Blaine Killen

**No Way of Seeing Forwarding Analysis**

No Way of Seeing is an article by Robin Coleman that outlines the struggles a gay rapper Caushun had in reaching the mainstream market. The project of the article is to show how challenging strong formalized norms harms an artist. He does this through describing the history of Caushun, the tough times he went through, and the norms that relate to homosexuals.

Coleman forwards the following quote from *Newsweek Online*, “I’m pitching myself to the open-minded heterosexual hip-hop community. I’m still marketing myself to women cause women, they don’t care. And then there’s a large gay community. I’m pitching myself to the BET’s, the MTV’s, which is mainstream pop culture. I want everybody to get a piece of the pie.” This enhances his project because it shows the resilience that Caushun has for defining what his niche’ is in the space. Caushun then talks about how the fact that he “stays real” is more important than conforming to the masculine rapper role, rather than faking a persona.

This is interesting, because pitching the “homo-thug” to MTV and BET would negatively affect his growth. The last statement is also very controversial in this forward. Unlike other artists, Caushun goes after an entirely different market, and gains slight differentiation through planning to distribute his music through different communities. He targets the communities that aren’t normally associated with a male rapper, these being the homosexual and female communities.

**Exigence:**  the problem that caused this writer to write was to expose the social and marketing challenges Caushun experienced in his career

**Ethos:** The only credibility statements I could find was the one at the top where the author notes he is from UPenn after his name.

**Pathos:** Many uses of paths exists in this article. One example is showing how Caushun had his dreams up when he phones into FunfkMaster Flex, and then got them crushed because he was a “cupcake.” This made the reader feel sympathetic for Caushun because everyone has been in that position before.

**Logos:** An example of logos is when the author is talking about the gay gaze and hoiw it is perceives, then follows it with the argument that he will be hard to sell because “mainstream audiences will not know how to consume his body….”