Chimamanda Ngozi Adichie’s novel *Americanah* follows the story of Ifemelu, a Nigerian woman who immigrates to America in search of higher education and professional opportunity. The novel explores a multitude of prevalent social issues including, but not limited to, race and racism, identity, gender, and cultural criticism. The most prominent and unique way by which *Americanah* provides commentary on these topics is through Ifemelu’s role as a blogger. Finding Ifemelu’s position as an African woman becoming independent and successful by blogging in America compelling, I will explore, in this paper, the ways by which Adichie uses blogging as a discursive tool to provide candid social commentary on systemic racism in America.

Utilizing blog and media theory in addition to postcolonial theory, I analyze the various blog posts that are included throughout the novel in conjunction with Ifemelu’s journey of self-discovery. I argue that because of the persisting systemic racism Ifemelu encounters in America, Ifemelu is reduced to expressing only a partial representation of herself in order to succeed professionally in America. Ifemelu starts her blog determined to create a space and sense of community for people experiencing struggles similar to her own; however, when her blog becomes so successful that it becomes her source of income, the blog itself is eventually transformed by the society that it is influencing. Though Ifemelu was able to use blogging as a coping mechanism to adapt to American society at first, the blog ultimately becomes a mask as she reaches the limits of her professional career in America.