Change in media coverage as the war continued.

At the beginning of the war the media report positive and successful achievements of the troops. But as the war progressed the media started to show more violence and suffering of the war. This caused the home population to stop supporting the war and start protesting it.
The war became unpopular with the American public

- Troop levels rose to over 500,000
- Number of GI’s killed in action exceeded 1,200 per month
- Higher taxes to help fund the war
- Because it was the first unedited war
- Costs of the war raised, causing the public to be unhappy. Troubled Americans.
- Showed grimacing images of the war to gain more attention to the war.
Who Launched The Attack?

On Jan 30th, 1968 forces from the Vietcong and the north Vietnamese army launched a series of surprise attacks against south Vietnam and the U.S. Civilians and military personnel were both targets.
It was a surprise attack because both north and south Vietnam announced a cease fire due to the upcoming Tet holiday (year of the monkey) even though the cease fire was announced Americans and Vietnamese got caught off guard and suffered 9,078 deaths and the north and Vietcong suffered an estimated 45,000 deaths.
After the surprise attack a series of other attacks began strategically all over the south, more than 80,000 communist troops began to strike more than 100 town and cities, including 36 of 44 provincial capitals. Most attacks however were quickly put to an end.
List the reasons the Viet Cong were able to maintain popular support among the South Vietnamese?

Americans had to much collateral damage, and the Viet Cong used brutal methods to keep Vietnamese loyal.
Americans Protesting The War
The **PEACE** Movement

- The peace movement, or antiwar movement, blossomed on college campuses. In March 1965, faculty members at the University of Michigan held a nightlong “teach-in” and debate on vietnam and U.S. policy.
Sit-Ins

- Sit-Ins borrowed from the civil rights movement, also became a popular way to protest the war. In February 1967, students at the University of Wisconsin at Madison occupied a campus building to protest the arrival of recruiters from the Dow Chemical company, the makers of napalm. When students refused to leave they were dragged out by police officers.
Civil Disobedience

• Protesters also turned to civil disobedience. Some publicly burned their draft cards, while others took more serious steps of refusing induction into the armed forces.
Geographical Difficulties In Vietnam

wow look a tree
• The climate and geography of South Vietnam had areas that rose up above 90 degrees Fahrenheit, and heavy monsoon rain fell from May to October.

• Vietnam's rugged topography was a challenge, U.S. soldiers had to march through soggy, low and rice paddies filled swamps and over steep jungle-clad mountains. The jungle covered areas made it difficult to locate the enemy.

• U.S. Soldiers tried to overcome a enemy’s that were hiding by spraying Agent Orange, which was supposed to get the enemy out of hiding, but instead only destroyed plant life and civilian health.
2 main programs of the U.S. and South Vietnamese pacification campaign!

**#1**
- Aimed to bring economic health to rural South Vietnam.
- Ranged to supplying villages with food and other goods to building schools and bridges.
- Also spread propaganda designed to persuade Vietnamese to support South Vietnam government.

**#2**
- Sought to undermine communist insurgency by having Army of the Republic of Vietnam (ARVN) remove Viet Cong and sympathizers from villages.
- Goal was to cut off flow of recruits to enemy and make it safe for rural Vietnamese to support the Saigon government.
In 1968, LBJ made the decision not to run for president again. He was very exhausted from the war.

People had turned against him, because of his decisions in the war. A poll had showed only 26% of Americans approved of LBJ’s conduct in the war.
Limited war vs. Total war
Differences between limited and total

- **Limited war**
  - Not effective because the strategy of attrition failed
  - Viet Cong saw US as another colonial power that needed to go

- **Total war**
  - Calls for complete mobilization of a nation’s resources to achieve victory
  - Grave dangers in pursuing a total war w/ no limits
  - Enormous American death toll
Reasons failed

- US underestimated our enemy
- The commitment of US to the way was much less certain
- Too many enemy forces to eliminate