In the letter, *Letter from Birmingham Jail*, written by Martin Luther King Jr., MLK describes the exigence of the situation that his world is currently in; in this time, segregation is dominating the United States, especially in Birmingham, Alabama, where King has just previously marched and been arrested for the “illegal marching”. He writes this letter in the jailcell in Birmingham to challenge the thoughts of not only the clergymen in Alabama who challenge his approach of peaceful protests to fix the problems of segregation, as well as all of the individuals in the United States, specifically those that are the “middle men” with no opinions to express, to attempt to get across his message of trying to end segregation across the United States. To remediate this letter into a modern-age genre, I changed the genre from a letter into an Instagram post. The intention with adopting the letter to this genre was to not only shorten the letter to the most effective moments of the letter to grab the viewer’s attention to the call-to-action of this letter, as well as the addition of the photo with the message of his letter allows for a visual aspect to empower his message through his caption. What I have concluded about what the change in genre has achieved is that the letter being adapted to an Instagram post is that the affordances of being more accessible to individuals creates the widespread buzz just like MLK intended his letter to be, but with the introduction of the modern media, it is available to not just the individuals in Birmingham, Alabama, but all over the world.

The intended effect of creating this medium for MLK’s letter was to include a visual aspect for this letter so that the exigence and urgency was shorn through his post on Instagram. The use of framing in his photo with him speaking into a bullhorn to a crowd draws attention to the words that he’s saying to the people and create emphasis in his caption on his post. There is also a presence of juxtaposition between the words in his caption and the photo he posted; in his caption, he notes that “For years I’ve heard the word ‘wait’”, and the use of the word “wait” is direct juxtaposition of his photo, since in his photo he is taking action of getting his words across to the crowd in front of him, no longer waiting for the clergy to take action. Also, the intention of his post being a black and white image alludes to the fact that segregation is a black and white situation: there is either segregation or no segregation. Although not all of the letter is included in his post, the importance of the subject and the urgency of the “oppressed” people not being contained forever. Also, the use of an Instagram post helps his argument be more accessible to a larger group of individuals, specifically younger-aged individuals that want to see the change in their word, since the younger audiences is easily influenceable and have more of a presence on this social media platform.

 The linguistic mode also plays a prevalent role in producing MLK’s thoughts on segregation. The arrangement of the caption of his post produces a background for his argument, as well as a separate call-to-action that draws the attention of the viewers of his post directly, so that if they don’t want to read the whole post, their eyes are immediately drawn to his call-to-action so they at least view his message about segregation. Also, the NAACP replying to his post provides the reader with ethos; because the NAACP is a popular organization at the time of the fight against segregation, having them reply in support of MLK’s message provides him with credibility that he knows what he is talking about when it comes to segregation and that they can trust that what he says is honest and truthful. Without the linguistic mode in this Instagram post, the visual mode would not convey his meanings enough and would end up not providing his message clearly to his audience, since the picture cannot convey his call-to-action without words.

The affordances, or the constraints and allowances that the genre contributes, of using the medium of an Instagram post include the allowance of public viewership. Because of the option for a public account on Instagram, and because MLK is a verified account, since he is a celebrity, his account is easily viewable to the public on the platform; anyone can search for his name or his Instagram username and he will appear and his account and his messages through his posts will be viewable to all. Another affordance is that although most people do not want to read entire essays in the captions of posts, there is no limit to the amount of words in the caption, so MLK has the ability to use any amount of words to have his message conveyed to the viewers of his account and posts. However, there is a constraint with the number of photos allowed per post on Instagram; because only 10 photos are allowed per post, MLK has to meticulously choose which photos will convey his message in the best possible way, as well as the photos making sense with his captions, and not just having them as random photos.