



# Ugly War, Pretty Package: How CNN and Fox News Made the Invasion of Iraq High Concept

*Deborah L. Jaramillo*

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Deborah L. Jaramillo investigates cable news' presentation of the Iraq War in relation to ""high concept"" filmmaking. High concept films can be reduced to single-sentence summaries and feature pre-sold elements; they were considered financially safe projects that would sustain consumer interest beyond their initial theatrical run. Using high concept as a framework for the analysis of the 2003 coverage of the Iraq War -- paying close attention to how Fox News and CNN packaged and promoted the U.S. invasion of Iraq -- *Ugly War, Pretty Package* offers a new paradigm for understanding how television news reporting shapes our perceptions of events.



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