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*Put some stank on it* Critical Response ft Kendrick Lamar

In Carmen Kynard's, *Stank 2.0 and the Counter-Poetics of Black Language in College Classrooms*, Kynard stresses the saying "Put some stank on it" to tell students to take risks and not be afraid to write outside of the box that society has pushed on us literarily. We were then instructed to choose a contemporary figure that best utilizes this concept, as well as expressing a fullness of Black and Brown energy. I chose to showcase Kendrick Lamar. I know you may think this is kind of a basic choice, but I really see him as the epitome of this energy and creativity. Whether it is his use of three different egos throughout his songs, one being "The perspective of Kendrick's conscience, rather than from Kendrick himself" (Genius), on *Swimming Pools*, to his use of unique intros and outros, such as on *F\*\*\* Your Ethnicity* "The introduction to the album... is reminiscent of a church service as a preacher calls upon the faithful" (Genius). When I was brainstorming who to do the project on, he was the person that really resonated with me. His storytelling ability, often stories of things he has lived through and about the Black experience, really allows for the listener to learn and understand these topics. For example on *Duckworth*, where he "A street tale about how Anthony "Top Dawg" Tiffith was planning a robbery at a local KFC where Kendrick's father, nicknamed "Ducky," was working back in the '90s. The robbery could have resulted in Ducky's death, but his generosity caused Top Dawg to refrain from harming him." (Genius). Another interesting thing I noticed is that he uses beats from throughout Black music history, such as Jazz, Funk and Hip-hop. He is so

unique, and non-conformist. He just moves to the beat of his own drum. For example, as a person, he is not a “flexer” like most rappers are right now. Most rappers show all of their money, fancy cars and girls. However, Kendrick is not that, he is quiet, and I see this as another element of his uniqueness. When you listen to his music, you think of the composition that goes into it and how his stuff is really art, and he puts care into the little things and wants to convey different messages in his own way. He is the king of putting some stank on it. The Einstein of Rap.