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Research Article

Charm, Strategy, and Struggle: Madame Chiang's Legacy in Modern Diplomatic Appeals

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Abstract

This paper examines Soong Mei-ling's (Madame Chiang Kai-shek's) 1943 diplomatic tour of the United States as a case study in wartime diplomacy and its parallels to contemporary international relations. Despite her captivating public presence, cultural fluency, and rhetorical skill that temporarily won American hearts, Madame Chiang's mission ultimately failed to secure long-term military support for China against Japanese aggression during World War II. This failure resulted from the United States' strategic "Europe First" policy that prioritized the defeat of Nazi Germany, growing skepticism about corruption within the Chinese Nationalist government, and concerns about Madame Chiang's personal authenticity. While her speeches to Congress and public appearances generated significant goodwill and short-term aid, they could not override entrenched geopolitical priorities. This historical episode offers valuable insights for understanding modern diplomatic appeals for military assistance, particularly Ukraine's recent efforts to sustain Western support against Russian aggression. The paper concludes that, despite the limitations of her mission, Madame Chiang's diplomatic approach established an enduring template for wartime appeals—one that continues to influence international relations today.

Keywords: Soong Mei-ling; Madame Chiang Kai-shek; World War II Diplomacy; Sino-American Relations; "Europe First" policy; Second Sino-Japanese War; international Aid; Public Diplomacy; Allied Powers; Wartime Alliances; Pacific Theater; Chiang Kai-Shek; Franklin D. Roosevelt; Eleanor Roosevelt; Chinese Nationalist Government; Lend-Lease Act; Volodymyr Zelenskyy.

On February 28, 2025, President Volodymyr Zelenskyy's tense Oval Office meeting with President Donald Trump resulted in a dramatic blow-up in the White House. Trump, who accused the Ukrainian leader for his disrespectful and ungrateful attitude,¹ told his administration to suspend military aid to Ukraine, piling up pressure on Kyiv as it struggles to fortify its defenses against Russian invasion.² This moment echoed a strikingly similar episode from nearly a century earlier. In 1943, Soong Mei-ling, the first lady of the Republic of China and wife of Chiang Kai-shek, embarked on a tour in the US to secure military aid for China's war against Japan. Although Madame Chiang Kai-shek's 1943 diplomatic tour of the United States captivated the public and won short-term military aid through her eloquence and cultural fluency, her mission ultimately failed to secure long-term support due to

1 "President Trump and Ukrainian President Zelenskyy in Oval Office, Feb. 28, 2025," video, 49:21, https://www. youtube.com/watch?v=ajxSWocbye8.

2 Andrew Roth and Oliver Holmes, "US suspends all military aid to Ukraine in wake of Trump-Zelenskyy row," The Guardian, March 4, 2025, https://www.theguardian. com/world/2025/mar/04/us-military-aid-ukraine-pause-trump-zelenskyy-updates.

U.S. strategic priorities and skepticism about her role. Her efforts, however, set a precedent for wartime diplomacy that still resonates today—most notably in Zelenskyy's modern appeals for aid.

A VOICE FOR CHINA

Born in 1898, Soong Mei-ling defied the traditional expectations of Chinese women at the time. The third daughter of the influential Soong family, she was educated in the U.S. alongside her siblings, attending Wesleyan University and later transferring to Wellesley College. Upon returning to China, she struggled to reintegrate but soon found political purpose after marrying Chiang Kai-Shek in 1927.³ Fluent in English and familiar with Western customs,

Madame Chiang became her husband's translator and key advisor on foreign affairs, playing a critical role in shaping diplomatic outreach.⁴

3 G. Wright Doyle, "Madame Chiang Kai-shek," 典华, https:// www.bdcconline.net/en/stories/madame-chiang-kai-shek. 4 Hannah Pakula, "Berkshire Dictionary of Chinese Biography: Soong Mei-ling," Association of Asian Studies, Winter 2014, https://www.asianstudies.org/publications/eaa/archives/ berkshire-dictionary-of-chinese-biography-soong-mei-ling/

