



Representation of Propaganda in the movie All Quiet on Western Front 2022

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ABSTRACT

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This study aims to how propaganda happens in the movie all quiet on western front 2022. In this era mass communication media has many variants, one of which is film. Film is a breakthrough in conveying information that is quite successful for approximately 1 century. Films can convey information very effectively and practically summarized in visual and sound form. In addition to presenting educational and tense spectacles, films are also used as a form of remembering an event by providing moral messages, a sense of humanity. as is the case in biographical, historical, and war films. One category of movies that has quite a lot of fans is war movies, most war movies will present shooting scenes, explosions, and warfare on land, water, and air. On the other hand, with the story of "shooting" many war films tell the point of view of the victims of war. In war, propaganda often occurs - propaganda is quite successful. propaganda becomes an invisible weapon that is effective in giving fighting spirit and destroying one's trust. The purpose of this study is to examine discourse using qualitative research methods and theories Critical Discourse from Norman Fairclough and to analyze 3 components structure of the text (text dimension), discourse practice (dimension of social practice), and sociocultural practice, in the film "All Quiet on Western Front 2022".

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1. Introduction

Mass communication media has many variants, one of which is film, film is a breakthrough in conveying information that is quite successful for approximately 1 century. Films can convey information very effectively and practically summarized in visual and sound form. In addition to presenting educational and tense spectacles, films are also used as a form of remembering an event by providing moral messages, a sense of humanity. as is the case in biographical, historical, and war films. One category of movies that has quite a lot of fans is war movies, most war movies will present shooting scenes, explosions, and warfare on land, water, and air. On the other hand, with the story of "shooting" many war films tell the point of view of the victims of war. In war, propaganda often occurs - propaganda is quite successful. propaganda becomes an invisible weapon that is effective in giving fighting spirit and destroying one's trust. Of course, propaganda has a variety of techniques, McLung Lee explained that there are 9 options for propaganda techniques that can be used, namely:

Name Calling, Technique that labels ideas and notions as bad. **Glittering Generalities**, A technique that associates something with wise words to attract the target to accept or agree to something. **Transfers by power** the sanction and influence of something that is more respected and revered than anything else makes "something" more acceptable. **Testimonials** A technique that uses

the words of respected human beings as propaganda material. **Plain Folk** A technique that identifies an idea with a person. The use of similar words “from and for the people” is common in this technique,

Card Stacking A techniques that include the selection of the use of fact or falsity, plausibility or not, illustration or obfuscation, to provide the best possibility. **Bandwagon** A technique that contains material that touts the success achieved by an individual or group. **Reputable Mouthpiece** A technique that suggests something that does not correspond to reality. **Using All Form Of Persuasion** A techniques that uses seduction, appeals, and invitations to the public (Asmara & Basyar, 2021).

Especially during World War I, in the European war there were many propaganda practices, for example the propaganda used by the German government aimed at new and senior soldiers. Of all the propaganda weapons that Germany relied on, perhaps the most effective and enduring was the cult of the Fuhrer-Adolf Hitler himself. Recognized by allies and enemies alike as a charismatic and powerful speaker. Adolf Hitler was able to reflect arguments even when using simple terms. He was able to move emotions and make himself a public image (Hasan, 2010).

All quiet on western front 2022 is one of the many movies released in 2022. Directed by Edward Berger and Felix Kammerer as the main character, it won many awards in the film award nominations in 2022 and 2023. The movie is inspired by Erich Maria Remarque's novel of the same name. Which briefly tells the story of a young German man who entered the German army in 1917 during the first world war and struggled against the reality of the war that was in front of his eyes.

