

Iran DESTROYS Western War Narrative... With Lego Movies | Explosive Media

The Iran-War is fought not only on the battle field, but also on the media-front. And Iran won it BIG-TIME with the incredibly popular Lego movies, explaining the Iranian position and exposing the US system of war and destruction. At the same time, the makers of the Lego movies also build bridges to the US population. Together with Benjamin Schoendorff from the Resistance is Fertile Podcast I interview one of the Iranian's behind the videos from the group that calls itself "Explosive Media"—the Lego Resistance Front. Links: Explosive Media:<https://lnk.bio/ExplosiveMediaa> Resistance is Fertile Podcast: <https://resistanceisfertilepodcast.substack.com> Neutrality Studies substack: <https://pascallottaz.substack.com> (Opt in for Academic Section from your profile settings: <https://pascallottaz.substack.com/s/academic>) Merch: <https://neutralitystudies-shop.fourthwall.com> Donation: <https://neutralitystudies.com/donate> Timestamps: 00:00:00 Introduction 00:00:40 Lego strategy and mission 00:06:01 Values dignity and cultural voice 00:08:56 Western audiences and narrative warfare 00:12:05 Creative process humor and empathy 00:16:04 Risk audience and media resistance 00:22:01 Peace front and speaking to the West 00:28:24 AI as the new equalizer 00:33:03 War creativity and spiritual meaning

#Pascal

Welcome back, everybody, to Neutrality Studies, and actually a collaboration with Benjamin Schoendorf from the Resistance is Fertile podcast. And we have a very special guest, one of the brains behind the brilliant Iranian LEGO movies. We just call him Mr. Explosive Media. And with us is also Navid, who will be on standby to help with some translations if that is needed. But again, to our main guest, Mr. Explosive Media, welcome.

#Explosive Media 1

Hello, friends. We are happy to be on your podcast.

#Pascal

Well, thank you very much for agreeing to this. You've been producing these wonderful Lego clips, movies, for the past, I would say, two months, and we would really like to know a bit more about your motivation. So can you tell us, maybe first and foremost, why you decided to communicate with the West through Lego movies?

#Explosive Media 1

That's a good question. Lego has a playful and childlike visual language. So when people watch something as serious as war through a cute, nostalgic format, it creates a strange emotional contradiction, you know. That contradiction lowers their psychological defenses. And in modern media, the first few seconds are everything, you know. Lego makes people stop scrolling instead of instantly rejecting the video. Another advantage is that Lego allows you to recreate real people in a stylized, charming way without chasing hyperrealism. With hyperrealistic visuals, audiences immediately start searching for flaws. But with Lego, the reaction becomes, wow, that actually looks like Lego Trump, you know? And beyond all that, Lego carries childhood nostalgia for much of the Western audience. It feels familiar, safe, and emotionally accessible. Sometimes a toy can carry truth people would reject from a politician or a journalist.

#Benjamin Schoendorff

Excellent. May I ask how your team got together? Did you guys deliberately get together to produce these Lego videos, or were you already connected to one another and then decided you could pool your resources to fight the U.S.-Israel empire on the narrative battlefield?

#Explosive Media 1

We were friends long before any of this started. For around five years, we worked together on media projects focused on domestic issues inside Iran. But without realizing it, those years prepared us for this moment. When the conflict started, we were already capable of building a media front of our own country, a legal resistance front. At first, our audience was entirely Iranian, but after the international reaction to our first video, we realized that the battlefield was much larger than we thought. In many ways, we see ourselves as guerrillas of asymmetric media warfare—small teams, limited resources, but the ability to move fast and reach millions of people.

#Pascal

Wow, this is a very interesting way of putting it. That also means that you started off thinking that your videos were meant just for the domestic audience, for Iranians, and that only later you thought, okay, we can also speak to the Americans, we can speak to the Europeans. So what was the original goal then of the videos, and what's the goal now as we speak in May 2026?

#Explosive Media 1

I think truly successful media should speak for itself. The creators shouldn't need to stand beside their work explaining what it means. The work should already contain the message. But maybe the better question is, what does explosive media want from these Western audiences? The answer is simple. We want people to ask questions. We want people to think independently. We want people to look critically at their governments, their politicians, and the actions carried out in their name. Ask yourselves, is this the future you were promised? Is endless instability what you worked your whole

lives to finance? Do you really want your taxes funding bombs that kill civilians and children across the world and, you know, not a school? Unlike traditional propaganda systems, we are not trying to force beliefs into people's minds through manipulation. We present realities, and we ask questions about those realities.

