

Anticommunist propaganda achieved its greatest success in the period from the late 40s of the 20th century until the beginning of the Vietnam War. It managed to convince the American society of participation in the Korean War, to launch a Red Scare at home and to affect greatly the lives and behavior of the Americans facing a threat of a nuclear conflict between the U.S. and the USSR. However it failed to ensure and maintain support for the U.S. involvement in Vietnam. The main goal of this work is to specify causes of the propaganda failure which is considered one of the decisive factors that led to the withdrawal of troops and final defeat in Vietnam.