The story of the movie focuses on a 17-year-old teenager named Paul Bäumer (Felix Kammerer) who enlists in the army of the German Empire. He joins his three best friends at school, Franz Müller (Moritz Klaus), Albert Kropp (Aaron Hilmer) and Ludwig Behm (Adrian Grünewald). They join forces after listening to a patriotic speech by schoolteacher Kantorek. The speech sparks the boys' imagination to volunteer to defend their country on the battlefield. This burning passion is accompanied by the romance of being labeled a hero who has contributed to the nation and state. This made Paul willing to forge his mother's signature in order to defend Germany in war. However, Paul's romance with the heroic story slowly faded after the tragic and gripping reality of war. While stationed in the vicinity of La Malmaison in northern France, Ludwig died on the first night in a gruesome manner due to a severe attack from the enemy. Not only that, they also discovered that food and clean water supplies were minimal.

Based on the background above, the problem formulation that researchers will study is how the context of propaganda in the scene in the movie “All Quiet on Western Front 2022” according to Norman Fairclough's critical discourse analysis. Based on this background as well as the formulation of problems that have been compiled by researchers, the purpose of this writing is to examine discourse using qualitative research methods and Critical Discourse theory from Norman Fairclough and analyze 3 components, namely text structure (text dimension), discourse/discursive practices (social practice dimension), and sociocultural practices,

2. Method

This research uses the critical paradigm. The critical paradigm focuses on deconstructing the hidden aspects behind visible reality to criticize changes in social structures (Hamad, 2004). In critical analysis, representation is considered to play a role in the formation of certain subjects, themes, and strategies in discourse (Ardianto & Q-Anees, n.d.). The critical paradigm is used to support norman fairclough's discourse theory in examining propaganda in films.

By using qualitative research methods, qualitative research methods will help in identifying propaganda in the story of the film All Quiet On Westren Front 2022 by taking on the film cuts at minutes 09:41 - 11:43 and 02:04:40 - 02:05:55 (Rofiqoh & Zulhawati, 2020). By using discourse analysis techniques from Norman Fairclough in his critical discourse analysis focuses on its three components, namely: text practices, discursive practices, and social praxis (Fairclough, 2019).

3. Result and Discussion

3.1. Text Analysis

With the use of Norman Fairclough's critical discourse theory that uses its three components: text practices, Discursive Practices, and Social Praxis. the three dimensions were analyzed using three different holds, namely 1) Description was used to analyze the text, including cohesion and coherence, grammar, and diction. 2) definition is used to analyze the definition of the text (production, dissemination, and consumption of the text), and 3) explanation is used to identify sociocultural practices (Fairclough, 2019).

The use of diction that has a certain meaning or action, and can explain the relationship between one entity and another (Fairclough, n.d.). The data taken to represent propaganda is the scene at minutes 09:41 - 11:43 and 02:04:40 - 02:05:55 because the selected scene is a persuasive and coercive propaganda oration scene.



Figure 1. Scene 1. (09:41 - 11:43)

Source: (Berger, 2022)

In the scene of the youth gathered in a large hall with a group of adult men dressed in neat suits with one of the leaders of the group, the headmaster Kantorek, who is giving a speech about incitement to join the war, with a fiery tone and vocabulary. So that the young men who knew nothing about the war were incited to join the war. Here's the speech:

"You are standing on the brink of existence, remember this moment!!, this is an important moment!"

"In the future, you will be judged for your brave steps today. Iron Youth of Germany"

"Brothers, we are very fortunate to live in these great times, your deeds will be the lifeblood that nurtures strong and noble roots"

"I am sure that I will see many of you here again, very soon"

"Your swords will return to their scabbards with honor. With an iron cross pinned to your rotund chests."

"However, make no mistake! In your darkest hour, as you await the attack, you may be plagued with doubts, but this is no time for wavering thoughts. Any hesitation of indecision, is treason to the motherland!"

"Modern warfare is like playing chess. It's not about the individual, it's about everyone!"

"You have to prove you're worthy of wearing the uniform and hacking away at the enemy front in Flanders."

"Then in a few weeks, you'll be flocking to Paris!"

"Our future, Germany's future, is in the hands of her greatest generation.

"Comrades! There you are.!!!! With that, go to war! For the Emperor, for God, and for the motherland!"