#Benjamin Schoendorff

Wow, that's absolutely fascinating. And one thing I've noticed is U.S.-Israeli propaganda, Western propaganda in general, is very much based on the codes of sexualization and overwhelming violence. But your videos—you started explaining it a little bit—but they're way more subtle than this. If anything, you mock those codes without amplifying them. And you really seem to appeal to higher values: dignity, self-determination, respect, love of community, family, spirituality, and even common humanity. Do you think that plays a part in the near-universal appeal of your videos?

#Explosive Media 1

It's a great question. This was never a calculated strategy. It comes naturally from our culture and identity. We come from a tradition where morality matters deeply, even toward opponents. Our religious and cultural role models taught us that dignity and ethics should survive even in conflicts, even in wars against enemies. There is an old story about the Prophet of Islam I want to tell you. During the early years of his mission in Mecca, a man used to throw ashes and garbage on him every time he passed through the street. One day, the man suddenly disappeared.

After several days, the Prophet asked, "Where is our friend?" People told him the man had fallen ill. So the Prophet went to visit him. The man broke down in tears from shame, and he became a Muslim, you know? That story explains more about our culture than any political speech could. There is also a Persian proverb: what pours out of a jug is what was already inside it. So if our work reflects dignity, restraint, spirituality, or humanity, it is not because it was engineered in a meeting room. It's simply who we are. And as you said, it's simply who the Western media and Western politicians are.

#Pascal

Hey, very brief intermission because I was recently banned from YouTube. And although I'm back, this can happen anytime again. So please consider subscribing not only here, but to my mailing list on Substack. That's pascallottaz.substack.com. The link's going to be in the description below. And now, back to the video. One of the interesting things about your videos, especially the ones where you recently talked directly to the U.S. population, is that you show in these videos that you have a lot of understanding and knowledge about how U.S. and, to a good extent, also European culture works, and some of the problems of the U.S. population, because as you absolutely correctly show in your videos, the majority of the population doesn't want a war with Iran.

They don't. They don't want that. And you're able to speak to that and speak to the problems. How come you seem to have such an understanding of that Western culture? And do you think there's a way of also inviting Westerners to finally learn something about your culture, which I think the knowledge about is lacking very badly?

#Explosive Media 1

Maybe we are just a trailer, you know, a small glimpse that encourages people to look beyond the headlines and discover a deeper, more human side of Iranian culture for themselves. Yeah, and your knowledge about the West, where is it coming from? We are educated in diverse subjects in university, but people of Iran are highly educated, especially in political subjects. We read media, we watch movies, we listen to American songs, you know. We know a lot about American culture.

#Benjamin Schoendorff

And maybe you already answered this a little bit, but as a student of psychological warfare and narrative warfare myself, when I watch your videos, you seem to know a lot about psychological and narrative warfare. Did some of you actually study the subject, or do you instinctively know how to present effective counter-narratives?

#Explosive Media 1

Our backgrounds are actually very diverse, not specifically in psychological warfare or propaganda studies. But Iranians have lived through decades of intense media pressure, sanctions, information wars, and competing narratives. In a strange way, that environment teaches people how media works. Maybe our understanding comes less from textbooks and more from lived experience.

#Pascal

And how do you go about planning for these videos? Because a lot of them are coming out. How do you come up with the right themes to work on? Because so many of them have been great hits. What's your creative process?

#Explosive Media 1

We have a bank of ideas, 24 hours a day and seven days a week. We write ideas, we think about them even when we are asleep. We write them in a bank of ideas. When something happens, we choose one idea from them. And we are creative people. Iranians are creative people, so we write very fast, we do it very fast, and we make it very fast. I know many people ask us, "Why are you so fast?" I don't know why. We are Iranian, we are fast. I can't say why we are fast.

#Benjamin Schoendorff

Another element of your videos that's very striking is the humor and the irony. It's present in almost every frame, and at the same time, it never feels mean. I don't know how you do it, but you stay on the good side of irony that doesn't go into very dark sarcasm. Is this deliberate, or is this again a reflection of Iranians in general?