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Mei-ling's bicultural upbringing rendered her indispensable when Japan's invasion in 1937 exposed China's military and technological inferiority throughout the eight years of brutal conflict. The Nationalist armies attempted to resist an invasion in late July but realized China was far from capable in defeating the Japanese. Back in the late 19th century, the Meiji Restoration led to a surge in Japan's political and economical development, propelling the country into the modern world.⁵ Hoping to reach the level of Western knowledge in order to resist foreign domination, Japan's military grew into a welltrained, Westernized armed force equipped with modern weapons. By contrast, China was still recovering from the collapse of the Qing dynasty in 1911, and its military was underdeveloped and poorly supplied. Japanese expansion into China accelerated after the fall of the Qing, with the government of President Yuan Shikai forced to comply with a series of twenty-one territorial and economic demands that increased Japan's sphere of influence.⁶ As Japan's economy rapidly industrialized, it quickly outpaced China's ability to arm its forces and defend its territory. In the early stages of the Second Sino-Japanese War, the Japanese military advanced swiftly along China's eastern coast, occupying key cities and strategic locations.

The intensity of Japanese air and ground assaults across eastern China forced the National government to retreat from its capital, Nanjing, to Chongqing in Western China. After the Rape of Nanjing in December 1937 — the most infamous example of Japanese brutality in China in which over 300,000 Chinese civilians and disarmed combatants were massacred — Japan continued its expansion. By 1940, the Japanese controlled the entire north-eastern coast and areas up to 400 miles inland.⁷ Following the Japanese bombing of Pearl Harbour in December 1941, foreign assistance for the Chinese increased significantly. The attack was a surprise military strike on the United States Pacific Fleet at its naval base on Oahu, Hawaii, bringing the US directly into World War II, declaring war on Japan and entering into a military alliance with China.⁸

Even though the US did not officially enter the war until 1941, the country began to provide significant military supplies and other assistance to the Allies in September 1940.

The concept of Lend-Lease was first suggested by Winston Churchill in December that year, proposing that the United States would provide war materials, foodstuffs and clothing to the democracies.⁹ Franklin D. Roosevelt (FDR) assented to Churchill's proposal, and the bill to achieve this purpose was signed by Congress in early 1941. Through the new Office of Lend-Lease Administration, FDR ordered supplies shipped from U.S. ports to Britain which, by late April, was receiving vast quantities of food and war materials.¹⁰ Initially created to help Great Britain, the Lend-Lease program expanded within months to include China and the Soviet Union, and any nation whose defense was deemed vital to U.S. interests.¹¹ The United States government sent General Joseph Stillwell to China, who performed the duties of distributing weapons and supplies under the Lend-Lease Act. In the fall of 1942, FDR sent Wendell Willkie, his recent opponent for the presidency, on a foreign tour,¹² which Madame Chiang regarded as an opportunity to get more funds from the US. Her invitation from First Lady Eleanor Roosevelt to visit the White House (Fig.1) led into her landmark eight month long 1943 tour of the U.S., seeking to humanize China's struggle and solidify the alliance.



Fig. 1

SPEAKING SOFTLY, STANDING TALL: MADAME CHIANG'S PERSUASIVE POWER

Madame Chiang's public speeches were instrumental in captivating the American audiences and portraying China as a vital wartime ally with shared values. Her clear American

^{5 &}quot;The Second Sino-Japanese War," alpha history, https:// alphahistory.com/chineserevolution/sino-japanese-war/. 6 "The Second," alpha history.

^{7 &}quot;The Second," alpha history.

^{8 &}quot;Japan, China, the United States and the Road to Pearl Harbor, 1937–41," Office of the Historian, https://history. state.gov/milestones/1937-1945/pearl-harbor.

^{9 &}quot;Documents Related to FDR and Churchill," National Archives, https://www.archives.gov/education/lessons/fdr-churchill.

^{10 &}quot;The Lend-Lease Program, 1941-1945," Franklin D. Roosevelt Presidential Library and Museum, https://www.fdrlibrary.org/lend-lease.

