

**TRANSITIONS IN ORIENTALIST REPRESENTATION : THE CASE OF  
THE MUNICIPALITY OF ILOILO IN AMERICAN NEWSPAPERS  
(1898-1935)**

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## **ABSTRACT**

This study examines the transitions in Orientalist representation of the Municipality of Iloilo in American newspapers from 1898 to 1935. It argues that there was a shift in the perception of Iloilo, where initially Ilonggos were portrayed as primitive and in need of American intervention for civilizing purposes. Romanticized narratives depicted Iloilo as a tropical paradise, ignoring poverty and social issues, while exoticization and cultural appropriation dehumanized the local population. As American modernization efforts took hold, the focus shifted towards economic development and urban sophistication, reflecting changing colonial discourse. However, the underlying power dynamics and issues of exploitation remained. The study highlights the complexities of colonial interactions and emphasizes the need for critical engagement with historical narratives, as representations evolved but did not address the deeper issues of inequality and exploitation.