



PRESIDENT JOHNSON AND SPEECH IN VIETNAM WAR: VIETNAM WAR IN AMERICAN ATTITUDE

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Abstract

The research entitled “President Johnson and Speech in Vietnam War: Vietnam War in American Attitude. The research objectives: 1) To study President Johnson's speech on the Vietnam War in conjunction with what happened in Vietnam during his presidency from 1964-1968. 2) To study President Johnson's political imagery through speeches as propaganda, to generate political support from the Americans and from around the world. The methodology of the research used the speech was a formal speech used in an appropriate occasion or communicative agenda in a given situation. Speeches had to contain new information, creative ideas, issues and content that made the audience understand the topic. In addition, studying the text of the speech, the timing and the US international political context was importantly, that is, the period from 1963-1965 was an internal political period between South Vietnam and the United States. studying the period and the situation in Vietnam, the researcher used propaganda theory to analyze the case of President Johnson's political image creation, whether it was the choice of media words. The content of the speech sentences which would be studied together with the text of the speech.

This research aimed to present a President Lyndon B. Johnson speech from 1964 to 1968 under the Vietnam War situation. It was the period the United States took full active role in Vietnam to deter the invasion of the communist Viet Gongs. The study found that President Johnson made the

Vietnam issue so important under the Americanization policy, his speech has been a political acknowledgment for the public. The Americans tried to launch propaganda that communists were villains as an international threat.

Keywords: President Johnson and Speech; Vietnam War; American Attitude

Introduction

The United States played a role in Vietnam since the Geneva Accords on July 20, 1954, without accepting the Geneva Agreements in case of elections for national reunification in the next two years. Due to fearing the victory of Ho Chi Minh, the North Vietnamese leader, it could be the starting point for the expansion of communism in Southeast Asia. The United States thus attempted to obstruct the North Vietnamese by all means and supported the existence of South Vietnamese leader Ngo Dinh Diem by providing assistance to South Vietnam. The Military assistance Advisory Group (MAAG) was established to assist South Vietnam. With South Vietnam, whether political, economic, educational and military, the South Vietnamese government under Ngo Dinh Diem became more stable under the support of the United States under President John F. Kennedy served as President of the United States. Since the year 1961-1963, aids between the United States and South Vietnam increased further, during which President Kennedy used several messages to the Vietnamese people, one of which was a speech, which was transcribed as propaganda to encourage or persuade them. The idea was for the Vietnamese and the world to support the United States, as in the case of New Year's greetings on February 2, 1962, in which the essence of the speech conveyed a message to the government and the Vietnamese people. To recognize the dangers of communism and solidarity for the Vietnamese nation in respect of awareness of its threat. The speech attacked communism as a violent movement. Chaos from outside world agents and destroyer of South Vietnam's sovereignty, the speech also highlighted the close and cordial relations between the United States and South Vietnam, reaffirming goodwill and affirming the sovereignty and peace of South Vietnam. Several speeches on Vietnam followed from those speeches, and each one emphasized the threat of communism, peace, freedom and unity to South Vietnam and Vietnam. United States often delivered its speeches as a dangerous defender for South Vietnam which urgently needed assistance.



When the Buddhist Crisis in South Vietnam led to the overthrow of Ngo Dinh Diem on November 2, 1963, President Kennedy was assassinated and died on November 22, 1963. In 1963 led to the new US President Lyndon B. Johnson resulting in a change in policy towards Vietnam that was the United States took a direct role in Vietnam under the policy. Americanization increased the power of the US to make military and diplomatic decisions towards Vietnam. At that time, speech as an important messenger of President Johnson has played a huge role and instrumental in understanding the American public policy. Therefore, the period of direct accession of the United States produced a large number of speeches. Each speech was emphasized on aggression and outside interventions such as China and the Soviet Union, threats and aggression from North Vietnam and the Viet Gong etc.

Therefore, the article aimed to study President Johnson's speech on the war situation in Vietnam during his presidential term (1964-1968), which reflected the US policy in Vietnam decisively and honestly in addition to reflecting the US policy toward Vietnam or studying its war situation. They also want to study President Johnson's political imagery to create political support from the Americans and from the global public through speech as a type of propagandas

Research Objectives

1. To study President Johnson's speech on the Vietnam War in conjunction with what happened in Vietnam during his presidency from 1964-1968.
2. To study President Johnson's political imagery through speeches as propaganda, to generate political support from the Americans and from around the world.

