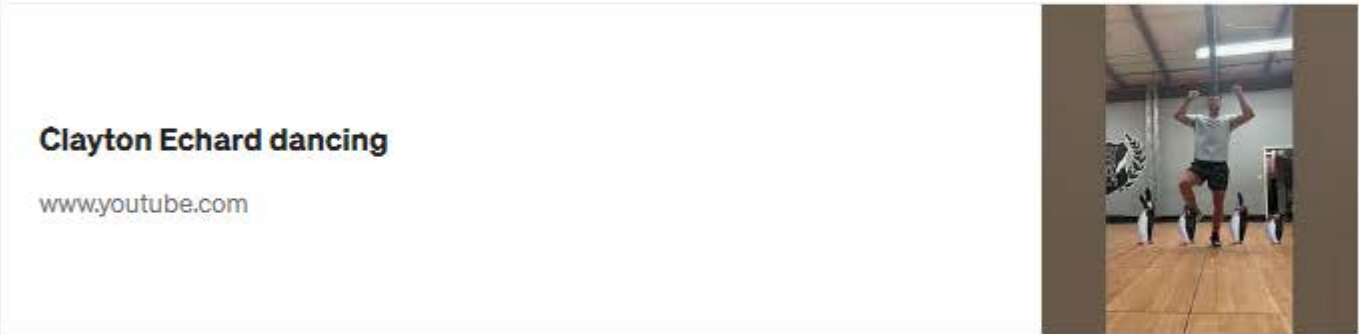
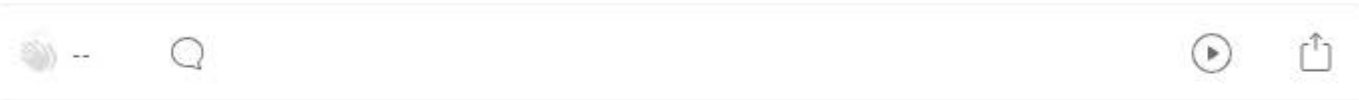


 Chase Jones · [Follow](#)
4 min read · Oct 5



Former Bachelor Clayton Echard's has an 'N-Word problem'

Why do so many prominent figures feel confident dancing to tracks with racially offensive language front and centre?

A recent TikTok from reality star and social media personality Clayton Echard sees him dancing to an uncensored version of Three 6 Mafia's 'Half On A Sack', where the N-word is a prominent feature. For many people, the video is jarring; it begs the question — when did white people begin to feel comfortable incorporating the N-word into their content?



The Background

Clayton Echard, a prominent TikTok personality and reality TV star who appeared as the star of season 26 of *The Bachelor*, shared a video on August 22th of himself dancing in a workout studio to Three 6 Mafia's 2005 song 'Half On A Sack'. The short section of the song in the video contains the lyrics: "*Fuck that shit n***s' on the frame/Take 'em one-on-one back in the game.*" (The racial expletive is not bleeped out in the video itself). During the same clip, Clayton very clearly makes rude and jarring thrusting movements specifically during the lyrics "*fucking those whores*", which can be considered misogynistic.

The video has received hundreds of thousands of views, almost ten thousand 'likes', and hundreds of appreciative comments from Echard's fans. It marks one of many dance videos the social media star has posted on TikTok and Instagram, but this most recent clip stands out for how Echard casually incorporates racially explicit lyrics into his routine.

While most fans did not notice the bad optics of filming a dance routine with uncensored lyrics featuring the N-word, others have started to voice their concern with the video. Beyond this, many have begun to express their general concern about **how carelessly many white people use the N-word in today's culture.**

. . .

The History of Racially Charged Expletives

The History of Racially Charged Expletives

Most white readers will no doubt be aware that their usage of the N-word is a slur. They'll know it's meant to hurt. They'll most likely know that they shouldn't say it.

But it's essential to be aware of the history of the N-word to be clear about why its usage is so categorically off-limits for white people.

The term dates back to the Transatlantic slave trade, where it was used to demonize and dehumanize African slaves; the N-word othered them and set them apart from their white masters. In many ways, the word became *the* defining term for justifying racial classification; therefore, it's not just a taboo expletive used by people looking to offend — **the N-word IS the linguistic embodiment of racism itself.**

With that in mind, many might ask what it means when black people continue to use the word in a present-day context — and why, specifically, black rappers make it a staple of their song lyrics.

The short answer is that, for many in the black community, **usage of the N-word is about reclaiming it from its dark historical roots**; it's about giving this dark word new meaning — finding empowerment from it while at the same time acknowledging the long struggle that allows black artists to use it confidently.

. . .

The N-Word in TikTok Videos: Casual Trend — or Something More Sinister

So, why does the history of the N-word matter in this context?

Well, it's vital because the **usage of this word confuses many white people in society today**, especially if they are ignorant of how the term came into existence. Often, people will wonder why it can be a term of endearment between individuals from the black community — and a slur when used by those not from that community.

This issue of ignorance **rears its head most prominently when it comes to music lyrics**. White people often casually — unthinkingly — rap the N-word when they hear it in a song. Notably, a 2020 incident saw rapper Kendrick Lamar go so far as to stop a white fan from singing on stage during one of his concerts, as they repeatedly used the N-word. The Compton rapper handled it diplomatically during the gig, telling the fan: “You gotta bleep one single word.”

Let's address this straight up: **White people cannot casually incorporate the N-word into their vocabulary because it does not form part of their history of struggle**. Quite the opposite — the N-word forms part of white people's collective historical shame, brought about by a dark shadow of white colonizers, racial segregation, and dehumanization.

. . .

The Issue At Hand

The Issue At Hand

So here's the rub: if we are to promote justice and equality, we **cannot allow the N-word to be casually used or thrown around by white people** (no matter how upstanding or otherwise 'good' the person in question might seem). This includes white people incorporating songs with racial expletives into their content.

In the case of Clayton Echard, we witness a precise moment where the N-word has been ripped from any historical context — by a white entertainer — and all for the sake of a throwaway bit of content.

. . .

This is demonstrably wrong and Echard deserves to be 'canceled'.

Clayton Echard's video promotes a laid-back attitude towards the N-word, which in turn encourages others to think it is harmless and not racially charged to use this word. (We can also add to this the fact that Clayton appears to have a tauntingly rude outlook on lyrics which demean women, evidenced by his dance movements — which is similarly not OK.) Other prominent figures have been 'cancelled' for lesser transgressions — so it feels important to call out issues like this when they rear their head.

Clayton Echard

The Bachelor

Social Justice

Racism

Cancel Culture

This is demonstrably wrong and Echard deserves to be 'canceled'.

Clayton Echard's video promotes a laid-back attitude towards the N-word, which in turn encourages others to think it is harmless and not racially charged to use this word. (We can also add to this the fact that Clayton appears to have a tauntingly rude outlook on lyrics which demean women, evidenced by his dance movements — which is similarly not OK.) Other prominent figures have been 'cancelled' for lesser transgressions — so it feels important to call out issues like this when they rear their head.

- Clayton Echard
- The Bachelor
- Social Justice
- Racism
- Cancel Culture



Written by Chase Jones



15 Followers

2nd year Journalism major at Howard. Closeted Bachelor fan...shh.