

Abstract

In my thesis I focus and analyse how selected studies track the media's actions during the Vietnam War. I focus most closely on 1968 and the events of the Tet Offensive and examine how the media (mainly television) reflected these event. Through qualitative analysis, i also trace whether the selected studies support or refute the Pentagon's official statement that held the media responsible for America's failure in Vietnam. My analysis found that none of the selected studies support the official position that the media was responsible for the United States' loss in the Vietnam War, but all of the studies consider that the media played a very important role.