

The Portrayal Of Patriotism And The Element Of Unity In American Film: A Case Study Of Fury

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ABSTRACT

For this study, the researcher had selected Fury, one of the Hollywood box office films that was produced in 2014 with the profit of 211.8 million USD and it was among the top ten grossing war films in America. The research aimed to identify the element of patriotism in Fury. This study also analysed forms of unity depicted in this film through the use of propaganda theory as film can be a great platform to propagate the message in the film. The researcher used qualitative research approach particularly the qualitative content analysis based on the thematic analysis to look for the theme of patriotism and unity guided by the coding sheet that had been modified by the researcher. Based on the finding from this film, the researcher found that the theme for patriotism were implemented which were patriotic images, strong mentality, loyalty and the role of sound in Fury. While for unity, the director of Fury implemented it through the sub theme of team work, love for country, interracial friendship and the spirit of not giving up. The researcher found that, film Fury do propagate the two themes through the use of propaganda.

Keywords: *patriotism, unity, propaganda, Fury, thematic analysis*

1.0 OVERVIEW

According to Pei (2013), one of the best ways to build understanding among people of different races and the element of patriotism towards a nation was through motion cinema. Another scholar, Murat (2006), stated the most successful entertainment media channel was film. This was because it consists of the mixed of social life and it was difficult for him to imagine life living in the world without the watching film as the scholar felt that film does not just serve as an entertainment but can be a powerful influencing the audience emotions, minds and forms of life.

Another scholar, Richard (2003), also found that media can be of one the great platform to disseminate the message in mass. As the scholar believe that, through media regardless films or television channel released a large impact on the people and country opinion. However, the scholar also highlights that once the director can detect the relevant title to be make as a film and it became a huge success it will change the public thoughts looking at the war time film especially with the theme of World War two.

The films have been served as a tool of propaganda to influence people behaviour and the way of we think towards certain experience since the past few years. This was because of the film unique ability to reproduce images, sound and movement like the reality in life (Fauziah Kartini, 2009). Based on the same source, the role of film as arousal for social consciousness that makes films to be both persuasive

and extremely influential medium that can be used to disseminate and deliver propaganda and adding to that, obviously, the uses of films for the past years showed that, film was not serving a purpose of entertaining the audience but rather become very influential to shapes behaviours and ideas. Therefore, among the war films that had a great impact the researcher had selected *Fury*. It was one of the box office movies in Hollywood as a case study to analyse the element of patriotism and unity. Based on the film, the researcher wants to see these two elements propagate in the *Fury*.

2.0 PROBLEM STATEMENT

One way to learn effective ways to implement the elements of patriotism and unity is through analysing a global-scale box office film like *Fury*. *Fury* was a contemporary film will be a great exemplary model to establish those two elements and propaganda was an effective approach to use through film as a medium (Fauziah Kartini, 2009). The same scholar stated that, the main reason was because propaganda was a tool that can change and shape the opinion of a group if the audience influenced. Based on the reason, the use of propaganda in war-based films has been increasing from the past years (Nadeau, B., 2003).

The main reason the researcher wants to study this was because there were lack of studies have been done properly to look at the element of patriotism and unity propagate in war film (Fauziah Kartini, 2009) due to the argument, researchers have chosen film *Fury* to be a case study. As in Malaysia, we do have a war film like *Sarjan Hassan*, *Embun*, *Hati Malaya* (Fauziah Kartini, 2009) but then the approach of the researcher wanted which was the use of propaganda in the war film were not there as in the *Fury* and perhaps through *Fury* the researcher can see a different perspective from the approach of using propaganda better than in the local film. Apart from that, the purpose of the study was to see how propaganda elements are used in patriotic and unified themes.

These two themes are important in creating a community of love for the homeland, forming a sense of identity and enabling the people to live in harmony (Baker, C & Jedweb, J, 2003). As based on the scholar (Baker, C & Jedweb, J, 2003) the researcher felt the use of propaganda in film was crucial to have a develop nation with the citizen who love the country more than anything especially when the country face the insurgency or disasters. The true colour of the citizen when the nation confronts the worst situation they could have imagine. That was one of important reason the researcher want to do this study apart from to analyse forms of propaganda used through *Fury*.

The effectiveness of propaganda seems make the two prominent themes turn out to benefits the audience rather than destruction (Nyhan, B. & Jason. R. 2010). Patriotism not only could improve the patriotism and unity among the people but also in the long run it can be the reason to foster the love of homeland and more importantly to raise spirit of independence.

3.0 RESEARCH OBJECTIVE

Therefore, the research objectives of this paper are:

1. To identify the elements of patriotism in the film *Fury*.
2. To analyse the form of unity that was depicted in the film *Fury*.

4.0 LITERATURE REVIEW

4.1 Media As A Propaganda Tools

According to Hench (2010), propaganda was a form of the attempts to influence the people with a purpose. It targeted the specific people to receive certain information and hopefully could change the people behaviour towards the message delivered. The scholar added that, propaganda can be spread through the mass and direct media as it was a form of controlled transmission of one-sided messages to the audience. The most prominent nowadays was the dissemination of propaganda through the modern media which was through social media as people can have access on their tips of the fingers to access to the information. Hench (2010) asserted that, social media can be the one that break or make the propaganda if the people were about to use propaganda to achieve their wants.