Literature Reviews

Research related to such research articles can be divided into two groups. The first group was the study group on situation and context of the Vietnam War by Chatchai Panananon (1993), Vietnam War (1946-1975) by Sud Jon Jerdsin (2003). History of Vietnam from the French colonial period to the present by

Peter Lowe (1998). Vietnam War by David L. Anderson (2005), the Vietnam War by Sanitot Thammayot (2018). The last group was the study groups on propaganda and political image included by Pratum Ruekklang (2010), political public relations by Brian McNair (1995) and “An Introduction of Political Communication” and etc.

Research Methodology

Speech was a formal speech used in an appropriate occasion or communicative agenda in a given situation. Speeches had to contain new information, creative ideas, issues and content that made the audience understand the topic. Sawitree Suwansathit (1993) said speeches had been divided into 3 types, i.e. ceremonial speech, political speech, and academic speech. Each speech was different. In the study, President Johnson's speech was political intended to present the audience by the author. Political positions or ideologies were meant to guide leaders to convince listeners to believe accordingly including the art of rhetoric persuasion. President Johnson's speech was political propaganda and diplomacy in Southeast Asia during the Vietnamese Cold War.

In addition, studying the text of the speech, the timing and the US international political context was importantly, that is, the period from 1963-1965 was an internal political period between South Vietnam and the United States. In South Vietnam, there was a coup d'état, resulting in internal political instability, but the Viet Gong movement was so strong, which greatly worried the United States in terms of security. This, together with the replacement of President Kennedy in the United States, resulted in a shift in policy towards South Vietnam and a period of open hostilities between the United States and its allies against North Vietnam and Vietnam.

Therefore, this article aimed to study the period of war under President Johnson's policy in conjunction with the war situation in Vietnam, during which period was an attempt to gain influence by the United States in Vietnam and Southeast Asia. In addition, studying the period and the situation in Vietnam, the researcher used propaganda theory to analyze the case of President Johnson's political image creation, whether it was the choice of media words. The content



of the speech sentences which would be studied together with the text of the speech.

Results

Objective I: The Research Results can be divided according to the Research Objectives and Methodology as Follows:

Speeches and war situations: President Johnson's Speech Since 1977. 1964-1968 started with the Gulf of Tonkin Crisis. (The Gulf of Tonkin Resolution) resulted in President Johnson's policy changed regarding Vietnam, namely: The United States would undertake any military activity in South Vietnam resulting in the deployment of troops to South Vietnam since then.

Lyndon B. Johnson (1965) with the Paris Accords, it led to the total withdrawal of troops from South Vietnam. In 1973, the full deployment of American troops in South Vietnam came into direct confrontation with the Communists like North Vietnam and the Viet Gong, at a time when the Viet Gong movement was expanding in South and North Vietnam, was militarily strong and ready for war. In addition, the Gulf of Tonkin Resolution further empowered the president.

In the decision to conduct combat operations in South Vietnam and to expand American military power in Southeast Asia, which created concern for China and the Soviet Union, especially China in China's view, if the United States continued to attack North Vietnam. Possibly attacking Chinese territories in the south, which was considered a threat to violate China's sovereignty, as evidenced by President Johnson's August 1964 speech on the Gulf of Tonkin Crisis:

This new act of aggression, aimed directly at our own forces, again brings home to all of us in the United States the importance of the struggle for peace and security in Southeast Asia. Aggression by terror against the peaceful villagers of South Viet-Nam has now been joined by open aggression on the high seas against the United States of America (Lyndon B, Johnson, 1964).

From such speeches President Johnson spoke of peace and security in Vietnam, which was threatened by North Vietnam, but in his speech, he avoided words (using Southeast Asia instead of South Vietnam) to reflect the identity and role of Vietnam. The United States had to intervene to deal with the problems arising in Vietnam. In his speech, he condemned North Vietnam's actions by using the word open aggression instead of using direct condemnation and trying to make the Gulf of Tonkin crisis a priority, affecting the country and the sovereignty of the United States. As the text of the speech in the same edition that:

I shall immediately request the Congress to pass a resolution making it clear that our Government is united in its determination to take all necessary measures in support of freedom and in defense of peace in Southeast Asia. (Lyndon B. Johnson, 1965).

From such speeches President Johnson primarily spoke of peace and freedom in the territories of both nations and try to bring the incident into the context of US political security.

