analysis of propaganda by film techniques used in *The Breadwinner* film. The purpose of this study is to find out the types, the meanings and the functions of Propaganda used in *The Breadwinner* film. The data are taken from the script of *The Breadwinner*, Angelina Jolie as A Producer released on 8th September 2017 and directed by Nora Twomey. The data analysing technique used in this study is descriptive qualitative research with a document or content analysis as the research type. This thesis categorizes and analyses of Propaganda that found in *The Breadwinner* film. From the analysis, there are 7 types of propaganda by film techniques, this study focused on analysing in Glittering generalities techniques. The findings show that there is some propaganda that used in *The breadwinner* that had been analysed into functions propaganda especially glittering generalities.

### **1. Introduction**

Film is one of media products whose development can't be ignored by the public. Film as art product that have free-expression, it is also one of the mainstream media. The presence of a film provides its own color in other media mass competition to benefit for many people. By this function then film has the ability as a place of information for people.

In the past, the late of 19<sup>th</sup> century, film or movie can only be enjoyed in a person because of limited technology, until finally in 1896 a French national, Louis lumiere (1864-1948) introduced a cinematograph tool to 35 people at the grand cafe, Paris, and in the same year to an even larger audience in the empire music hall, London. History records for the first time, lumiere created an audience and a new medium used to spread entertainment, presenting stories, events, plays, music, jokes, and other offerings to the public.

What is shown in films heavily influences the audience, and it has the potential and has been used to educate the masses or implant certain ideas to the people (Anwar et al., 2019; Yudar et al., 2020). The propaganda in a film is meant to revolutionize the society against that which has evolved over the past and will transform it according to the ideologies of the filmmaker and also affect the cultural background he has promoted. In this film Angelina jolie as the producer of running the film was "there are millions of girls like parvana who grow up under oppression and conflict. The girls fought for their families to survive in such conditions. The story reminds them of their role in

fighting repression, "said Angelina jolie. So we know that this film formation was intended to bring down and discriminate against a group at this point the taliban group that had a history of where the film was going. It's seen clearly in the film that Angelina jolie wants to discriminate the taliban by displaying many of the group's violence acts by punishing barbarians, physical violence, cruelty, and then it causes cuts in character and demonstrates that the taliban's gender inequality between male and female and so many women are treated irrespective of current human rights. The Taliban life in Afghanistan is not separated from the conflict between local governments that are in the west by the Taliban group who fought against them. The Taliban is considered a radical group as well as being a group that violates life's freedom for every woman in Afghanistan in the most specialised city of Kabul. One example of propaganda used by the author in this film is a move so that the unconsciously intended audience of what is present Authoe in his film. One of the doctrinization examples of the author of the film, is when a mother is forbidden to leave without using burqa even though only to buy her sick child. Indirectly, the meaning of this scene has disappeared his sense of tolerance and compassion of the Taliban to his community.

There are some fundamental purposes for doing research on *The Breadwinner* film (Twomey, 2017), especially on the foundation section on islamic law established by the taliban group. And the, the writer tries to unravel the message that the film maker wanted to islamic world that only fit their view. An example of the ideology they want to convey through this film where life in islamic

world is identical with cruel and rough, which is totally inconsistent with true Islamic teachings. There are many things that the author has appointed to the audience, which in reality it cannot be assured of the truth, of course it is detrimental to the other sides. In this study, the author tries to dismantle one of the techniques of propaganda used in the title *The Breadwinner* film.

From the background above, the writer tries to limit the study on how propaganda techniques and functions were made by film maker in *The Breadwinner* Film and writer just want to focus on Glittering generalities technic in essence.

### 1.1 Language and Communication

Language is the method of human communication, either spoken or written, consisting of the use of words in a structured and conventional way. Besides that, Communication means transferring thoughts, information, emotions and ideas through movement, sound, symbols, signs and expression from one person to another. Three of the most important and essential things in each of their communication processes are sender, receiver and channel (Media). Functionally, communication is carried out for a variety of purposes, which is for informing, educating, to entertain, and to influence. The four functions of communication adopted become the function of Mass Communication.

### 1.2 Mass Communication

Mass communication is a process in which media organizations make and distribute a message to the public. These media organizations will disseminate messages that will affect and reflect the culture of a society, and then this information will present simultaneously to a diverse broad audience (Steinberg, 2007). This makes the media part of one of the most powerful institutions in society. The term mass communication came on as, the mass communication also a mass media in the early 20th century. Clearly, mass communication is a transfer of messages involving large audiences.

Many other types of communication, but what distinguishes mass communication from other communications is the scope or amount of communication. Mass communication reflects a communicator who was a society and then delivered the matter to an infinite number of people. The early history of communication is simply an effort or human way of conveying ideas, messages, ideas, will, desires and so on. The goal is simply that humans can communicate with one another and connect with one another.