^{11 &}quot;This Week in History: The Lend-Lease Act," National Write Your Congressman, last modified october 18, 2019, https://www.nwyc.com/article/this_week_in_history_the_lendlease_act.

¹² Pare Lorentz Film Center, "August 1942," Franklin D. Roosevelt Day by Day, http://www.fdrlibrary.marist.edu/daybyday/event/august-1942-13/.

accent enhanced her credibility,¹³ but it was her delivery measured, emotionally resonant, and expertly paced—that made her speeches truly memorable. At her Madison Square Garden address in March 1943, poet Carl Sandburg praised her as "a marvel at timing her pauses and making each word count,"— a tribute that captured how commanding and memorable her presence was.¹⁴ More than just eloquence, her rhetoric reframed China as not a distant victim but as a courageous partner in the global fight for freedom. Through her rhetoric, which emphasized both substance and style, Chiang humanized China's struggle and created a sense of moral urgency that resonated deeply with the American public.

Her distinctly American speech contrasted with her appearance as an elegant Asian woman, which fascinated wartime audiences craving glamour amid austerity. The striking contrast between Madame Chiang's dainty, glamorous poise and First Lady Eleanor Roosevelt's understated style added to her appeal.¹⁵ Roosevelt herself acknowledged her as "a woman, through her own personality and service," who represented her people-not merely as a wife, but as a figure of political influence.¹⁶ By acknowledging Madame Chiang's achievements, Eleanor Roosevelt expressed her views on women's empowerment, shaped by their shared role as First Lady. Using her petite frame and femininity as assets, she also framed China as a "damsel in distress" and the U.S. as its "knight in shining armor, "17 embodying a nation that was both fragile and valiant.¹⁸ In her Address to the U.S. House of Representatives on February 18, 1943-broadcast live across the country-she received thunderous applause. One reporter noted that lawmakers were "eating out of the palm of her hand."19 Standing barely five feet tall, Madame Chiang commanded the room with charm and strength, transforming personal presence into political persuasion. The duality of Madame Chiang's persona-her dainty figure paired with a forcefully delivered message-effectively painted a picture of admiration in the American congressmen, serving as a tactical addition to the actual substance of her speech.

MADAME CHIANG'S EMOTIONAL APPEAL TO THE AMERICAN HEART

Beyond her eloquence and appearance, Madame Chiang's speeches appealed to deeply held American ideals. During her 1943 tour, she addressed crowds across the countryreaching tens of thousands in person and millions more through radio and print-portraying China as a fellow democracy resisting tyranny. In Madame Chiang's Joint Press Conference with FDR, she presented China as a country that "always had social democracy throughout these thousands of years," aligning China's cause with American anti-Facist values.20 She rejected appeasement policies and instead promoted democratic solidarity, later praising the U.S. as "an incubator of democratic principles"21 in her Address to Congress. Madame Chiang's bicultural identity and admiration for American unity helped her position China as an ideologically compatible and morally upright ally for the anti-facist alliance.

In addition to positioning China as a vulnerable nation needing heroic support through her the dainty portrayal of her figure, Madame Chiang threaded in stories of China's emotional struggle that further connected with her audience on a human level. Despite carrying the weight of China's struggles, she found strength in a hopeful vision, offering the United States "a clear look into the eyes and at the face of China."22 Madame Chiang achieved this mission at the Hollywood Bowl that concluded her US tour, addressing an audience of over thirty thousand a visceral recounting of China's painful memories during the Sino-Japanese war. She recited the heartbreak of sending young cadets up in the air, knowing many would not return, the nightmare of running the hopelessly outgunned Chinese air force, grisly details in the Rape of Nanjing...As a result, she shocked her American audience: hundreds of women, overcome by emotion, cried and dabbed their eyes with handkerchiefs.23 The same happened after Madame Chiang's Address to Congress. Even the tough guys felt deeply touched and admitted they were on the verge of bursting into tears. Despite China's deep struggle, Madame Chiang refused to lower herself to begging, even for what she believed China deserved. Willkie hoped that no American would think of their friendship with China as patronage, stating, "the time will come when China's friendship for America will be as important as

¹³ Tim Kristen, "Madame Chiang Kai-shek - Soong Meiling," MegaMilitary.com, last modified February 28, 2024, https://www.megamilitary.com/military-history/militarybiographies/politicians-biographies/madame-chiang-kaishek-soong-mei-ling.