#Explosive Media 1

Yeah, it's our culture. Being polite is an important thing in our culture. Even if you want to mock people, you have to be polite in our culture and in our country. So, yeah, it's how we make jokes. We don't delete politeness in our mockery, you know.

#Pascal

It's a very interesting way of putting it, politeness in mockery. So, I mean, the goal is actually also, at least that's how I understand it, the goal is also to expose the duplicity, this kind of mean approach of the enemy, but without trying to make the enemy look like an animal. I mean, you don't do that. On the contrary, in your videos, you try to show the American people and the other people as somebody who is people, right? Other Lego people to connect to. So what are your thoughts about the importance of empathy in your videos and in the entire approach to fight the narrative battles?

#Explosive Media 2

In media work, having the same heart and feeling sympathy with the audience is important, and their intention is not to insult the audience; they just want to narrate, depict, and tell the truth.

#Benjamin Schoendorff

That is so different, of course, from the propaganda that the other side is putting out, which is really about humiliating and showing that they are the strongest. And I wonder, what is your target audience? You said at first it was Iran, then America, or is it just America now? Or is it broader? Because part of me believes that at least 4 billion people in the world watch your videos.

#Explosive Media 1

Our audience is anyone who still has the ability to think, question, and remain curious about the world. But naturally, because we are at war with the USA, many of our stories revolve around America.

#Pascal

And are you afraid? Are you scared that people—the Americans, the Israelis—somebody might try to find out who you are and attack you or kill you?

#Explosive Media 1

No, we are waiting for them. Mr. Arafat said that. But honestly, not really. Many people have already sacrificed far more than us on real battlefields. These launchers, these air defense systems, you know, they were killed. They are our martyrs, our heroes. This just happens to be our battlefield—the battlefield of media, the Lego Resistance Front. And if someone is powerful enough to fear a few Lego videos, that says more about them than about us. But if they ever target us, our digital blood will turn into a fluid of zeros and ones, and it will expose them more than ever before. If one explosive media disappears, a thousand others may appear the next day.

#Benjamin Schoendorff

Yeah, that's fascinating. I've watched previous interviews you gave before, and it's very clear to me that you are organic. You're not a government operation. You just picked up this particular part in the narrative battle because you wanted to be part of defending your country. In a sense, you're part of the narrative mosaic defense of Iran. Is that correct?

#Explosive Media 1

Yeah, it's correct. It's a great name. The walls of censorship are slowly cracking, you know. Minds are detoxifying. The frozen minds created by decades of propaganda are beginning to melt. As I said, you know, candles are appearing everywhere in this dark world. Yeah.

#Pascal

And so within what now, how this worked for you, are there now more people joining either your team or that you're seeing maybe also inside Iran who start creating similar things and try to communicate the way that you're doing? Because I think you found a very important way to crack through the shell of the West, of Europe and America, and directly speak to people. Do you think that others in Iran, or do you see others picking up what you found out and creating different versions of not just Lego movies, but maybe other ways of communicating with the West?

#Explosive Media 1

Yeah, it's right. It's correct. During these years, we have realized how deeply modern media systems can shape and numb entire populations. For decades, many people in the West were not encouraged to think more deeply about the consequences of global power. And entertainment became distraction. Distraction became passivity. And a society that stops questioning becomes

easier to control. But the world is changing now, as you asked. The world is changing now. People are waking up. The spell is weakening. Maybe our world is only one small candle in a very dark room. But across the world, more and more candles are beginning to appear. And we think light will change everything one day.

#Benjamin Schoendorff

Yes, and we are certainly seeing many imitators springing up. You know, you call it the Lego Resistance Front, the LRF, but also I notice you've been promoting people working with other codes. So you have the Minions, you have the Toy Story videos, you have the Simpsons videos. You also have people who do clay stop-motion animations and all the rest of it. It's almost like we are seeing this kind of springing up of very many different forms of really a mosaic narrative warfare—small groups, maybe people in their basements, picking up this wonderful AI tool and using it for the good fight.

#Explosive Media 1

Yeah. As I said before, the walls of censorship are slowly cracking, you know, and candles are appearing everywhere. This is something deeply grassroots, people speaking directly to people. People-to-people diplomacy beyond governments. So in that sense, yeah, it resembles a kind of distributed narrative resistance. Or as I said before, Lego Resistance Front, LRF. And thousands of small voices moving independently, but in the same direction, yeah.