4.2 Definition Of Patriotism And Unity

According to Muzaffar (2007), it was crucial to recognize the qualities and dimension of patriotism and unity since it gives the chances to people to strengthen their value and belief towards the importance of these two elements. Muzaffar (2007) also described patriotism and unity country was when the people refused to see the difference among them but rather make them unite for the sake of the nation. Veray (2010) stated the origin of patriotism came from the Greek, patriots which means fellow countrymen, compatriots and Patrice which means fatherland or country, namely homeland or country. The scholar said, it brought the meaning for the people of protect and defend the homeland. Based on the same source, the Greek believed that the love of the patriots was overwhelmed even they had to sacrifice or lost their love ones as long as the homeland was protected. Veray (2010), added that there was no other love compare to devotion to the nation it was because the patriots do not care for their own welfare anymore once the patriotic spirit overpower them.

Another scholar, (Chadha, K dan Kavoori, A, 2000) defined patriotism was an amazing nature of gathering people with a national political substance as a one. The scholar believed it was a privilege and status to be in the nation. (Chadha, K dan Kavoori, A, 2000) stated that when people gathered and became one as a nation it can be empowering as the country face any difficult time for example in confronting national threats. (Abdullah, N., Salleh, S., Hajjibok, Z., & Hassan, D., 2015), stated that, patriotism was crucial to the nation because it was an ideological advancement for the satisfaction that support of self-government and self-sufficiency in light of a legitimate concern for a gathering. The scholar said that some of the people tend to relate patriotism with the condition of the mind and feeling that make the people realize the need of having that particular sentiment in order to have a sense of belonging. In the perspective of Igor (2002), the idea of patriotism was to be loyal to serve and protect the sovereignty of the country. The scholar also, considered the individual as a patriot citizen when their belief, practice and action meet the characteristic of being patriotic

However, Richard (2004), stated it was unfair to consider the love for a state was also a form of patriotism as it can be embodied in loyalty and love for the nation to be able to sacrifice anything to defend its sovereignty from any threat. In addition, the scholar explained that the used of word 'caring' can be a supporter and anchor to the word 'love'. The scholar felt based on that reason the words itself indicate the emotion of love and fondness to the country. The emotion involved regulated and rational for the people who stand in the belief of patriotism. Hamid (2009) also define patriotism as a feeling of pride and love of the state in addition to being willing to sacrifice anything in the interest of the state. The scholars agreed that once the citizen was willing to sacrifice for the county as a sensible reaction that reflected the spirit of patriotism in them. The scholars also stated, these group of people that had a high spirit of patriotism were not limited to the national defence field people but also public.

This was supported by Aziz (2014), there were still nations that think that having patriotism for own good and only being patriotism when they need to. The scholar said hat, in this case, the element of patriotism was categorized in the name of value-based patriotism and egocentric patriotism. The element of patriotism in the category in value based was referring to the loyalty and love of a nation to the country is due to certain factors that can profit such as the achievement of the country in terms of economy as well as other privileges available in that country. Based on the scholar side, the egocentric

patriotism refers to one's love and loyalty to his country simply because "it is his country" but not because of the country's ability to provide certain achievements and privileges for himself. Thus, patriotism presented seems to be better an added value because the nations love for the homeland is unconditional. In general, egocentric patriotism can be judged as a sincere love for the country because the nations do not expect anything from it when compared to values-based patriotism.

Abd. Aziz (2014) stated, people must stay loyal to the country. It must be shown by a citizen in terms of devotion to the ruler and country. Similarly, with pride to the country became one of the underlying characteristics of the spirit of patriotism and unity. This makes the country very worthy to be devoted to loyalty. In this context, these groups often raised the issues such as what the contribution of the country to me is while the question of what my contribution to the country will be ignored. In this context, we can say that they are being selfish and do not care about the country. To put in the simple way, if the country does not provide benefits and benefits to them, the loyalty to his country will disappear. One of the scholars emphasized on the values of patriotism include elements of loyalty, courage, sacrifice, voluntary love, love of race and nation (Ahmad Fauzi Mohd. Basri, 2002).

Based on the scholar perspective, people can be regarded as a patriotic spirit when their beliefs, practices and actions fit the love and loyalty characteristics of the nation. Zaid (2010) asserted that patriotism can be in the form of heroism that depicted through the film. This can be found in the film that portrayed the character of the characters in the film as a strong leader who was not afraid to face the enemy and in most of the scenes the director would give a special visual on the lead actor as compare to other characters. This was supported by (Siti Zabedah Mohd Shariff, Ismail Sualman, & Eka Diana Adi Irawan., 2013) that, the portrayal of the heroism in the film gave an impression to the audience who watched the film.

(Hakim, A., Aziz, B. A., Iwana, D., Mahadi, B., & Hasni, N. B., 2018), gave the same perspective on unity and he defined it as the medium which bring people together as they practice more tolerance, respect and patience. Ahmad (2010), stated that unity implied an ideology or any movement towards the creation of a new nation which has been a powerful force in handling the struggle of a nation. The scholar stated that, the element of unity encourages the progression of the nation, while democracy created state and government. For the scholar, unity lead to develop the country into a nation.

Therefore, the scholar believed the element of patriotism and unity were essential to the people as it revolved around the sentiment of love and fondness to the nation unity based on nation. According to Salleh (2007), patriotism frequently relates to the element of unity. The scholar was referred unity to a national spirit that leads to the struggle to liberate the homeland from foreign occupation either politically, economically or socially. According to (Nirwandy, N.M.N., and Lokman, A.M., 2012), unity does not depend on ideology, simply based on the history but rather it was depending on the individual to conform in it. Both scholars agreed the unity was a sentiment that portrayed the wellbeing of the people living in a harmony.