Diction, the word “you” is a diction that appears many times in this scene, this word appears 13 times. Some are supporting initial words that represent the idea of propaganda with speeches, here is the analysis: (1) In the future, you will be judged for your bold steps today. (2) Your deeds will be a source of life that nurtures strong and noble roots, (3) Comrades! That's you!!!! With that, go forth to battle! For the Emperor, for God, and for the motherland!”.

In data (1) and (2), the sentence delivered by the principal who gave a speech is a sentence that utilizes the sense of nationalism, which can ignite the spirit of nationalism and can motivate the youth. These two sentences use the Glittering Generalities propaganda delivery technique, and in data (3) the sentence used is also the same as the previous data by utilizing a sense of nationalism, the difference is that this sentence also utilizes the name of a high-ranking official and uses the transfer propaganda technique (Liliweri, n.d.).

Cohesion, Vocabulary Cohesion means unity and wholeness (Hanafiah, 2015). Words that repeat (repetition) have elements of cohesion. In this scene there is a cohesion word, namely “brothers” with “we”. The following is the analysis: (1) Brothers, we are very lucky to live in this great time, (2) In data (1) the cohesion word “brothers” aims to convey that the principal and youth are one level, using a more intimate call can build trust between people.

Modalities, the word will appear 5 times in this scene. The following is the analysis: In the future, you will be judged for your bold move today, “Your swords will return to their scabbards with honor. The sentence “will” provides an explanation or justification for a condition or action (Putri et al., 2024). In data (1) and (2) the modal word “will” is used by utilizing the word wise to ignite the will or desire for the youth to join the army and fight.

Metaphor, Metaphor is a metaphor that expresses an expression indirectly through equation or comparison (Septiani et al., 2022). There is one word of metaphor in this scene, namely “German Iron Youth”. The following is the analysis: In the future, you will be judged on your bold steps today. German Iron Youth”, The metaphorical word “iron” refers to hard, strong, and metallic nouns. When combined, “German Iron Youth” means that German youths have qualities that are strong, hard, and as hard as metal.

SCENE 2 (02:04:40 - 02:05:55)



Figure 2. Scene 2 (02:04:40 - 02:05:55)
 (Berger, 2022)

In the scene minutes 02:04:40 - 02:05:55 showing General Friedrich giving a propaganda speech to the remaining German soldiers, in this scene the faces of the soldiers and the main actor Paul Bäumer have a look of depression, fear, and despair. After giving a fiery speech, the soldiers were ordered to continue fighting even though the peace treaty had been broadcast, and there were several soldiers who refused to be executed on the spot.

“Soldiers, we stand here as brothers, in a world full of enemies, forced to watch as the German social democrats render our people helpless, by accepting a treacherous armistice.”

“Comrades, soon you will return to your parents, wives, and children. The war is over.”

“After all this sacrifice and suffering, you deserve to be rewarded. A reward of admiration for all you have accomplished here.”

“But, Comrade, do you want to be greeted as soldiers and heroes or cowards who retreated when you had to choose?”

“Soldiers. We will attack them with all our might and power. Latierre should be in German hands!”

“We will take their land before 11:00 and end the war with glory!!!, FORWARD!”

“With God, who accompanies us, as he accompanied our father”.

Diction, The word “you” is a diction that appears many times in this scene, this word appears 5 times. Some are supporting initial words that represent the idea of propaganda by giving speeches, here is the analysis, But, Comrades, do you want to be welcomed as soldiers and heroes or cowards who retreat when they have to choose?”. In data (1), the sentence delivered by General Fredrich who gave a speech was a sentence with his own interests in mind, this sentence implied coercion with the Using All Forms of Persuasion technique General Fredrich made an appeal.

Cohesion, Repeated words (repetition) have an element of cohesion. In this scene there is a cohesion word, namely “God” with “him”. The following is the analysis: With God, who accompanies us, as he accompanied our father. In data (1) the cohesion word “God” aims to convey prayer and conclude the speech.

