

## Sell the War!

**Introduction:** „War is the continuation of politics by other means.“ That is the notorious statement of Carl von Clausewitz. War, as an organized armed conflict in order to gain maximum control in government of particular region or sphere, is the traditional instrument of policy, same as an integral part of human history and national propaganda.

It is quite ironic, the more we reject the war, as a traditional instrument of policy, the more it occurs. End of the Cold War brought the Europe, formed by the two world wars, the “humanitarian bombing” of Yugoslavia and shortly after the indefinite war against terrorism.

The Middle East is undoubtedly a neuralgic point for the stability of the contemporary world. That is also due to its strategic location and natural resources (particularly oil), which centers the interest of the world powers there.

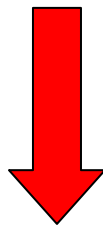
Neocolonial war is politically viable only if the society is ready to pay for it, also by the lives of its citizens.

As observant students of your teachers, you do know, that it is mainly a feeling of danger that can make the neocolonial war defensive and actually necessary.



- Being a PR specialists, currently at the service of the government, you are to provide the government ministers with a complete solution (in the first phase with recommendations only) for the purpose of influencing the public opinion - to reach the consent of the citizens – in terms of both active and passive support for participation of armed forces of your country in the war coalition "of the willing" in the Middle East.
- The question is: “How to sell the expansionistic war to your people?”
- All that, at the level of public relations only!

**Task:** prepare and deliver effective communication strategy that will assist in the marketing of the coalition war to the citizens of your country.



The communication strategy (ideally in the form of PWP presentation) should include at minimum:

- **Identification of target groups:**
  - list of all relevant target groups,
  - explanation and justification of the selection (under the line, as a comment),
  - important characteristics of the target groups.
- **Identification of the communication channels** (depending on the nature of the target group) **and their usage:**
  - list of all relevant communication channels.
  - Justification of the selection (under the line, as a comment).
  - marks on the strengths and the weaknesses of their usage.
- **Formulation of the message** (what to say and how, so that the people think, what I want them to think)
  - Design the key messages (at best simple and catchy slogans) you want to communicate (from 3 to 4 or more).
- **A press release for the key media** (MS Word format)
- **SWOT analysis** (strengths, weaknesses, threats, opportunities)
  - At the end, do a brief summary of proposed strategy, including the evaluation of potential opportunities and risks.

**Recommendation:**

- For maximum clarity work in MS PowerPoint.
- Avoid lengthy analysis; work with slogans (additional notes and explanations as footnotes).
- For each task use a separate slide.