

The goal of this thesis is to present the pretentious approach to analytic number theory recently developed by Granville, Soundararajan, and others. In the first four chapters, we show the classical proof of the prime number theorem. We then develop the pretentious approach, explain its differences, advantages, and disadvantages and present another proof of the prime number theorem based on Halász's theorem. This theorem is then proven using new techniques of Granville, Harper, and Soundararajan, which are substantially easier than the previous proofs. In the last chapter, we show how pretentious techniques can be used to obtain more intuitive proofs of other classical theorems or obtain new results.