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**Does this Purple Mink Make me look Gay?**

In this article by Weiner, the author uncovers the use of “no homo”, and how hip-hop artists in their lyrics use the term. The author’s main point is to mock the use of no homo by providing examples of how it is used in so many different ways. He states that artist have over used it to expand self-expression, or completely misused it by placing it out of context. He also uses lyrics to discuss how no homo is being used as a joke, and how trivial the term actually is.

The flashpoint “down low brother” is what every rapper hopes their persona never falls to. The term is associated with “a closeted black figure often [demonized](http://www.downlowbrothers.org/) as a disease-spreading boogeyman” (Weiner, 2009). Once an artist starts pushing the boundaries into homosexuality or break the masculine norm, they instantly fall into the trap of being this “down low brother.” No homo is a way for artist to freely express their interests without being considered a “down low brother.”

Artists with tough personas do “homosexual” things to express themselves. Weiner uses two main examples to back this up and show two extremes of the use. The first one is discussing how Kanye West attends runway shows and blogs about fashion, and that he that he wants hip-hop to be about “speaking your mind.” The second extreme is how Lil Wayne mocks the term by placing the term out of context.

The author concludes the term no homo “seem[s] a bit like a gentleman's agreement” among artist, “nodding to the status quo” (Weiner, 2009). No homo can be thrown out of conversation, however due to social norms, it stays in society’s vocabulary.