Modalities, The word “will” appear 4 times in this scene. The following is the analysis: “Soldiers. We will attack them with all our strength and power. Latierre should be in German hands!” “we will take their land before 11:00 and end the war with glory!!!, FORWARD!” In data (1) and (2) the modal word “will” is used for command sentences with force.

Metaphor, There is a metaphorical word in this scene, namely “Comrade”. The following is the analysis: The metaphorical word “Comrade” refers to the word friend, partner, ally.

3.2. Discourse/Discursive Practice

Text Production, all quiet on western front 2022 is a German film produced by Amusement Park and distributed by NETFLIX that premiered on September 12, 2022 at the Toronto International Film Festival, streaming on NETFLIX on October 28, 2022. All quiet on western front 2022 is directed by Edward Berger. The production process of the film All quiet on western front 2022 was inspired by the book of the same name by Erich Maria Remarque and this film is the 3rd production of the previous film in 1930 and 1979, Erich Maria Remarque in writing the book all quiet on western front used his personal experience as a German soldier to write All Quiet on the Western Front.

He was conscripted at the age of 18, and fought on the Western Front of World War I, where he witnessed many of the atrocities he later described in the novel (citation britanica). In his book, Remarque describes the nature and impact of the war as horrific, the interests of those in high authority must be obeyed, many young people are instigated and even forced to join the war (Bica, n.d.). Edward Berger's All Quiet On Western Front 2022 still implies an anti-war message by utilizing the propaganda storyline in the film. Quoting from various articles by Edward Berger in the production of All Quiet On Western Front 2022, one of the reasons is because of their view of the history of the German war, they feel guilty, ashamed of what Germany has done in the past.(Chris Cotonou, 2023)

Text Consumption, To find out the level of text consumption in the film All Quiet On Western Front 2022, researchers analyzed through several platforms and sources regarding reviews and opinions of the film audience, namely through comments on the feeds of the official All Quiet On Western Front 2022 Instagram account and also IMDB (Internet Movie Database).

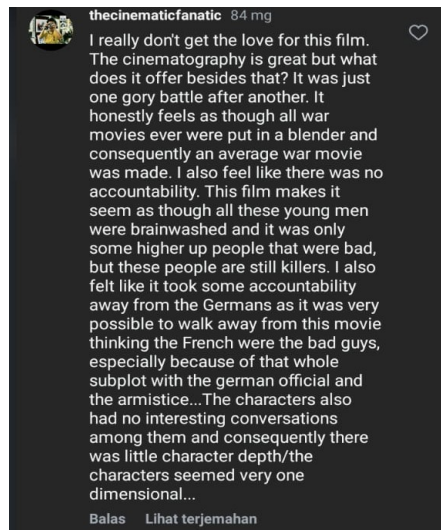


Figure 3.

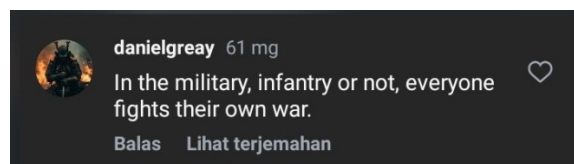


Figure 4.

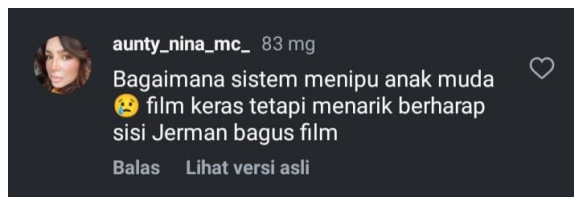


Figure 5.

From the audience's review of the film *All Quiet On Western Front* 2022 found in the comments section of the official account feeds post, it can be concluded that there are pros and cons in the responses about the film *All Quiet On Western Front* 2022, some think that the plot of the film *All Quiet On Western Front* 2022 only focuses on the German side and assumes that the countries being fought are all evil. Comment @danielgreay “in the military, infantry or not, everyone fights their own war”. This sentence implies that all parties to the war have their own interests, those with higher power are concerned with the interests of their positions, while those on the battlefield are concerned with their lives.

