The Student Mobilization Committee emerged out of increasing concern among the young about the apparent direction of the conflict in Vietnam. Their message here is unequivocal: WAR IS HELL! Given the advancements in late twentieth century telecommunications, the Vietnam War was the first armed conflict to be brought into civilian homes via television footage and grisly reportage photographs of the dead and wounded. The large-scale image is used for added effect.

**Descriptive line**

**Physical description**
Black and white photographic image of two soldiers cradling the head of their dying comrade. Text in white on black above and below.

**Dimensions**
Height: 55.7 cm, Width: 43.1 cm, Height: 559, Width: 432 mm, Height: 559 mm.

**Museum number**
E.309-2004

**URL**
http://collections.vam.ac.uk/item/O102496/war-is-hell-poster-student-mobilization-committee/