Observe from the sentence, "*I shall immediately request the Congress to pass a resolution.....*" The clause was President Johnson's intent for the event to be accepted by the majority of the resolutions and try to get Congress to recognize the crisis affecting the security and sovereignty of the United States. In other words, bringing the crisis to Congress made efforts to get "American" acceptance of his policy of continuing the cold war in Vietnam as the manager of a communist threat in Southeast Asia but denouncing its opponents being justified more than the United States' involvement in Vietnam.

After the incident, the United States had to decisively deal with the problems that had arisen in Vietnam, targeting key targets that was attacking the Viet Gong and North Vietnamese communist-occupied areas in South Vietnam. The US directly supported combat operations for South Vietnam, including negotiating certain agreements with North Vietnam. As revealed in a speech on April 7, 1965:

The first reality is that North Viet-Nam has attacked the independent nation of South Viet-Nam. Of course, some of the people of South Viet-Nam are participating in attack on their own government. But trained



men and supplies, orders and arms, flow in a constant stream from north to south. The deepening shadow of Communist China. The rulers in Hanoi are urged on by Peking.

Since 1954 every American President has offered support to the people of South Vietnam. We have helped to build, and we have helped to defend. Thus, over many years, we have made a national pledge to help South Vietnam protect its independence. There are those who wonder why we have a responsibility there. Well, we have it there for the same reason that we have a responsibility for the defense of Europe. World War II was fought in both Europe and Asia, and when it ended, we found ourselves with continued responsibility for the defense of freedom.

Our objective is the independence of South Vietnam, and its freedom from attack. We want nothing for ourselves--only that the people of South Vietnam be allowed to guide their own country in their own way. In recent months attacks on South Vietnam were stepped up. Thus, it became necessary for us to increase our response and to make attacks by air.

We know that air attacks alone will not accomplish all of these purposes. But it is our best and prayerful judgment that they are a necessary part of the surest road to peace. Such peace demands an independent South Vietnam--securely guaranteed and able to shape its own relationships to all others--free from outside interference (Lyndon B. Johnson, 1965).

There may be many ways to this kind of peace: in discussion or negotiation with the governments concerned; in large groups or in small ones; in the reaffirmation of old agreements or their strengthening with new ones.

The text of the speech reflected President Johnson's efforts to take drastic measures against North Vietnam and to prevent North Vietnam from infiltrating the South. In addition, the United States tried to pressure North Vietnam into a negotiating arena while allowing North Vietnam to recognize the presence of the South Vietnamese government, which may explain President Johnson wanted North Vietnam to recognize its current and future damage and to end the war early in exchange for North Vietnam gaining diplomatic recognition on the

international stage. On the other hand, from the speech message, it sent a message to China and the Soviet Union as supporters of North Vietnam, warning them to end their actions towards South Vietnam. Since 1964, President Johnson has frequently addressed the problems in Vietnam, which can be listed in the following order:

Year	Date-Month	The Speech
1965	27 April	Press Conference in the East Room
	1 June	
	13 July	
	28 July	
1966	31 January	Statement on the Resumption of Bombing in North Vietnam
	12 January	Speech on U.S. Foreign Policy in Asia
1967	15 March	Address on Vietnam to the Tennessee General Assembly
	18 August	Press Conference
	29 September	Speech on Vietnam
	17 November	Press Conference
1968	31 March	Remarks on Decision not to Seek Re-Election
	1 April	Address to the National Association of Broadcasters
	3 April	Press Conference
	31 October	Remarks on the Cessation of Bombing of North Vietnam

Table 1.1. Chronological table of President Johnson's speeches since 1977.

1965-1968 were related to the war situation in Vietnam, when the 1968 offensive crisis hit, was a major contributor to the Vietnam War: there was a surge of anti-Vietnam War among the American public and around the world despite the United States winning and gaining an advantage. From the incident, President Johnson's political stability resulted in a new policy adjustment towards Vietnam. Still, President Johnson continued to attack North Vietnam and the Viet Gong, noting some passages in his speech following the incident:

The United States would stop its bombardment of North Vietnam when that would lead promptly to productive discussions-and that we would assume that North Vietnam would not take military advantage of our restraint.

Hanoi denounced this offer, both privately and publicly. Even while the search for peace was going on, North Vietnam rushed their preparations



for a savage assault on the people, the government, and the allies of South Vietnam.

To stop the bombardment of North Vietnam. We ask that talks begin promptly, that they be serious talks on the substance of peace. We assume that during those talks Hanoi will not take advantage of our restraint. We are prepared to move immediately toward peace through negotiations.

If peace does not come now through negotiations, it will come when Hanoi understands that our common resolve is unshakable, and our common strength is invincible. The peace that will one day stop the bloodshed in South Vietnam, which will permit all the Vietnamese people to rebuild and develop their land.