4.3 War Film As A Tool To Propagate Patriotism And Unity

(Mohd Daly Daud., Nursyamimi Harun., & Md, Rozalafri Johori., 2015) stated that, like any other mass media, movies are filled with contents. The scholar believed that film was produced as a medium to structure meaning-producing processes towards the society. The scholar state that films mostly operated in capitalist industry and produced in order to make profit and at the same time, to retain the existing social order. The writer added that based on that reason the emerging of war film in the industry. This statement is supported by Stuart (2000), that state film has become a source of entertainment for the society in the early nineteenth century. As a prove, there are huge significance in the offer of motion picture stocks, producing movies and having many fans following their motion picture stars everywhere throughout the world.

However, it has changed as according to (Ismail, M. M., Abdullah, A., Noor, M., Boyman, S. N., Semangat, P., Belia, P., & Noor, M. M., 2016), the scholars believed that patriotic film structured to avoid the dominant group which has the maximum influence over the society through the involvement of minimal conflict. The scholars added, film was used as a tool to disseminate idea, symbols, values,

concepts on something in order to verify the existing social order. Based on the same scholar, it was natural for the audience to be influenced by the films. Another scholar, Rutherford (2002), stated that patriotic film could form a system which controls and limits the development of diverse and meaningful attribution to the audience as compared to the film that served as entertainment only. This was supported by the local scholar (Ku Hasnita Ku Samsu dan Mohd Haizam Mohd Nor., 2009), who stated that the film industry indirectly loads and disseminates values and views specific to society. Therefore, the scholar believed that the public needs to understand the complexity of the ideology in the film and its relation to the formation of meaning towards the public, which the researcher can totally relate to the role of war films in this argument.

Forrest (2012) described war film as having gone through a mass change in acceptance among the audience. The scholar stated that the audience can relate to the relationship between war, nationalism, and patriotism. According to Gentile (2003), he stated that the use of war film among western film makers gave a new dimension to the world in terms of remaking society towards nationalism. The argument then was supported by Sorlin (2004), who stated that film based on war time has a significant role in socialisation that regularly works against values and ethics of conventional social fundamentals. Other than that, the audience can use war film to relate to the present day that could contribute towards the improvement of patriotism and unity in society. According to Kracauer (2004), the scholar stated that based on his perspective war films act as a cultural product that can generate social transformation and currently work towards generating capital accumulation in the film industry and change audience preference towards the role of a citizen. Other than that, he believes that the content of a film presented in war film was used for maintaining the existing pattern of social relationship. The scholar also believed that many people were still supporting existing ideological values and norms despite some films produced by radical directors.

According to Mohd Basri (2002), he stated that the need for patriot-based film in the film industry led to escalating and strengthening the sense of belonging to the country while the audience affected by the messages contained in the film. This can be found in the film as the director depicted the gory side of the armies in the battle field with blood and sweat covering their bodies. This was related to the definition of war film according to Garton (2004), who stated that war film emphasizes on the conflict and struggle in the battle between the actor who fought with the enemy because the intention was to let the audience witness and immerse into the hardship faced by the fighters to ensure that the nation's pride was preserved, not otherwise.

The scholar added that war film frequently used 'flag-waving' propaganda to inspire the element of patriotism and unity among the audience that watched the film. The other scholar Garton (2004) supported the statement and said that the actors used to depict the scene of people dying for a coat of arms, an image on a pennant or flag, but it has changed as the focus was more about to improve the sharpness of the film and that alone brought a new dimension for war films. The scholar added that most of the war films were about the intense situation in the war, the bravery of the actors fought in the battle as well as the suffering of the armies gone through physical pain on the cinema. Keene (2011) found that war films were a way of recuperating and recovering memories over the years, as film was never fail to attract the audience to watch it and became tempted by the approach of film makers to make the film as real as it could be as it was the audience's experience of the war time themselves by the use of detail effort put in the film making.

4.4 Theory Of Propaganda By Herman And Chomsky

4.4.1 Definition of Propaganda

Propaganda was a form of communication with the intention to persuade the receiver Cull (2008) and required the persuader to be interactive and attempts to meet the need. The illustration of propaganda model shows that propaganda can be effective in terms of disseminating information and to persuade the audience to change, this was also included into propaganda communication, thus the propaganda can be applied as a form of communication Casey (2010). Adding to that, Aiken (2002), stated that the previous rhetorical theories of propaganda had changed before the 20th century. The same scholar added that, public opinion and behaviour change can be influenced by propaganda. Aiken

(2002) asserted propaganda as the thoughts and practices that exist in the mass culture latest trend on this allied field was the study of propaganda as the medium to disseminate ideology and, to this end focused on the construction of dominant ideological meaning in the mass media.

The definition of the word propaganda is debated by many scholars. According to (Jowett S. G. & O'Dinnell V. (5th), 2012), he focused on propaganda as a technique such as manipulating the people in direct approach which had been applied in the previous years. Other than that, (Jowett S. G. & O'Dinnell V. (5th), 2012) also believes that propaganda is a sociological phenomenon and it is not something that is made up or produced by people with intentions. Moreover, (Jowett S. G. & O'Dinnell V. (5th), 2012) argue that almost all messages circulated in the society is propagandistic although the biasness is unconscious while empathizing on the potency and pervasiveness of propaganda. Since propaganda was a spontaneous act when the receiver influenced by the propagandist, it would be easier to persuade the people Farsetta (2009). However, the scholar added that the people nowadays were not aware on the propaganda received to them as the information were bombarded.

