Blaine Killen

**“This Is Why (S)he’s Hot”: Introductory Assignment**

Dwayne Michael Carter, commonly known as Lil Wayne, is an American rapper born in New Orleans with a diverse set of songs in multiple genres. Lil Wayne has built a persona as “the best rapper alive” that has reflected his success ever since he became mainstream in 2004. Lil Wayne’s public appearance is being a rich thug that blows money on “bitches”. However, underneath it all is an extremely religious being that show his religion through his lyrics, how he expresses himself, and by what he says.

Growing up in the south, I have always been a huge Lil Wayne fan. I have seen Lil Wayne change his public image to fit into what his major consumers think of him, and further develop his niche in the market. My first song I heard from Lil Wayne was stuntin’ like my daddy, and the music video helped define my perception of him. In this video, he rapped with his “father” in the game, Birdman, and showed off him riding around in motorcycles in New Orleans. This video was released before he was a superstar, and therefore the image that he gave was more accurate to his original personal image. The video shows him wearing the regular gangsta apparel, but it contrast the gangsta appeal with the numerous amounts of expensive cars and vehicles that he owns. The beginning of the video shows more of a personal goofy side to Lil Wayne, where it starts by him and Birdman busting out of the garage in a motorcycle in slow motion. Through further analysis, it becomes more apparent that they were running away from the cops trying to break in, which brings out the thug side of Dwayne Carter. The first line of Lil Wayne’s verse starts with “bitch I’m paid, that’s all I got to say can’t see these lil” niggas got that money in the way.” Immediately he talks about what most rappers talk about, money. This is interesting that even before he became a multi-millionaire, he was rapping about being rich and famous. This strategy got the attention of the general public, and grew him into the mainstream artist that he is today. Shortly after that, he began to produce more poppy songs such as lollipop, right above it, and a milli, and blew up with the release of the Carter 3.

By this point in his career, Lil Wayne was on the top of the game, and had a completely different public image from the one in stuntin’ like my daddy. Everything that he sang about in that song was true for him, the girls, the money, the fame, and he began showing this by wearing expensive chains and doing hard drugs. He changed from the typical street rapper to a moneymaking celebrity, and this reflected in his work.

In an interview with interview magazine, the author reveals the softer sides of Lil Wayne when they discuss how religious he is and what he did for his kids. A father of four, Lil Wayne decided to stop certain past times cold turkey to set a better role model for his children, even though they were with two different women. He shows his religion by pointing out the fact that Lil Wayne has a tattoo of fear on his left eyelid, and god on his right eyelid. The article then highlights how Lil Wayne continues to shake up the pop world when right before he was thrown in jail, he released Rebirth, a rock album that grew the charts quick.