**Question #):**

**Rudyard Kipling, “The White Man’s Burden” (1899)**

Take up the White Man's burden—

Send forth the best ye breed—

Go bind your sons to exile

To serve your captives' need;

To wait in heavy harness,

On fluttered folk and wild—

Your new-caught, sullen peoples,

Half-devil and half-child.

Take up the White Man's burden—

In patience to abide,

To veil the threat of terror

And check the show of pride;

By open speech and simple,

An hundred times made plain

To seek another's profit,

And work another's gain.

Take up the White Man's burden—

The savage wars of peace—

Fill full the mouth of Famine

And bid the sickness cease;

And when your goal is nearest

The end for others sought,

Watch Sloth and heathen Folly

Bring all your hopes to nought.

Take up the White Man's burden—

No tawdry rule of kings,

But toil of serf and sweeper—

The tale of common things.

The ports ye shall not enter,

The roads ye shall not tread,

Go mark them with your living,

And mark them with your dead.

Take up the White Man's burden—

And reap his old reward:

The blame of those ye better,

The hate of those ye guard—

The cry of hosts ye humour

(Ah, slowly!) toward the light:—

“Why brought he us from bondage,

Our loved Egyptian night?”

Take up the White Man's burden—

Ye dare not stoop to less—

Nor call too loud on Freedom

To cloke your weariness;

By all ye cry or whisper,

By all ye leave or do,

The silent, sullen peoples

Shall weigh your gods and you.

Take up the White Man's burden—

Have done with childish days—

The lightly proferred laurel,

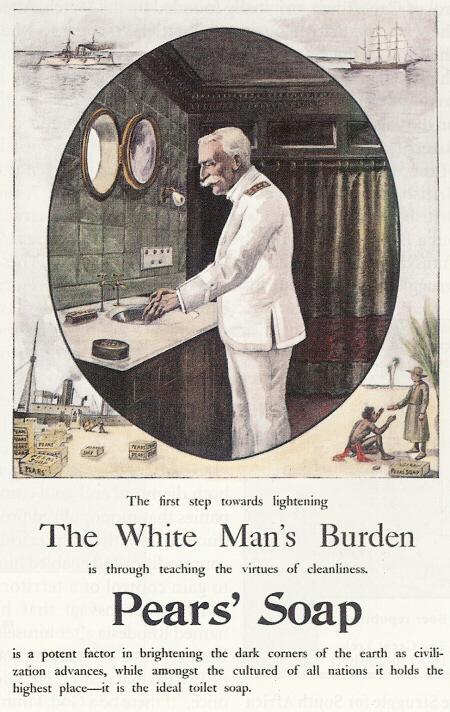
The easy, ungrudged praise.

Comes now, to search your manhood

Through all the thankless years

Cold, edged with dear-bought wisdom,

The judgment of your peers!



**Prompt:** How do the words of Kipling’s poem and the images in the advertisement articulate the values behind the “civilizing mission”? How did this idea serve as a motivating force in Europe’s Scramble for Africa and the growth of its colonial empires around the world?