#Pascal

And maybe, just maybe, on an abstract level, your videos strike me as something very positive, you know, and very, very actually peace-oriented. So in a sense, yes, I see that this is resistance. But do you think of it as part of warfare or part of peacefare? Do you see it as part of fighting the fight or part of reestablishing the peace in the long run?

#Explosive Media 1

There is no peace without wars against enemies of humanity. When they are enemies of humanity, they will attack you. If you can't, you know, attack them, if you can't defend yourself, if you can't defend humanity, they will attack you, they will attack you, they will attack you. They won't stop anywhere. And we are part of this front, you know, but we have to fight against enemies. It won't be a peace without war.

#Benjamin Schoendorff

One thing that is interesting to me is, of course, it's the American empire, the empire of arrogance, as I think people call it in Iran, that is attacking Iran and other peoples in West Asia. And there is

some recent data that shows that over half the population in the U.S. is not able to read above a sixth-grade level. So of course, you know, using very childish codes like Lego seems to be the ideal way of speaking to them. And at the same time, what's very striking to me is that you use childish codes, but you speak about universal things and you don't actually dumb down. So do you think that's part of how you're able to break the walls of propaganda in this population that is reputed to be the most propagandized in the world? I mean, the U.S. population.

#Explosive Media 1

Yeah, I actually think that's very accurate. AI storytelling is cheap, you know, it's fast, it's accessible, and difficult to fully control for Westerners. A small team can now create narratives powerful enough to compete with certain propaganda. So yeah, maybe this is the beginning of a new era — narratainment against propaganda. Narratainment means narrative plus entertainment. You tell the truth, you entertain people, and you are against propaganda.

#Pascal

Do you then think that there is now a need, a big need, not just for defense, you know, to say, like, we need to counter the propaganda, but probably also a curiosity by now, you know, in the West, right? About Iran and what Iran actually looks like, that you can serve with these videos. Is that something that motivates you, or are you motivated mainly by saying, no, no, no, we need to push our own information out?

#Explosive Media 2

They take the audience very seriously, and they listen to and read their feedback, and they implement that feedback for their next videos. And they're saying that they have received comments where the commenter says, "You actually did what I asked you to." So I had a previous comment requesting something from your videos, and then I saw that in the next video.

#Benjamin Schoendorff

One thing that is very striking to me watching your videos is how you're constantly referencing Iranian or Persian civilization, right? Iran is the cradle of a very ancient civilization, and you keep on referencing it, and also great figures in that civilization. And again, is that deliberate because you're facing an enemy that's, you know, if it has a civilization, it's barely 250 years old or what? Because I think it's very powerful also that we get a sense of how rooted the society is in its own way of living and how much it's contributed to humanity, because you also show this in your videos.

#Explosive Media 2

They have genes that have been embedded in them for thousands of years. And for thousands of years, they had satirical literature and other literature and commentary that date back thousands of years. And so it's important for them to refer to their roots and for the audience to know about the Iranian roots, and to know that with new storms and challenges, the Iranians will not let go of their deeply historical roots.

#Pascal

Have you had any criticism from inside Iran from people who thought that this is not appropriate or not the right way of going about communicating the priorities of Iran?

#Explosive Media 1

No, people in Iran, they know media very well. They love us. They are proud of us. And they know that our work matters. They know media matters. They love us.

#Pascal

I'm very glad to hear that.

#Benjamin Schoendorff

It's not only in Iran, of course, that people love you and your work. That's for sure. You know, it's very interesting. There is a lot of criticism of artificial intelligence in the West. People call a lot of what comes out of artificial intelligence slop. On some programs from Western media, you have been tagged with producing "slopaganda," which is a way of demeaning your work. But I believe that the way you've been able to use AI so creatively makes me think of a process of democratization of narrative warfare tools and weapons, similar to the way that the AK-47 became what was known as the great equalizer, or even the Shahed drones totally changed the face of warfare and gave people who were not from the heart of the empire the weapons to actually effectively fight on the actual battlefield, but also now on the narrative battlefield. How do you see this?

#Explosive Media 1

Yeah, it's really accurate. As I said before, AI is storytelling, but telling the truth, you know. It's cheap, fast, you know. People can make something to communicate with other people. It's a people-to-people diplomacy. So yeah, it's like a Shahed drone in the media battlefield. I love that name.