### 1.3 Propaganda

Propaganda as a part of Rhetorics that closely related to Persuasion. Its concerted set of messages aimed at influencing the opinions or behavior of large numbers of people. Besides providing information, propaganda in its

most basic sense presents information in order to influence its audience.

As the above points out, it will expose the propaganda on the breadwinner of western production of life to the Islamic world under Taliban rule in Kabul, Afghanistan.

The word "propaganda" is derived from the modern Latin *propagandists* which means propagating or deafening. Propaganda in itself is a series of messages intended to affect community opinions and attitudes or groups of people (Shabo, 2008). It does not transmit information objectively, but it dispenses information by using a medium of communication designed to influence those who hear or see it. Ideas are made to lead the minds of every individual to understand in accordance with what the author has presented in his work. It is often used as a very profitable tool for one party and plunging the other party (Liu, 2019). Because everything the author has conveyed in his work is not realized by the person who sees it. The purpose of propaganda is to change minds or views to group targets for a particular interest. Nimmo (1989) writes that propaganda is to reach individuals who are psychologically manipulated and put together in one particular way. A major characteristic of propaganda activity in Nimmo's view is propaganda as one to the public. The propagandists are a small group that reached a larger collective audience. Some writers divide propaganda into two kinds of deliberate and unintended propaganda. Doob, (1948) divides between obvious and hidden propaganda. Propaganda was born from one person or group aimed at the audience to direct them to a specific purpose. Propaganda in the film included one of the mass media used to convey minds to other minds unknowingly by the audience who received it so that it was embedded or doctrines of their minds on what was addressed.

### 1.4 Ideology

The mean of ideology can be described as a belief system that guides social behavior and actions. From its language, ideology comes from the combination of two Greek terms namely "eidos" and "logos". Idein means seeing, seeing, ideas, ideals. Logos is logia or science (Vincent, 2010).

The combination of these words, ideology can be interpreted as a different idea that makes faith and understanding to realize human goals. The first person to use the term ideology in a modern context was the French philosopher Destutt de Tracy who in 1796 wrote about the French Revolution.

Ideology is an abstract concept that is very important for social science because ideology is closely related to how humans perspective society and life more broadly.

## 2. Method

This study is a library research. Library research is a process involved by identifying the problem, analysing

what you found, then developing and expressing your idea into it (Rasmuson, 2014). This research was a descriptive qualitative one. The study, therefore, did not use the statistical method to manage each data. Qualitative research in studies was intended to describe and analyse every phenomenon, event, activity and other events (moleong, 2006: 6).

## 2.1 Source of Data

Observation is a data collection technique in the manner in which observation and systematic recorders of symptoms visible in object research. The observation is divided, that is, direct and indirect observation. Direct observation is the observation or record of an object in the place of the event or the immediate event where the observer is with the object observed. But an indirect observation is an observation or record done not at the time of events. Of course, The data in this research was an indirect observation. The data that writer used was documentation of The Breadwinner film, that tells about the lives of Islamic women downloaded from XX1 Lite App. Documents are available in writing, notes, voices, pictures and digital form (daymon&holloway, 2008: 344).

## 2.2 Data Analyzing Technique

Descriptive techniques are used to measure segregation, discrimination, and inequality. Discrimination is often measured using audit studies or decomposition methods. More segregation by type or inequality of outcomes need not be wholly good or bad in itself, but it is often considered a marker of unfair social processes; accurate measurement of the levels across time and space is a prerequisite to understanding those processes. Early stages of research documented film footage, both scrutinized per-scene and frame. A scene is taking a series of images for one scene as part of a storyline, while a frame is taking one picture as part of one scene or part of one scene seen from one vantage point. This analysis serves to describe an idea of the object under the study from the data that have been collected before. And then researchers did the decryption of a frame of each scene or frame. After the description step the researcher did the analysis of each scene and frame in the film based on the technique mentioned earlier, and conclusion was drawn intact.

## 3. Results

### 3.1 Techniques and Functions of Propaganda

Propaganda is an action that is carried out continuously and is done with the preparation to be men doctrinal the multitude to agree on the views, attitudes and behaviours according to what is wanted by the people who convey or do. Many media can be used as a means of spreading propaganda that is one of them through the film. Film is one of the media that is very often used for propaganda with its nature that really got about the target that it wants

to mean. Film is also one of the media that is one-way and also media that can easily reach a relatively large number of audiences. According to (Petter C, 2014), there are 7 techniques of propaganda; transfer, testimonial glittering generalities, plain folks, bandwagon, name calling, and card stacking.

Based on the explanation above, the writer focuses only on glittering generalities techniques. There are several things that the writer considers why it is only wanted to focus only one technique, i.e. in The Breadwinner's Film How the messages presented on each incident can cause an effect on the audience that how the Author pattern in the audience doctrines according to what they want. This technique is one of the techniques widely used by the Author in carrying out her propaganda, so that it becomes a unique attraction for writers to dismantle the intent and meaning implied in the delivery of propaganda that Author wants to convey through his film. Glittering generalities is a type of propaganda that is usually used with the creation of words, sentences, slogans, or statements associated with values and beliefs that are held firmly by the audience without giving any supporting information or reason, so that the things submitted by the Author became very popular and unnoticed by the audience what they were receiving.