Propaganda can be defined as neutral sense and the medium used to publicize or promoting certain ideas Farsetta (2009). The scholar added the word propaganda came from the Roman Catholic Church in the year of 1945 and the it was aim to disseminate their message of faith to the New World. Brewer (2009) the word of propaganda was used in film so that the film producer can make the word itself to become unbiased to be portrayed in the film. Based on the Farsetta (2009), propaganda was to publicize and promote certain idea which the researcher can relate to the intention of the researcher to seek for the use of propaganda in the element of patriotism and unity. This was because film was one of way to propaganda could promote the message behind the film.

In psychological warfare Bandura (2002) said that, propaganda sometimes can be fabricating. It was a deceptive tool that people with the bad intention used to peruse and fulfil their need and wants without realizing that, the acted itself would harm the both parties which were the persuader and persuade and this was normal in the politic because propaganda was a weapon that could make or break the people. Fleishman (2005) saw propaganda as a form of control that can tempted and manipulate the people and the most effective propaganda was the one that when the person was willing to change by themselves. Goodman (2003) the people saw it as the cure rather than the poison as it was not easy to change people behaviour moreover, propaganda require a long-term relation with the persuader. Based on the scholar thought, propaganda was a tool to manipulate the people and this can be found in the depicted scene from film that left the audience to think about the message they received.

In the perspective of Herf (2009), propaganda can create perceptions that can be cultivated through language and images, which can be in the forms of slogans, posters, symbols, and even architectural structures are developed during the war. This can be found through the film where by the first hour of the scene, the film focus on the American badge symbol on the army uniform and the word Fury itself at on the tank was propaganda through images. Goodman (2003), asserted that propaganda was complex pattern of psychological, philosophical, and practical thinking practices bring from experience. This was related to the film as film was about to convince the audience to change the perception of the importance of patriotism and unity. For the scholar, perception was also involved the process of extracting information beyond from the surrounding and from individual on experience or perhaps the individual has a unique perception field to that person and is shaped by the influence of values, roles, group norms, and self-image.

The other scholar, Hench (2010), believed that propaganda was created by odd yet powerful bedfellow. The bedfellow in this context can be found through the characters portrayed in Fury. The character of Wardaddy seems to be perceived as heartless person, but the director put the good side of Wardaddy to capture the heart of the audience. According to Herf (2010), the perspective of propaganda served as an informative function that tells public on what to think about and the way we should behave. The scholar stated that, was due to the fact that the public tend to refer to the media in order to gain understanding on events and to figuring out things to do about them. Apart from that, he also stated that public were unwittingly revealed themselves to propaganda and could become the supporters for an invisible institution willingly. This can be found in Fury, the it was a film that depicted the use of

propaganda in informative way eventhough through film and the change of audience understanding towards the element of patriotism and unity after they watched the film.

The public tends to respond to the message favourable despite knowing that it was obviously a propaganda Carey (2006). When the message resonance in an audience, the scholar stated that the knowledge whether propagandistic or not that communication does not always neutralize public reaction to it, added to that this happens due to the usage of repetition and familiarity of the message, especially in the form of creative slogan or jingle. For example, in the advertisement of malted milk drink, Horlicks which uses song that jingle in audience mind and keep repeating on television commercial break. The scholar believes that public have the tendency to be divided into opposing camps as a response to propaganda and the public communities are gathered to create a powerful strength to fight for and show support for a cause. The scholar also believes that the media has the capability to transmit information in a short period of time and allows the community to give instantaneous response.

Last but not least, according to Laurie (1996), from the scholar perspective that the external propaganda may be created for internal consumption and the display of hostility towards an adversary may not phase them but can strengthen morale at home. Laurie (1996) also asserted that, propaganda can be good and bad one depending on the intention of the propagandist to use the tool towards the people.

5.0 FINDINGS

RO1: To Identify The Elements Of Patriotism In The Film Fury.

Element				
	Patriotic Images	Strong Mentality	Loyalty	Sound
Definition	The use of any symbols for instance the national flag, army ba to represent the world that would bring resolution and unite in the diversity (Eighmay, M., 2006).	Mental toughness was a collective, strong and functional in dealing with worst scenario (Eighmay, M., 2006).	A person or group of persons and that was conceptualized by being loyal to people in general (to humanity), our beliefs, such as justice or democracy in a country (Ladd, J., 1967).	The importance of music in film as it would affect retention, process and interpretation. (Marshall , S.K & Cohan, A.J., 1998).

SCENE/ MINUTE

10:00 -	✓		✓	✓
20:00 -	✓		✓	✓
30:00 -	✓			
40:00 -			✓	
50:00 -		✓		
60:00 -		✓		
70:00 -				
80:00 -		✓		✓
90:00				

90:00 -	✓	✓	✓
100:00			
100:00 -	✓		
110:00			
110:00 -	✓		
120:00			
120:00 -			
130:00			
130:00 -			
140:00			
140:00 -			✓
150:00			

Table 1 Element of Patriotism in Fury

In this finding, the researcher would be defining the definition of the division for the theme patriotism and unity that the researcher found in Fury. The definition purposes served to create a better understanding for the reader, as the reader were referred to the coding sheet. Therefore, in this sub topic of themes the researcher took the readers in details description of these sub theme.