★ 8/10

Rough brutal material

This movie did something I didn't expect from a World War movie...it makes you feel empathetic for the Germans. To an extent.

I'm no war buff so I'll leave the realism to the experts but what this movie does is show you the first World War from the view point of people who've never experienced or even conceived of war and bloodshed on this scale. It starts off with new recruits full of patriotism for their country expecting to be sent on a grand adventure only to have those expectations quickly shattered. Turns out war isn't fun, and not even initially due to the actual fighting. Just training and constantly being screamed at and controlled while marching your days away is brutal. Remember, while vehicles existed, they weren't common use at this period of time...these soldiers had to walk, walk, and walk some more to get to where the war effort was taking place. And even if they had vehicles most of those places didn't have roads yet to drive them on. Then there's the constant lack of food and water, rough sleeping conditions, being exposed to the elements. Just GETTING to the war is brutal. That's a good 3rd of the movie right there.

Then close to the half way point, after a few minor skirmishes, we see the war front and the trenches and get to see what that's like. Well...it's terrible! You pop up out of a trench and boom...you're shot. And that's just life in between charges. There was no strategy to the charges either, they relied on waves of bodies to gain even 100 meters, hoping to out pace the bullets constantly coming your way. Millions of young men died in this fashion, their bodies littering the field.

And the odd thing is since we're seeing it from the eyes of the young German soldiers, who are truly clueless as to why they're really even fighting, you do empathize and feel sorry for them. You find yourself even rooting for them. This movie humanizes them but importantly shows the politicians who are truly to blame for the atrocities. The powerful men behind the scenes, bloated from being overfed on rich foods, hundreds of miles away from the pain and suffering they cause.

I have no idea how accurate this movie is but it's a pretty straight forward piece showing just how awful, terrifying, and destructive this period of time was. I really enjoyed it and recommend it to any fans of this genre.

Helpful · 406 · 73

rrencepatrix · Nov 1, 2022 · [Permalink](#)

Figure 6. (IMDB (Internet Movie Database), 2022)

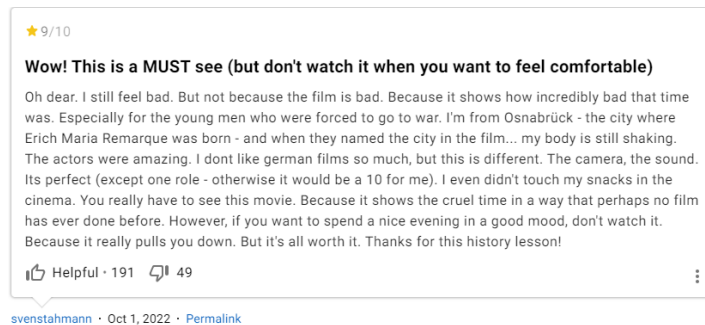


Figure 7. (IMDB (Internet Movie Database), 2022)

In the review column on IMDB (Internet Movie Database), it is mentioned more complexly about the movie *All Quiet On Western Front 2022*, many mention that the cinematography and soundtrack of this film are very good and memorable. There are also many who comment on the impact of propaganda on the film *All Quiet On Western Front 2022* regarding the incitement to enter the military so that my mention the cause and effect of propaganda.

Sociocultural Practices, The sociocultural analysis stage focuses on the influence of external media to examine how discourse is formed. Social and cultural factors play a role in shaping discourse within society. At this stage, the media plays a significant role in conveying ideas, thoughts, and understanding to the public.

