

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

## GUERRILLA TACTICS

Local knowledge of the dense jungle, hidden traps and hit and run tactics had a huge psychological impact on US troops

## HO CHI MINH TRAIL

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



## 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

## 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.



## THE MEDIA

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