5.1 Patriot image

The patriotic image that was portrayed in Fury was defined as the use of any symbols for instance the national flag, army badge had been addressed worldwide to represent the world that would bring resolution and unite in the diversity (Elirea, J. B., 2005). This scene could be seen through the character of Sergeant Collier which frequently from the use of American identification uniform showed by Sergeant Collier in the minutes of 40:00 to 50:00 (40:40) and also the scenario was they four tanks which were Tank Fury, Old Phyllis, Lucy Sue, Murder Inc was going to Germany armies area, the director wanted the audience to know the glory of the tank that were used in the film as it was part as patriot image.

They the frequency of depicting Fury thank at several times of scene which focused on the font of Fury between 10:00 to 40:00 (7:50 to 8:04, 8:25 to 8:31, 15:33,17:07,18:43,36:20,36:46) and the director of this film highlighted on the badge of American Army (8:56 and 9:06).

5.2 Strong Mentality

In military it meant whereby the toughness situation was conditioned a state of mind. A normal person can grow this without being part of the military. Mental toughness was a collective, strong and functional in dealing with worst scenario (Eighmay, M., 2006). Based on the characters from this film, the team depicted a so strong mentality state condition regardless their uncertainty destiny of them alive or could be killed. Sergeant Collier asked Norman to proof that he could protect his platoon especially the leader. It was in the minutes of 30:00 to 40:00 (38:33). The researcher provided that dialogue between Sergeant Collier and Norman that represented the strong mentality.

“Sergeant Collier: Are you gonna get me kill?”

“Norman: No! No!”

In the minutes of (39:41)

“Sergeant Collier: Do your job!”

Besides that, in the first and half hour of the film which was in minutes of 90:00 to 100:00 (1:36 to 1:39). The American armies portrayed their strong mentality when they attacked by the Germany armies. As there was nothing much they could done, and the situation became very tense. They reduced tense by talking about the Bible while having a drink as in the heart they could only hope for the life to be safe.

5.3 Loyalty

The definition of loyal can be conceptualized by being loyal to people in general (to humanity), our beliefs, such as justice or democracy in a country (Ladd, J., 1967). It could be seen throughout this film in the character of the Sergeant Collier. His character was a non-nonsense, practical and pragmatic. The only thing he cared was about getting the mission done. He has his own moral code and stoic but has humour and cares for his man dearly. It was when he sacrificed himself in the tanks to save his men even though his life was on the stake. This was what the main character of Brad Pitt was trying to emphasize within his character even though he could be very cold to his group but his willing to sacrifice himself without hesitation so long his mission was accomplished. The scene whereby, the group of Germans want to attack the tank and he asked his people to leave him, so he can have fought himself.

Apart from that, this scene also was about the loyalty of who was escaped from the battles through the hatch told by Sergeant Collier. Norman went into the tank and covered Sergeant Collier dead body with a blanket and hugged him while crying. This can be observed from the scene in the last hours of the film which was in minutes of 110:00 to 120:00. Another this scene was the first fifty hours, it was 1:56 to 1:57 the dialogues was about between Norman and Sergeant Collier that showed the audience the loyalty to the leader in between of the war. The researcher provided the dialogue as the showed at the bottom.

“Norman: Sergeant Collier..?”

“Sergeant Collier: Yes son..(with a sad intonation but strict)”

“Norman: I’m scare.”

“Sergeant Collier: I’m scare too.”

“Norman: I want to surrender.”

“Sergeant Collier: Just don’t. They hurt you real bad. They kill you real bad. There is a hatch. You see it? You know where is it? Go!”.

5.4 Background sound

The direction of *Fury* was well equipped that background sound played an important role to the patriotism element. It was defined as the importance of music in film as it would affect retention, process and interpretation. (Marshall, S.K & Cohan, A.J., 1998). The music background of this war film really helped the audience to feel immersed into the patriotic sense. There were several scenes depicted the function of the music background from the first hour which was in the minutes of 70:00 to 80:00 (1:19 to 1:22) when they were attacked by the Germany armies, then at the minutes if 110:00 (1:50) as they were in the tank without any bullet to refill the tank and when Norman was shouting out loud, then from scene which was between 110:00 to 120:00 (1:53 to 1:54), the character of Sergeant Collier, he was shoot at the shoulder and he rose up and shoot for the twice time along with this scene the music background played its role to give the impact to the audience.

“Sergeant Collier: I’m sorry son. I have done my best”.

RO2: To Analyse The Form Of Unity That Was Depicted In The Film Fury.

Element				
	Team work	Love for country	Interracial friendship	The spirit of never giving up
Definition	The selfless acts towards a common goal (Dave, M.W., 2017).	The person showed their scarification to serve or protect the sovereignty of the country. They were being patriotism (Nik Anuar Nik Mahmud., 2002).	A mutual participation between people that is considered other regardless the difference (LeCroy, C., & Krysik, J., 2008).	The need understand the positive command climate that required them to do whatever it took despite of the difficulties they faced (Vernom L., 2003).
SCENE/ MINUTE				
10:00 - 20:00		✓	✓	
20:00 - 30:00	✓	✓	✓	
30:00 - 40:00	✓	✓	✓	
40:00 - 50:00		✓		
50:00 - 60:00			✓	
60:00 - 70:00				
70:00 - 80:00				
80:00 - 90:00				
90:00 - 100:00			✓	
100:00 - 110:00				
110:00 - 120:00	✓	✓		✓
120:00 - 130:00	✓			
130:00 - 140:00				
140:00 - 150:00				✓

Table 2 Element of Unity in Fury

5.5 Teamwork

It was defined as the selfless acts towards a common goal (Dave, M.W., 2017). The scene that most of the characters in Fury portrayed certainly had that value of being selfish and their common goal were to protect their people and to serve the country. This teamwork was depicted when they united to follow instruction from Sergeant Collier in a group to save the Baker’s Company guys. This could be seen in a few of minutes from the scene of 20:00 to 30:00 (28:00 to 29:00).

