

Title: Propaganda's Usage in Supporting the U.S. War in the Philippines
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Throughout the United States' imperialistic endeavors in the Philippines during the Philippine-American War, propaganda was utilized as an effective strategy of power by the United States to support its agenda of colonizing the territory. However, the United States as an up-and-coming empire viewed the Philippines, as a "stepping-stone to the markets and natural resources of Asia" (Brewer 1, 2011). As such, conquering the Philippines served as a method for the United States to acquire more natural resources in Asia. Therefore, the United States government required public support to justify its war efforts, and propaganda which glorified its colonial ventures became an excellent tool for fulfilling this objective. President McKinley used propaganda techniques to sway the public. "And my fellow-citizens, wherever our flag floats, wherever we raise that standard of liberty, it is always for the sake of humanity and the advancement of civilization. Territory sometimes comes to us when we go to war for a holy cause, and whenever it does the banner of liberty will float over it, I trust, blessings and benefit to all the people" (Brewer 6, 2013). McKinley made speeches that framed American imperialism in the Philippines as a venture to spread freedom, altruistic Christian ideals, and the advancement of civilization. He portrayed the Filipino people as an inferior group who required the guidance of Americans, creating a narrative of the U.S. being a righteous and dominant nation that must "liberate" the Philippines by colonizing them to ultimately support its endeavors of annexing the Philippines.

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