¹⁴ Laura Tyson Li, Madame Chiang Kai-Shek : China's Eternal First Lady (New York: Atlantic Monthly Press : Distributed by Publishers Group West, 2006), Page 211.

¹⁵ Li, Madame Chiang, Page 201-202.

¹⁶ Hannah Pakula, The Last Empress : Madame Chiang Kai-Shek and the Birth of Modern China (New York: Simon & Schuster, 2009), 419.

¹⁷ Li, Madame Chiang, Page 201-202.

¹⁸ Pakula, The Last, 431.

¹⁹ Pakula, The Last, 421.

^{20 &}quot;Excerpts from the Joint Press Conference with Mme. Chiang Kai-shek," The American Presidency Project, https:// www.presidency.ucsb.edu/documents/excerpts-from-thejoint-press-conference-with-mme-chiang-kai-shek.

²¹ May-ling Soong, "Address to the U.S. House of Representatives," speech, American Rhetoric, accessed July 20, 2022, https://www.americanrhetoric.com/speeches/ soongmaylingspeechtocongress.htm.

^{22 &}quot;CHINA: Madame," TIME, March 1, 1943, https://time. com/archive/6866069/china-madame/.

²³ Li, Madame Chiang, Page 224.

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America's friendship for China."24 This idea of mutual respect and partnership was reinforced by Eliot Janeway, who, writing in Fortune Magazine, agreed that Madame Chiang's diplomacy presented a path for both nations to benefit equally. He emphasized that the deals made for providing aid were framed as mutual benefits for both China and the U.S., highlighting the shared values that allowed the two countries to work as allies during the war. Moreover, Madame Chiang crafted a "brilliant parable"—a powerful reference to American soldiers stuck on isolated islands in the Pacific-as noted by Republican representative from Connecticut Clare Boothe Luce. This analogy further strengthened the message that the U.S. and China's alliance was not one of patronage, but one of equal partnership. It reminded Congress of China's prolonged solitary struggle and need for military support.²⁵ Through this woman, Americans saw and understood China, its struggles and the strength of its people, moving them emotionally. In addition to Madame Chiang's style through her speaking and appearance, the top-notch substance of her speeches effectively brought out the message she wanted to communicate, touching the audience's hearts.

THE "EUROPE FIRST, ASIA SECOND" POLICY

To some extent, Madame Chiang successfully won the hearts of Americans. Yet her efforts collided with a larger, preexisting strategic reality: the U.S.'s "Germany First" policy. This was a strategic decision that deprioritized the Pacific theater and resulted in minimal, delayed aid to China. Heavily shaped by Winston Churchill and embraced by FDR, this strategy prioritized defeating Hitler before focusing on Japan. Despite public admiration for Madame Chiang, U.S. officials remained aligned with Churchill's Eurocentric vision, viewing China's struggle as secondary.²⁶

FDR's personal diplomacy centered around solidifying ties with Britain and, later, the Soviet Union. Before America formally entered the war, U.S.-British cooperation was already underway.²⁷ Roosevelt believed a British victory was essential to U.S. interests, and Churchill believed it could not be achieved without American support. Stalin joined the alliance in 1942, forming the "Big Three," which solidified Europe as the primary focus. At the Washington Conferences (1941-1942), this strategy was reaffirmed. Military planning targeted Germany's industrial core first, with the understanding that Japan could be contained while Europe took precedence.²⁸ These priorities sidelined Asia—and, by extension, Madame Chiang's appeals.

In her 1943 Address to Congress, Madame Chiang directly challenged this strategic framework. She warned that treating Japan as a secondary threat underestimated its control over vast resources and the danger it posed to Asia. She cautioned that losing China would cause "the creation of a sane and progressive world society" to become a hopeless dream, making postwar peace nearly impossible.29 Though her words inspired many Americans, U.S. officials remained unmoved. Analysts dismissed her speech as overly emotional and "femininely shrill" - U.S. military analysts regarded her speech as the emotional and illogical product of a feminine mind. Despite her eloquence and Christiantinged rhetoric, some thought her thinking was obscured by her extraordinary mastery of English, causing her speech to "sound swell."³⁰ Though Madame Chiang had the potential to bring about fundamental change in society, she failed to alter the status quo.