“Sergeant Collier: all tanks stop.. lets move now..on my line my guys..on my line..

And in minutes of 29:58

“Sergeant Collier : I said hold back..”

Then, Scene from minutes of 26:05 to 26:30 where by the American platoon meet the Captain of Baker’s Company and they wanted to save them from the Germany Army and they are very well know that area was dangerous as if was safe guard by the Nazis.

“Captain of Baker’s Company: they are trapped with machine gun and I need you to rescue my guy.. with a frustrating voice.”

From the minutes of 27:15 to 27:40, the platoon members asked Sergeant Collier the need of they should save them.

“Why are we saving these kids?” and he replied with a strict intonation of voice “Why are you such an asshole?”

Another member supported the Sergeant and said

“that is such a good question!”

In 27:43, the scenario was they four tanks which were Tank Fury, Old Phyllis, Lucy Sue, Murder Inc was going to Germany armies area. As it was dangerous and knew the fact of it, they need to be extra cooperative. Through these scenes the researcher truly could relate the teamwork sentiment in Fury.

5.6 Love for country

It was whereby, the person showed their scarification to serve or protect the sovereignty of the country. They were being patriotism (Nik Anuar Nik Mahmud. JEBAT., 2002) The scene from minutes 4:44 Sergeant Collier to his platoon member “If you want to speak Mexican, you join other tank. Think is American tank, we have talk American. This showed that the people should represent their country not their races as in this context, they must considered them represent the one and only American army regardless where they came from. They sacrificed for the country at the minute of 10: 00 to 20:00 (11:16) when Norman reported to Sergeant Collier but then he was scolded by the sergeant as he denied Norman was going to be part of his platoon. However, Norman insist to stay with him because of his loyalty to serve for his country.

“Sergeant Collier: who the fuck are you?”

“Norman: I’m your new assistant driver.”

“Sergeant Collier: No! you are not!”

“Norman: Yes! I am!”

“Sergeant Collier: Goddamn it!” he then stopped and turned his face to Norman to show that he accepted Norman into his platoon.

Although each of them struggles might be different, but their dream is one which was to serve for the country. Eventhough they must go through the sacrifices and hardships to win the war. Apart from that. The element of patriotism under loyalty was in the minutes of 12:50 when Norman was still in doubt that he was mistaken transferred to join the war team, but he still obeyed the order from the authorities to serve the country and fought the Germany Armies.

“American Army: Have you been to the tank?”

“Norman: No, I’m a typer clerk. They sent me here. This must be a mistake”.

And in the minutes of 13:03 the American Army replied to Norman denial.

“American Army: Army made no mistake.”.

Apart from that, when Sergeant Collier asked Norman to kill the Germany army that was in the retention and Norman refused to kill him but at the end he obeyed the leader order. This can be seen at the minutes of 30:00 to 40:00 (37:50).

“Norman: It is not right!”

“Sergeant Collier: We are here to kill them for the right not or wrong!”

This part wanted to highlight, in military their priority was their country and any other than that would not count as they had should not question the decision from the leader if it was for the sake of the country. Last but not least was when, Norman were amazed by what he saw and that was his turning point to stay loyal to serve his country. The interesting point was in the minutes of 22:01 to 23:01 whereby they ambushed the Germany armies area. Then, the Germany army took his life because he refused to reveal his country secret to the American army. This was the irony, as even the enemy would sacrifice themselves to protect their country’s secret. He was truly loyal to his country.

5.7 Interracial Friendship

According to Lecroy and Krysik (2008) it was defined as a mutual participation between people that is considered by warmth, fulfilment, satisfaction, sincerity, admiration, and a sense of feeling important to the other regardless the difference. The scene from minutes 4:44 Sergeant Collier to his platoon member “If you want to speak Mexican, you join other tank. Think is American tank, we have talk American. It was a clear cut that, the platoon members came from different background and they were not allowed to portray their sense of belonging other than as an American Army. Besides that, in the minutes of 90:00 to 100:00 (1.37), showed the interracial friendship as a Jewish senior member of the platoon apologized to Norman.

“Senior member of the platoon: Norman, im sorry..that you are a god man.. that we are aint good but you are.. I wanna tell you that.”

“Norman: That is okay. Everything is good.

The other scene was when Norman was so frustrated that he was forced to shoot Nazi. Then, his group member came to him to give support and reasoned for their Sergeant acted towards Norman in the minutes of 40:40 to 41:08.

“Norman’s Platoon members: He might be crazy. But we would rather fights with him than anybody else.. Me neither.. Nobody crews stays like us Norman. It’s because of him. This scene was quite and irony as Sergeant Collier protected Norman from being bullied to the senior’s members of the team and they wanted to harass the Germany girl named Emma that they were war with nevertheless he put the difference aside and decided to protect the girl.60:00 to 70:00 (1:04).

“Sergeant Collier: If you touch the girl.. you got your teeth kick.”

The unity element was portrayed in the 9:18 when the bodies of the American armies scarified from the war were treated well. The way they handle the bodies with care and gently afraid to hurt them. They really respected the dead armies eventhough they had different background of culture some of them especially their own platoon members named Red. Besides that, the minutes of 10:30 to 10:35 showed that the Sergeant was also felt the loss of his member and he decided to isolate himself and cried silently with frustration. Not only that, Sergeant Collier attacked the Nazi army that caused Red killed during the combat but then he was calmed by his member of platoon.

