

WHY DID THE USA FAIL TO ACHIEVE ITS GOALS IN VIETNAM?

HO CHI MINH TRAIL

The Vietcong were kept well supplied through a trail that travelled into neighbouring Cambodia and Laos



SEARCH AND DESTROY

These brutal tactics drove more civilians to support the Vietcong and led to the My Lai Massacre, killing 300 civilians and damaging the US's reputation



OPERATION ROLLING THUNDER

This bombing campaign failed, as Vietcong used underground bases and tunnels to shelter from US bombs.



TET OFFENSIVE

This massive attack by the Vietcong showed that despite their military might, the US was failing to make real progress

LACK OF PUBLIC SUPPORT

Public figures such as Muhammed Ali openly opposed the draft. At Kent State University, the National Guard shot at anti-war protesters, killing four and further souring support

THE MEDIA

Shocking images broadcast at home caused many Americans to turn against the war