Madame Chiang's failure to secure meaningful policy changes resulted in poor outcomes. Despite expressing concerns about inadequate aid to FDR, his "apparent receptiveness" led to binding commitments.³¹ Her request for military resources and financial support were met with vague promises. Failure to secure concrete agreements revealed the limits of her influence in a political climate bound to European priorities. The Cairo Conference in 1943 excluded China from the "Big Four" alliance, further undermining her diplomatic efforts. While the Chiangs advocated for more aid to strengthen China's war effort, they were excluded from "the inner sanctum of inter-allied decision making" as a key allied leader.³² Despite including China in this conversation, which was often a rare occurrence, the Chiangs' voices were not taken into serious consideration. By the end of the meeting, Roosevelt sided with Churchill's Europe-first strategy despite claiming he would strive to balance global priorities.³³ Madame Chiang's English fluency and Christian rhetoric helped bridge cultural gaps but could not overcome strategic objectives. Her rebuke of Churchill's radio address and speech by pointing out the betrayal of the promises FDR had made to treat China as an equal partner failed to shift U.S. plans.³⁴ In the end, Madame Chiang's charisma and polished appeal could not override the deep-seated U.S. strategic

29 Soong, "Address to the U.S.," speech, American Rhetoric. 30 Li, Madame Chiang

²⁴ Pakula, The Last, Page 431.

²⁵ Pakula, The Last, Page 328.

²⁶ Miles Maochun Yu, "How America's Experience in Asia during WWII Informs Its China Policy Today," Hoover Institution, last modified March 11, 2025, https://www. hoover.org/research/how-americas-experience-asiaduring-wwii-informs-its-china-policy-today.

^{27 &}quot;The Big Three," The National WWII Museum | New Orleans, https://www.nationalww2museum.org/war/articles/big-three.

²⁸ J.C.S. Files, "Foreign Relations of the United States, The Conferences at Washington, 1941–1942, and Casablanca, 1943," Office of the Historian, https://history.state.gov/ historicaldocuments/frus1941-43/d399.

³¹ Li, Madame Chiang, 208.

³² Fred E. Pollock, review of The Cairo Conference of 1943: Roosevelt, Churchill, Chiang Kai-shek and Madame Chiang, Pacific Historical Review 81, no. 4 (2012): 2, https://doi. org/10.1525/phr.2012.81.4.669.

³³ Pollock, review, 2.

³⁴ Pakula, The Last, 436.

calculations. Her visit, while historic, functioned more as a symbolic gesture than a transformative turning point in U.S. policy, highlighting how prewar decisions like "Europe First, Asia Second" rendered her efforts diplomatically constrained from the start.

SKEPTICISM AND CONCERNS ABOUT CORRUPTION

Despite Madame Chiang's compelling rhetoric and media presence, growing skepticism about her personal image and China's corrupt leadership weakened U.S. confidence and long term support. Her lavish wardrobe, "complete with jewels, fur coats and silk sheets"³⁵ which were scarce during her time contrasted sharply with Americans' preference for public figures like Eleanor Roosevelt, who embraced a more modest appearance. Many skeptics believed that by spending lavishly and living like royalty, Madame Chiang's "behavior and dress did not reflect the poverty to which she pleaded."36 In a wartime climate of sacrifice, her opulence seemed out of touch with the poverty she claimed to represent as an ambassador, undermining her moral authority. Furthermore, Madame Chiang's speeches contained deliberate notes. Madame Chiang sought to strive for perfection, which, though eloquent, went a little too polished. Her speeches may have appeared impromptu, but she skillfully tried to hide signs of extensive preparation. Madame Chiang deliberately adhered to the rules of her husband's formula, where "every speech should contain at least one reference to George Washington, Abraham Lincoln, Jesus, Confucius and Sun Yat-sen."37 She tried her best to - intentionally - incorporate all core American values that would enhance her appeal. This calculated delivery style ultimately detracted the emotional authenticity that Americans valued in public figures and eroded the trust in her sincerity. Madame Chiang's inability to convince the U.S. of her personal sincerity was compounded by the growing concerns about Chiang Kai-shek's corrupt regime.