The writer sees that Glittering generalities is techniques has been popular with relating issues; Freedom/Liberty, strength, security, prosperity, choice, equality and change (Magedah, EC, 2008: p 34) where these whole things we can find in the scene of the The Breadwinner.

### 3.2 Analysis of Propaganda

The scene and the conversation performed in the film is a Propaganda that the Author is referring to audiences in order to get empathy for what is on display and condemn the actions of the Taliban. Voicing the advocacy voice against the people of Kabul is an easy way to attract sympathy from the audience for Western personal interests as an Author in the Arabian lands. It is not just as limited between the Taliban and the west. But also bring harm to the religion of Islam. The Taliban is not detached from religion, so whatever the Taliban happens is a representation of Muslims around the world.

Related to The Breadwinner film, the author would like to display some examples of events that representation about ideology that are used by Author in showing the film. Many significant things happen in the movie The Breadwinner will greatly assist the author in finding and determining the type of ideology used by the Author in this work.

In each scene, often the Author displays adverse events for women whose perpetrations are dominated by men. Some examples of the authors take from the idea and ideas of the film's script the Breadwinner. That is, when Parvana and her mother went out to jail without a "mahrom", they

were banned and had to return home by the Taliban officer.

Then next example, when Parvana accompany her father to sell in the city market of Kabul, Parvana's father got a rebuke from the officer because his escape from carrying women out of his home at because would attract attention for men, of course this included incidents that did not flatten gender equality between men and women. In essence, the author gives the conclusion in The Breadwinner film, we can specify that the ideology in the use of the author in his work is feminism. Because the core idea of feminism is resistance to domination of women. Feminist ideology seeks to lift the perspective of women from the subordinate position.

The Ideology Feminism in The Breadwinner is a Ideology built by the Author maximally because almost all of the life's activities in the city of Kabul are the things that provide and discriminate against the position of women. The author concluded that the ideology Feminism mentioned above is a social behaviour and action that has been fully run in the The Breadwinner movie. A life in the manuscript dominated by men and the limitations of the women, is the cornerstone of the life and behavior system of Kabul city in Afghanistan, especially for the Taliban as a propagandiver in The Breadwinner film.

#### 4. Conclusion

Propaganda is an action that is carried out continuously and is done with the preparation to be mendocrinal the multitude to agree on the views, attitudes and behaviors according to what is wanted by the people who convey or do. Many media can be used as a means of spreading propaganda that is one of them through the film. Film is one of the media that is very often used for propaganda with its nature that really got about the target that it wants to mean. Film is also one of the media that is one-way and also media that can easily reach a relatively large number of audiences. According to (Petter C, 2014), there are 7 techniques of propaganda; transfer, testimonial glittering generalities, plain folks, bandwagon, name calling, and card stacking.

Propaganda is a technique in mass communication In our lives today. Be aware or not, in fact many forms of propaganda who directs ourselves or our thoughts to do something or believe in a thought. Propaganda successful directs to our thoughts and deeds are not separated from the expertise of the propagandist in dribble the thought of others. To make someone believe in an idea or thing the propagandists require various propaganda techniques. The use of propaganda techniques can be done in many ways. One of them through literary works. Based on the findings and discussion in the previous chapter, the writer concludes that there are 7 types of Propaganda techniques, which are names calling, glittering generalities, transfer, testimonial, plain folks, card stacking, and band wagon, the writers just want focused to glittering generalities techniques.

The writer also analyzed the functions of using propaganda in the Breadwinner film. Based on the data presented and analyzed in the previous chapter, it can be concluded that the functions of propaganda in the Breadwinner film is the Author launching a goal of interest while making a rejection of a certain matter that the final result of the propaganda have benefit one sides only.

The conclusion of this study, the film became a fairly great propaganda medium, because to the popularised film, film present as the media of entertainment made the audience was unaware of the intention behind this film. Unconsciously can agree with the idea of the propagandist.

The writer has analyzed propaganda techniques by identifying the types of propanda, describing the meanings and explaining the functions of propaganda used in the Breadwinner film. Therefore, Research on The Breadwinner is still very likely to do because there are many things that can be excavated, implied in every given story that showed to others.

The discussion contained in this thesis is limited to the use of one propaganda technique that is glittering generalities in the The Breadwinner film. Things like feminism, radicalism, and war, can be dug in The Breadwinner for further researchers.

Based on this study, the writer hopes for the readers or other writers that this study will be useful for future improvement of language study, basically about propaganda used in the movie, especially in Faculty of Humanity in Lancang Kuning University.

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