Quoting Edward Berger's interview on the BERLIN SERIES Youtube page Berger's situation in writing this film coincided with the covid 19 pandemic, which he instead used to focus on developing the story of the film *All Quiet On Western Front 2022* (SERIES, 2024). Edward Berger decided to produce the film because he believed that the portrayal of war should reflect feelings of sadness, shame, grief, death, destruction, and guilt. He saw the opportunity to make our history, background, and attitude towards war the main focus of the film as a significant and thrilling challenge. (Davis, 2023). In the institutional Amusement Park film is another party that helps in the production of the *All Quiet On Western Front 2022* film text. In making this R-rated film Amusement Park spent a budget of 20 million US dollars and now when calculated the total revenue may be more than 50 million US dollars. NETFLIX also played an important role in the successful sale and distribution of the movie *All Quiet On Western Front 2022*.

Propaganda has existed and developed from thousands of years ago, propaganda is a mainstay weapon for positive or negative interests, with it propaganda can attack the mind and brainwash the recipient of the message. Certainly propaganda is not far from the elements of political or war interests since World War 1 propaganda became a formless weapon that was successfully given to its recipients. Especially in World War 1 and 2, Germany as one of the superpowers at that time used a lot of propaganda techniques for the benefit of war. Propaganda has another name, Psychwar. Psychwar is used to change the opinions, attitudes, emotions, and behavior of the target. This can be

done at a strategic level, tactical level, and in order to strengthen power both through persuasion and coercion. psywar is aimed at certain individuals, groups and communities (Pudyo et al., 2022)

According to (Samad & Nurisnaeny, n.d.). Propaganda has four methods, namely coercive, persuasive, pervasive, and facilitative. In 2 scenes of the movie *All Quiet On Western Front* 2022. The method used is persuasive. The persuasive method is to use words of wisdom / persuade until the recipient of the message by itself wants to do what the propagandist wants, if the persuasive method has no effect, then the threat or pervasive method will be used. This of course also happened in the first or second world war, wherever and whenever at that time. Back again because propaganda became a very efficient formless weapon during the war.

3.3. Create a Discussion

Based on the findings above, elements of propaganda do exist in the movie *All Quiet On Western Front* 2022. Propaganda elements are found in 2 crucial scenes in the first 10 minutes of the show and 30 minutes before the movie ends, in addition to being presented with tense action and Paul Bäumer's dramatic side for 147 minutes. And also this movie strongly implies an anti-war message. And between the 2 scenes that contain propaganda can be associated with the theory of cause and effect. With this propaganda can indeed be used as a tool to shape and even manipulate the mind, whether it is white, gray, or even black propaganda (Sastropoetro, n.d.).

4. Conclusion

Based on data analysis and research results that have been conducted on 2 selected scenes in the movie *All Quiet on Western Front* 2022 using Norman Fairclough's critical discourse theory. The results of the analysis of the first component, namely the text. The results of the analysis of the first component, namely text. Edward Berger as director and also writer to represent propaganda in the discourse dialog in the two selected scenes of the film *All Quiet on Western Front* 2022. The diction word "you" was found, the cohesion word in the 1st choice scene was found "our-brother" and the 2nd choice scene "god-he". The word modality in both selected scenes found the word "will". And finally, the metaphor in scene 1 is "German iron youth" and scene 2 is "comrade". The second component, namely the dimensions of discourse/discursive practices including the production and consumption of texts, results in that the production of texts is inspired by a book by Erich Maria Remarque. Edward Berger's *All Quiet on Western Front* 2022 still implies an anti-war message by utilizing the propaganda storyline in the film. In the consumption of text this film became the talk of film lovers and film critics because of its complex story about the point of view of the "victims" of war, by getting various prestigious film awards, this film proves that). Edward Berger's *All Quiet On Western Front* 2022 has a lot of attention. The last component is sociocultural practice, the writing process was carried out during the Covid 19 pandemic with Amusement Park as the film production company and Netflix as the sales and distribution page for *All Quiet on Western Front* 2022. The social level is related to the propaganda that occurs in the movie scene which must also occur in the real world.

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<https://www.youtube.com/watch?v=mRcLV9AVjp0&list=PLnqq3v1V3S9C5XwG5EWyGwCKFDzJLksbI>