This can be seen in the minutes of 16:29 to 16:46.

“Sergeant Collier: Hey! Why you bring him here (referred to the Nazi’s army)”

“American Army: They want to question him.”

“Sergeant Collier: I’ll question him!”

Then, he attacked the Nazi’s army as the situation became chaotic. Apart from that, the scene in the minutes of 8:02 and 15:57 was one of the loyalty side of the American witnessed by Norman a group of platoons that had been killed in the war as they were gathered in one place, the injured ones were treated in the camp.

5.8 The Spirit of Never Giving Up

It was defined as, the need to understand the positive command climate that required them to do whatever it took despite of the difficulties they faced (Vernom L., 2003). The scene portrayed by the character of Sergeant Collier in the first hour and forty minutes of (1:48) he said, “ Grady, get up! We still in this fight!”. Eventhough he was injured. Then, in the minutes of 100:00 to 110: 00 (1:49)

“ Sergeant Collier: Don’t give up! We still have hand weapons and 50a. So, who is with me?”.

From this scene which was between 110:00 to 120:00 (1:53 to 1:54) really tense and emphasized on the never give up spirit of the American army, whereby Sergeant Collier saw his team member was shoot directly to the head and he was stunned. He was shoot at the shoulder and he rose up and shoot

for the twice time along with this scene the music background played its role to give the impact to the audience.

“Sergeant Collier: I’m sorry son. I have done my best”.

Besides that, from scene 35:40 Norman said out loud that the wanted to give up.

“ I didn’t train to shoot the dead body (referred to the Nazi’s Army).

“Sergeant Collier: I promise to my crews I keep them alive

6.0 DISCUSSION AND RECOMANDATION

6.1 Patriotic Images

The researcher found that, the form of propaganda in the use of the patriotic image that was portrayed in Fury. It was depicted through the character of Sergeant Collier which frequently from the use of American identification uniform showed by Sergeant Collier in the minutes of 40:00 to 50:00 (40:40) and also the scenario was they four tanks which were Tank Fury, Old Phyllis, Lucy Sue, Murder Inc was going to Germany armies area, the director wanted the audience to know the glory of the tank that were used in the film as it was part as patriot image.

Besides that, the use of propaganda that propagate in Fury by the frequent used the patriotic images for instance the American badge, the Fury name on the tank and the American Army kept repeated that they were the American. This repetition in the first thirty minutes of Fury as the director wanted the audiences being proud of the America. Whether we realized or not, this was one of the way to instil the sense of belonging to the country this was linked to the definition of patriotic images by (Elirea, J. B., 2005) which was any significant symbols that represented were part of patriotism element to show the love and fondness towards the nation.

6.2 Strong Mentality

The sub theme under strong mentality also propagate the use of propaganda through this film. According to (Eighmay, M., 2006), strong mentality was about the toughness and strong functional minds in dealing with the worst-case scenario just like the researcher can found in Fury. The researcher found that, the scene where by the team depicted a so strong mentality state condition regardless their uncertainty destiny of them alive or could be killed. Sergeant Collier asked Norman to proof that he could protect his platoon especially the leader. It was in the minutes of 30:00 to 40:00 (38:33). This scene alone gave the impression toward the audience that the pride to be serving for the country was incomparable eventhough the characters need to be scarified their life under the worst circumstances that the researcher could imagine.

6.3 Loyalty

The propaganda was applied through theme of loyalty in Fury. It involved the emotional attachment of the audience as the character in the findings stand for the spirit to serve the country with justice regardless it was opposite their feelings (Ladd, J., 1967). For instance, when Norman had to force himself to obey the command of the Government to join the American Army in the war with German. In the first place he was not happy and assumed it was a mistake. However, slowly but surely, he learned from the platoon that selected people got a chance to serve their country. He also, witnessed the scarified armies who were about to be buried in the same hole. Based from the scene, the researcher found that, the scene propagates the audience to be loyal to the nation eventhough there were some of the norm which the people cannot conform with but still when it came to the nation, the people must be a loyal citizen.

6.4 Sound/ Background Music

It was found that, the music background of this war film was an instrument of propaganda to be propagated as it makes the audience to feel immersed into the patriotic sense. There were several scenes depicted the function of the music background from the first hour which was in the minutes of 70:00 to 80:00 (1:19 to 1:22) when they were attacked by the Germany armies, then at the minutes of 110:00 (1:50) as they were in the tank without any bullet to refill the tank and when Norman was shouting out loud, then from scene which was between 110:00 to 120:00 (1:53 to 1:54), the character of Sergeant Collier, he was shoot at the shoulder and he rose up and shoot for the twice time along with this scene the music background played its role to give the impact to the audience (Marshall, S.K & Cohan, A.J., 1998) and the scene was also synchronized with the (Jowett S. G. & O'Dinnell V. (5th), 2012) asserted about propaganda could be in many form one of them indirectly through the film.

6.5 Teamwork

The researcher found unity theme in *Fury* was propagated in the first hour of the film where by Norman was bullied by the members of the platoon in the Germany's house and Sergeant Collier defended him. According to (Dave, M.W., 2017) teamwork was the act of being selfish towards a common goal and this was showed by character of the Wardaddy, regardless Sergeant Collier was a leader he did not tolerate the unfair situation to others. In fact, Sergeant Collier protected, Emma the Germany girl who was harassed by Grady Travis eventhough Emma was literally the enemy of American army. This value that we needed most to prosper and spread the good deeds regardless the difference. Based on these scenes the propaganda of showing the teamwork was crucial to people to live their life every day because it required patience and toleration to stay as a team not to be selfish.

