



# Analysis of the US PR Strategy Preparing the War against Iraq 2003

*Sebastian Plappert*

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Essay from the year 2007 in the subject Communications - Media and Politics, Politic Communications, grade: Distinction, Macquarie University, course: ICOM 892 International Public Relations and Advertising, language: English, abstract: This paper will name the purpose and intention of the US government, followed by locating the campaign's main target groups. After considering the US's advantages, this analysis will also define obstacles the Bush administration had to overcome. The next step will be to outline the PR concept and highlight different means, the US government applied to influence national and international media. Finally, the paper will critically evaluate the measures taken and point out flaws.

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