

**Nguyen Giang**  
**Editor, BBC Vietnamese Service**  
**Bush House CB 509**  
Tel +44 (0) 207557 3110  
Fax +44 (0) 207497 5645  
Visit [www.bbcvietnamese.com](http://www.bbcvietnamese.com)

This paper is an attempt to analyse the way the image of Ho Chi Minh had moved across several mediaspaces, from Europe back to Vietnam and then to the world again. Once a symbol for the anti-war movements in the 1970s, Ho's image almost disappeared from Western media after 1975 but has undergone a multiple transformation in the Vietnamese language. Though he has been elevated by the communists to a god-like status and made into a pillar of the state ideology, Ho's name still evokes a strong resentment among the anti-communist Vietnamese in the West. Different ways of using Ho Chi Minh City as an administrative name for former Saigon also reveal people's attitude towards the government and indicate that his image is still taking new shapes. Theoretical concepts by Jameson F., Said E. and others will be used for this research alongside materials from the fields of media studies, history, political sciences, and my own interviews. The purpose is to bring a new light on the transnational phenomenon of Ho Chi Minh's image to contribute to a better understanding of today's Vietnam in the context of media and cultural studies.

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