Parts of speech President Johnson has criticized North Vietnam for continuing to aggression against South Vietnam and trying to deviate from peace talks with North Vietnam to stop attacking South Vietnam. All Vietnamese must be willing to build a nation and develop the country in peace. When creating a Vietnamese nation together The United States wants to continue to remain in this territory as a peacekeeper as stated in one of the speeches,

Some weeks ago-to help meet the enemy's new offensive; we sent to Vietnam about 11,000 additional Marine and airborne troops in order that these forces may reach maximum combat effectiveness. The Joint Chiefs of Staff have recommended to me [President LBJ] that we should prepare to send-during the next 5 months-support troops totaling approximately 13,500 men. To reequip the South Vietnamese forces.

From the said message, it still referred to the need to help train the South Vietnamese army, so it was necessary to expand the military to help and fight in Vietnam, along with the peace negotiations with North Vietnam, as well as presenting the image of President Johnson as a patron. South Vietnam responded to aggressive actions by North Vietnam while using peace as a means of negotiating interests related to the Vietnam War.

The Image of Propaganda: President Johnson's speech was a political image using his speech as a propaganda medium to communicate to the Americans and global public that they were aware of the problems in Vietnam and wanted the public to agree with his policies. Before describing his propaganda image in a speech, one must first understand the meaning of image and propaganda. Image referred to the mental creation of a person or image of another person, organization, or entity, directly or indirectly through a particular action or experience. In addition, the image must be necessary for individuals or organizations to create credibility or public attitudes. The image may change according to the events or individual behavior or organizations and can be flexible according to the situation according to the idea of individuals or the general public as recipients. Propaganda referred to the dissemination of false or inaccurate information in support of politics and the interests of the political elite for the main purpose of creating change.

Changing people's understanding of situations was by changing their political expectations or interest groups. It can be explained from the definition that image was an important factor in creating the identity of a political person and propaganda of political ideology from leaders in the propaganda image of President Johnson's speech. We can observe the creation of a propaganda image through words or sentences in speeches, for example, in a speech on August 5, 1964:

Aggression-deliberate, willfulness and systematic aggression have unmasked its face to the entire world. The world remembers that the world must never forget that aggression unchallenged is aggression unleashed. The government of North Viet-Nam has today been flouting the will of the world for peace. The world has been challenged to make its willfulness against war, to make it known clearly and to make it felt decisively (Lyndon B, Johnson, 1964).

From such speeches, President Johnson tried to portray North Vietnam as an aggressor of South Vietnam's sovereignty and security, and to destroy peace in Southeast Asia by trying to start a war, may explain North Vietnam portrayed President Johnson as a political villain, as can be seen from the words in the speech, aggression, and flout, implicitly used to make the audience gaze and judge North Vietnam's actions and want the public to support the US



actions. In Vietnam, as noted in the phrase unmasked its face to the entire world or the world must never forget another interesting use of the term in President Johnson's propaganda speech was the creation of new propaganda words to condemn opponents. The reason for word formation was because President Johnson and other senior leaders wanted to avoid or deflect the issue of the Vietnam War in order to reduce public and media suspicion such as the peace issues, observed from the word used. The world for peace was an important excuse for seeking allies to support the US actions. In addition to the use of such words, President Johnson cited the continuation of his predecessor's policy on peace in Vietnam and cited public concern and support for Vietnam policy. As in the text of the speech:

For 10 years three American Presidents like President Eisenhower, President Kennedy, our present President and the American people have been actively concerned with threats to the peace and security of the peoples of Southeast Asia from the Communist government of North Viet-Nam.

From the text of the speech which President Johnson used the American public came to support the influence in Vietnam from the incident by using reasoning about the threat of freedom and safety in Southeast Asia and President Johnson, citing president before implementing the policy. On Vietnam was an ongoing and important mission that needed to be continued and that President Johnson addressed the American public with a message as he wanted the public to know. Aware and understand the problems arising in Vietnam affected the US political stability. This, including the public, was one reason to legitimize the US efforts to play a greater role in Vietnam since 1977. 1964 etc.

When the United States entered the full-scale Vietnam War from 1965 onwards, President Johnson had to deal with North Vietnam and the Viet Gong to maintain South Vietnam's strategy under the Americanization policy. At the same time, in the US missions to Vietnam, President Johnson tried to make the public aware of Vietnam's threat and communist atrocities as in a September 29, 1967 speech:

Doubt and debate are enlarged because the problems of Vietnam are quite complex. They are a mixture of political turmoil, of poverty, of

religious and factional strife, of ancient servitude and modern longing for freedom. Vietnam is all of these things.

