

6:32

LTE



Posts



mlk.jr
Birmingham Jail

— real deal, not fake : ethos *



framing:
MLK speaking his
concerns to the
public
caption is
important

Visual: *
Black + white image
↳ black + white situation
yes/no segregation

Bullhorn = aural
can "hear" him speaking
to crowd



Liked by 2,304,667 others affordances = easily acceptable + easily shareable

mlk.jr We know through painful experience that freedom is never voluntarily given by the oppressor; it must be demanded by the oppressed. For years I've heard the word "wait". It rings in the ear of every Negro with a piercing familiarity. This "wait" has almost always meant "never". We must come to see with the distinguished jurist of yesterday that "justice too long delayed is justice denied".

arrangement
beginning
middle

Linguistic organization of text: sentences

Oppressed people cannot remain oppressed forever. The urge for freedom will eventually come.

linguistic + visual: Juxtaposition between "wait" and action of photo

end

↳ create "call out"

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naacp_official Amen to that. Don't let anyone stop you on your quest. The world needs you!

linguistic: NAACP replying
↳ ethos