#Pascal

And if you don't want to answer this, you don't have to. I just wonder, how are you organized with the AI in order to produce the videos? Do you have a large language model on your own server? Are you using outside sources? Because the quality that you deliver is so high. This must be difficult to organize on the technological front, no?

#Explosive Media 1

No, we use AI models from all around the world. We don't have our own AI model, but we can't tell the exact names of them because you shouldn't ask a magician what the tricks are, you know. You just enjoy them.

#Benjamin Schoendorff

Absolutely. Well, we are certainly enjoying them. And before we recorded, we were discussing with Navid, and we said one thing that nobody expected was that Iran would be so effective on the narrative battlefield. And what is even more striking to me is that it's not the Iranian government, but that it should be a kind of grassroots initiative that is really giving the empire a run for its money on the narrative battlefield, which they themselves have theorized as maybe the most important battlefield in the way they conduct imperial warfare now.

#Explosive Media 1

Yeah, sometimes God helps the front of truth from somewhere they cannot expect, you know. We were weak in media. They were very strong in propaganda. They had a history of lawyers in media, you know. They have a strong past in propaganda, but God helped us, God inspired us to do this for the world.

#Pascal

One more thing that struck me when I first watched your videos is that I thought, oh, but this is copyright infringement on LEGO, right? And then it came to me, ah, no, obviously you don't care because you're at war. Would you have done this? Would you have used this means of communication if it were not for the war?

#Explosive Media 1

I can say no. We were not going to make a LEGO video if it was not a war. Maybe war can...

#Explosive Media 1

War can free a potential ability in people when it begins. At night, people of Iran are in the streets and they are saying, down with America. They are with us, they are with the military forces in Iran.

And in there, people say that I want to do something more. I wish I could do something more. I wish I could launch a missile to Israel, you know. And it's our front. It's our battlefield. We could make something great in media, so we created it. It was our ability.

#Benjamin Schoendorff

One thing that is very striking to me is how this war is revealing Iran as such an advanced society in absolutely all fields. You have, of course, the incredible missiles. We know that 60% of the engineers designing the missiles are actually women, that your level of education in STEM is among the best in the world, maybe third or fourth in the world. And we are also seeing the cultural sophistication through your videos. And it's something, I think, it's kind of a watershed moment for people in the West, because I've been an anti-imperialist for decades, right?

And I have to confess that I also, for some of those decades, walked around with this idea of Iran as a backward, medieval, obscurantist country. And I keep on being amazed at how much of that propaganda I had swallowed, and at how much the reality of the war and your work is, for many people, totally changing my view and Western people's view of Iran, but in a way that makes us question everything that we had been told. And I think that is a major pivot moment in world history, maybe since Europeans started colonizing the world 500 years ago. I wonder if you have any thoughts about that.

#Explosive Media 1

I think God started giving us gifts. Maybe it's time for liars to be destroyed against the truth. You know? Yeah, I think it's all God giving us.

#Pascal

That is, you know, it's very interesting to listen to you and the way that you think about your work and how it integrates with what's going on in world politics right now. And your work now does directly integrate with world politics. I think from my part, I asked you all the questions I had. Benji, do you have something more to ask?

#Benjamin Schoendorff

I don't know if it's a question, but I... and the spiritual dimension to what you are telling us, I can feel it in a lot of what Iran is doing, and this connection with God, with a higher purpose, with a higher dimension. I can see how central it is, and I can also see how it is an antidote to what are very, you know, empty spiritualities and empty lives in the West. And I think that is reflected in the work you produce. I can see that it nourishes this work, and it leaves me with a deep sense of

respect for that belief. Although I myself don't believe, and I wouldn't lie about it, I really sense it, feel it, and I want to say that I respect it. And I think I'm not the only person. It's changing the attitude about, you know, how spirituality can be a positive force in the world.

#Explosive Media 1

Thank you. Thank you, and thank God for that gift to us.

#Pascal

Well, then I would really like to thank you again for taking the time to explain to us your motivations and thoughts. Thank you also to Navid, our translator, who, by the way, is not in any way, shape, or form connected to you. I mean, this is completely separate. And we are looking forward to the next productions of Explosive Media.

#Explosive Media 1

Maybe you can watch it soon, maybe in two or three days. Thank you, Pascal. Thank you, Benji. Thank you, Navid.

#Pascal

Thank you, Explosive Media.