6.6 Love for Country

The used of propaganda in propagating this scene from minutes 4:44 Sergeant Collier to his platoon member "If you want to speak Mexican, you join other tank. Think is American tank, we have talk American. This showed that the people should represent their country not their races as in this context, they must consider them represent the one and only American army regardless where they came from. This persuade the audience to unite as one not to be differentiate despite of having personal preference.

The other propaganda theory applied was in the scene when Norman reported to Sergeant Collier but then he was scolded by the sergeant as he denied Norman was going to be part of his platoon. However, Norman insist to stay with him because of his loyalty to serve for his country and based from (Nik Anuar Nik Mahmud. JEBAT, 2002) the act of people that showed the scarification to serve and preserve the sovereignty of the country was considered as unity and it was applied in *Fury*. The director propagate the love for country came first despite of it was opposite from the want and need of the character in the film but still the character continue to go through the responsibility to serve for the country.

6.7 Interracial Friendship

The element of unity was propagated under the theme of interracial friendship. The researcher found that, the scene in the minutes of 4:44 Sergeant Collier said to Gordo "If you want to speak Mexican, you join other tank. Think is American tank, we have talk American. It was a clear cut that, the platoon members came from different background and they were not allowed to portray their sense of belonging other than as an American Army. Besides that, in the minutes of 90:00 to 100:00 (1:37), showed the interracial friendship. The other scene was when Norman was so frustrated that he was forced to shoot Nazi. Then, his group member came to him to give support and reasoned for their Sergeant acted towards Norman in the minutes of 40:40 to 41:08. Therefore, under the sub theme of interracial friendship which was defined by (LeCroy, C., & Krysik, J., 2008) that it was a mutual participation between people which considered others than ones self-interest which were depicted through the film. The scenes above was a form of propaganda as the audience watched the film, the message was to stay as one identity and to feel the love for the country eventhough people can be very unique.

6.8 The Spirit of Never Giving Up

Based from the finding in Chapter 4, the researcher found that the propaganda was applied under the theme of never give up spirit. According to Vernom (2003), it was about the act of the people were willingly to do anything required them while facing the difficulties which this can be found through the character of Sergeant Collier who was injured as he got shoot by the enemies twice but because of his patriotic sense he never gave up and kept on fighting until his last breath left alone in the tank. The researcher noticed that, the character of the WarDaddy was not propagate to be a survival by not giving up easily despite of the lead character was badly injured himself, the character kept on fighting the enemy. The message here was to encourage the audience through the scene to be easily surrender despite of facing the worst situation.

6.9 For The Future Research

The researcher hoped that this study could open doors to other researchers who are interested to study propaganda in war films. To better improvise the implemented research design for this study, it is suggested for interested scholar to do comparative study between Western and local films. Future findings are hoped to eventually assist film makers both locally and internationally.

This was because a good patriotic film was a revolution to raise awareness among the people on the patriotism (Chadha, K. dan Kavoori, A., 2000). Film had an effective impact on the audience over the past years and that was important to produce a good patriotic film. Apart from that, the film with theme of patriotism had always trigger the audience to love the nation more because of their mindset were changed throughout the film they watched.

Based on the scene depicted the struggle of the fighters and the background of the film itself play an important role (DiMaggio, P., and B. Bonikowski., 2008). As in Fury, the director wants to highlight on the sense of love and respect to others as when it involved the surrounding of war itself, whether a bad or good guy were not an exception, therefore being nice to each other can reduce the tense of the struggle faced by the people during that time. Once the film make can produce a good patriotic war film that will enhance the love spirit of people to the nation, the people automatically applied the element in their life.

7.0 CONCLUSION

In conclusion, the researcher found that, the objectives of this research which was to identify the elements of patriotism in the Fury were applied through the use of propaganda under the sub themes of patriotic images, loyalty, strong mentality and the use of sound or music in this film. The researcher objective of analysed the form of unity depicted in Fury was also achieved by the use of propaganda as well to propagate the element itself as there were tons of qualities the researcher found from film Fury particularly including the component of patriotism and unity. These two components were the centre of the exploration which lead us to protect the sovereignty to the country. This was the sort of film that has possessed the capacity to spread the message of patriotism and unity along and plays with the audience feeling. The first phase that the researcher aimed to emphasize on the use of propaganda in Fury.

Based from the film Fury, the researcher found the used of propaganda in order to propagate the themes of patriotism and unity were propagate in term of the dialogues and scenes portrayed. The relation between mass media and propaganda were related it brought the audience to immerse into the 'war time'. The depiction of the struggle, the scarification of the armies to protect the tank and also their platoon. It was not solely about the tank as the it was more about the patriotism theme for the researcher.

(Adam, C., 2007) the propaganda can be propagating through official and unofficial medium and it acted a factor that give a coverage to media to confirm the propaganda was delivered and received by

the people. The researcher found, *Fury* was one of the films that propagate the use of propaganda through the performance of the actors to support the statement made by the scholar that media channel which one of them was film could be the platform to disseminate propaganda.

The researcher felt that, the used of propaganda to propagate the theme of patriotism and unity were applied in *Fury* was significant to the research because it was a wise tool for the film makers to increase the values among the audience. This was the soft approach of using arts as a tool strengthen the value of nationalism among the society and in the long run it would benefit the new generations.

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