Vietnam was also the scene of a powerful aggression spurred by an appetite for conquest. It was the arena where Communist expansionism was most aggressive at work in the world today where it was crossing international frontiers in violation of international agreements; where it was killing and kidnaping; where it was ruthlessly attempting to bend free people to its will.

Into this mixture of subversion and war, of terror and hope, America has entered warfare incident with its material power and with its moral commitment. Why? Why should three Presidents and the elected representatives of our people have chosen to defend this Asian nation more than 10,000 miles from American shores? Certainly, we did cherish freedom. We certainly cherished self-determination for all people. We abhor the political murder of any state by another, and the bodily murder of any people by gangsters of whatever ideology. And for 27 years-since the days of lend-lease-we have sought to strengthen free people against domination by aggressive foreign powers.

From the text of the speech, it showed that the image of Vietnam in the United States was a complex problem with conflicts and backwardness that led to the arena of conflict with the great powers. These were the US efforts trying to portray Vietnam as cruel and pitiful by observing the phrase delivered.

A powerful aggression scene in Vietnam was spurred by an appetite for Triumph and it was the arena where Communist expansionism was the most hostility at work in the world where it was crossing international frontiers in violation of international agreements; where killing and kidnaping prevailed.

Brutality and encroachment were portrayed by the United States about North Vietnam, and Viet Gong to explain that encroaching on the two communist nations' sovereignty was a violation of their sovereignty and deliberately launched a war of occupation in South Vietnam. If we looked at the speech of President Johnson's efforts to create a propaganda on political image, a critical factor in political victory based on a concise but convincing public view on the problem and a channel for action.



Helping people in need has formed a cultural pattern of imagery and exploited “Political Image” as a means of political struggle which was one of the key characteristics of political culture. This may explain the propaganda image in the speech where President Johnson attempted at political communication to direct social change and to shape political developments before the public eye. In addition, political communication required the use of mass communication tools as a means to communicate between those in power or rulers and the public so that those in power can persuade them to politically change as they wished. At the same time, the mass media was a means to disseminate information to the public on political, social, economic and other issues in order to demand public support, where political communication from the authorities or the state was the only means of communication with the public.

Discussions

In the Research President Johnson's Vietnam War Speech: The Vietnam War in the United States Perspective; with 2 objectives, i.e. First, to study President Johnson's speech on the Vietnam War in conjunction with what happened in Vietnam during his presidency from 1964-1968 and second, to study President Johnson's political imagery through speeches as propaganda to generate political support from the Americans and from around the world. The research results can be discussed as follows.

1. President Johnson's Speech in 1964-1968 with the situation of the Vietnam War and the foreign policy of the United States:

When President Johnson was the President of the United States, the succession of President Kennedy in November 1963 resulted in a shift in foreign policy regarding Vietnam and with the Gulf of Tonkin Crisis. Speeches often highlighted communist incursions on sovereignty, forcing the United States to reiterate its mission to rescue South Vietnam from communist expansion while seeking foreign allies. San had the authority to decide to enter military operations in Vietnam since 1800 AD. From 1965 onwards, speeches during that period highlighted primarily the US duty to Vietnam, the US opposition against North Vietnam and the Viet Gong, and the Peace to End War.

2. President Johnson's Speech and Propaganda Imagery:

He tries to create a political image, awareness and acceptance in the public that the US image. Speech as a defense of the communist threat against the opponents, i.e. North Vietnam and the Viet Gong. To be villains or harassers propagate that the communists are political demons. Therefore, the propaganda image in the speech was born from the war situation and was created from the perspective of the US leadership to make the public aware and conform to the US action in Vietnam.

Conclusions

The speeches of US presidents during the Vietnam War have been an important tool as propaganda to build credibility. Fear and public acceptance of Vietnam's policies against communist expansion and creating a Communist image to North Vietnam and Viet-Cong as a threat to South Vietnam has caused South Vietnam to fight and the reason for the United States must unconditionally play a role in Vietnam. President Johnson's speech was instrumental in stabilizing his politics to encourage the American public to consider the issue of communist threats in South Vietnam as part of American politics and security. As such this worked because President Johnson was politically popular and created a propaganda image that the United States under President Johnson could deal with the communist threat by confrontation while seeking ways to peace talks with opponents.



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