Deepened concerns over Chiang's government led to further hesitation in sending more aid. President Truman, who succeeded FDR upon his death in 1945, sent Albert C. Wedemeyer to China to investigate the situation between Chiang's government and the Chinese Communist Party.³⁸ Wedemeyer found "evidence of maladministration, corruption and lethargy" in the Chiangs' government. These sentiments were also echoed by US General George Marshall, who "counselled against sending any more equipment to Chiang."³⁹ The predictions made by the US on China's potential government failure accurately reflected reality a few years later. By the end of 1948, Chiang's government was collapsing, and Madame Chiang's 1948 mission to the U.S. to secure more aid was a failed attempt. Though she was ambitious to get more supplies from the US, her trip was merely "a frantic, hopeless mission to woo back the Chinese supply line."40 Her efforts were mostly hampered by Truman's accusations that her family had embezzled U.S. funds. As a result, he refused to give her any more. Chiang's resignation in January 1949 was followed by the Communist victory with the establishment of the People's Republic of China later that year on October 1. The ultimate collapse of Chiang's regime, just six years after Madame Chiang's celebrated U.S. tour, retrospectively confirmed the doubts raised during her U.S. visit, cementing her legacy as more symbolic than substantively influential.

A REMARKABLE LEGACY

Madame Chiang's tour was a success in terms of public diplomacy, but its impact was minimal and short-lived, due in large part to political and strategic shifts, as well as concerns about her extravagance and the corruption within the Chinese government. Despite her efforts, Madame Chiang never held an official political position throughout her life, which further hindered her ability to make a substantial impact.⁴¹ This lack of potential authority prevented her from transcending a purely symbolic role, limiting her effectiveness in swaying U.S. policy.

Though Madame Chiang's well-crafted speeches and diplomatic charm were not the root cause of her limited success, her status and identity-both as a woman and as a representative of a nation still struggling with internal corruption—undermined her appeal. Consequently, Madame Chiang's legacy remains one of symbolism and inspiration, rather than of significant political change. Her experience offers valuable insights into the difficulty of garnering meaningful foreign support, a challenge that persists today. The mission of Ukraine's President Zelenskyy to garner U.S. support has similarly been complicated by contentious relationships with American leadership, particularly following tense interactions in the Oval Office. While the diplomatic language of Madame Chiang's era was marked by elegant rhetoric and personal diplomacy, today's international negotiations, as seen in the case of Zelenskyy and Trump, often devolve into more volatile exchanges.

Despite the relatively short-term nature of the aid Madame Chiang secured, her diplomatic tactics and unwavering confidence offer an important example for modern leaders. Her ability to make a compelling case for China's need for support, despite facing an unsympathetic political climate, serves as a valuable model for leaders like Zelenskyy reminding them that the pursuit of international aid is a complex and ongoing endeavor, often defined more by symbolic appeal than by immediate success.

39 Pakula, "Berkshire Dictionary"

³⁵ Li, Madame Chiang, 225.

³⁶ Li, Madame Chiang, 225.

³⁷ Jonathan D. Spence, "The Triumph of Madame Chiang," ChinaFile, February 25, 2010, https://www.chinafile.com/ library/nyrb-china-archive/triumph-madame-chiang.

^{38 &}quot;Minutes of Meeting Held at Nanking, China, December 21, 1945, 9:15–11:30 P.M.," Office of the Historian, https:// history.state.gov/historicaldocuments/frus1945v07/ d567Minutes of Meeting Held at Nanking, China, December 21, 1945, 9:15–11:30 p.m.

⁴⁰ Pakula, "Berkshire Dictionary"

⁴¹ Pakula, "Berkshire Dictionary"

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