

Hip Hop

Preservation

What is Hip Hop?

- Hip Hop consists of poetry that is spoken rather than sung
- It is spoken over music/ whether sampled or instrumental
- There are four pillars of Hip Hop
 - Emceeing, Dj-ing, B-boying and graffiti



Hip Hop's roots and influences

- Kool Herc the father of hip hop
- Jamaican born raised in the Bronx
- He created the blueprint for hip hop music and culture
 - Based on the Jamaican tradition of toasting
 - Impromptu, boastful poetry and speech over music which he witnessed as a youth in Jamaica
- This provided the base for Emceeing
 - Rhythmic delivery of rhymes and wordplay
 - Rapping is derived from the griots (folk poets) of West Africa and Jamaican style toasting



Griots

- West African Tradition of storytelling and oral history through song
- <http://www.youtube.com/watch?v=F0mMmUhEi-I&feature=related>
- http://www.youtube.com/watch?v=8l4rs1U_jMo



Jamaican Toasting

<http://www.youtube.com/watch?v=kBWGF8ynVec>

Summary

Hip Hop has deep roots from African Griots and Jamaican Toasting (Started Noticing in 1930's Negro work songs)

Early Hip Hop 1970's

- Hip hop, as we know it, started in the late 1970's
- Herc the Father of Hip Hop
 - Developed break-beat which include cutting and scratching on a record usually a disco(1970's Donna Summers beat)

<http://www.youtube.com/watch?v=QeX-h51eEF8>

- You could notice some James Brown/1960's and 1970's music



Hip Hop Parties

- In order to keep kids out of the streets, DJ Kool Herc began organizing dance parties in his home in the Bronx. The parties became so popular they were moved to outdoor venues to accommodate more people.
- City teenagers, after years of gang violence, were looking for new ways to express themselves.
- These outdoor parties, hosted in parks, became a means of expression and an outlet for teenagers, where "instead of getting into trouble on the streets, teens now had a place to expend their pent-up energy."



Hip Hop 1980's

- By the late 1970s, the underground urban movement known as hip hop had gained media attention through music videos and socially conscious statements
- Specifically, in 1982, when Afrika Bambaataa and the Soulsonic Force released the electro-funk track "Planet Rock." Instead of simply rapping over disco beats, Bambaataa created an electronic sound, taking advantage of the rapidly improving drum machine Roland TB-303 synthesizer technology,
- In addition, the music video for "Planet Rock" showcased the subculture of hip hop musicians, graffiti artists, and b-boys/b-girls.



Hip Hop Culture

- Break Dancing
 - Street-dance crews
- Beatboxing
 - <http://www.youtube.com/watch?v=2ARBgBeHY1w>
- Graffiti artists
- What do you think of Doug E. Fresh's comments about what Hip Hop is all about?
- Can you think of some other aspects of Hip Hop Culture?

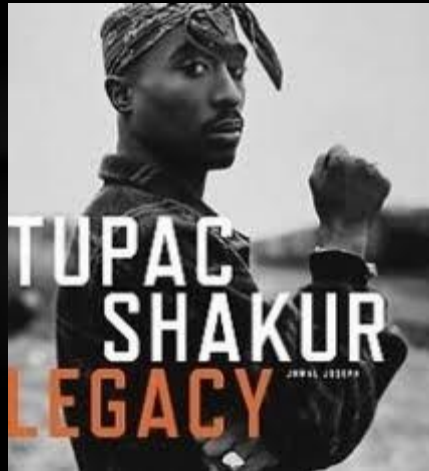
Summary

Hip Hop is very creative, innovative and original. Though it has deep roots in Africa, it is very American. It is a result of American culture and its social and economic stratification.

Yet, it's still unique to other aspects of American culture.

In the next slides, we will look at the differences in terms of the style, themes and media attention between Old School Hip Hop, The Golden Age of Hip Hop. And we will explore the definition of New School Hip Hop.

The Golden Age of Hip Hop



<http://www.youtube.com/watch?v=LzoF1ZmisTs>

Based on this song, why would this be an example of the “Golden Age of Hip Hop”?

Why wouldn't Drake's “You do best” be in this category?”

If you hear the statement Golden Age of Hip Hop what do you think?

Golden Age of Hip Hop

- The height of hip hop from the mid- 1980's to mid 1990's
- Main Themes:
 - Afrocentrism
 - Police and Gangs
 - Society (poor, being black and minority)
 - Miscellaneous (Partying, Fun, women)



Golden Age of hip hop continued

- Many of hip-hop's biggest artists were also at their creative peak – All music says the golden age, “witnessed the best recordings from some of the biggest rappers in the genre's history... overwhelmingly based in New York City, golden age rap is characterized by skeletal beats, samples cribbed from hard rock or soul tracks, and tough dis raps... rhymers like LL basically invented the complex wordplay and lyrical kung-fu of later hip-hop”.
- There was also often an emphasis on black nationalism – hip-hop scholar Michael Eric Dyson states, “during the golden age of hip hop, from 1987 to 1993, Afrocentric and black nationalist rap were prominent”,
- Critic Scott Thill says, “the golden age of hip hop, the late '80s and early '90s when the form most capably fused the militancy of its Black Panther and Watts Prophets forebears with the wide-open cultural experimentalism of De La Soul and others”.
- Stylistic variety was also prominent –MSNBC says in the golden age, “rappers had an individual sound that was dictated by their region and their communities, not by a marketing strategist”

Controversy

Because of Hip Hop's bold image and in addition to the music becoming more mainstream, Hip Hop became controversial.

"The use of profanity as well as graphic depictions of violence and sex creates challenges in the broadcast of such material both on television stations such as MTV, in music video form, and on radio. As a result, many hip hop recordings are broadcast in censored form, with offending language "bleeped" or blanked out of the soundtrack, or replaced with "clean" lyrics. The result – which sometimes renders the remaining lyrics unintelligible or contradictory to the original recording"



<http://www.youtube.com/watch?v=ZtgVlaikIPU&feature=related>

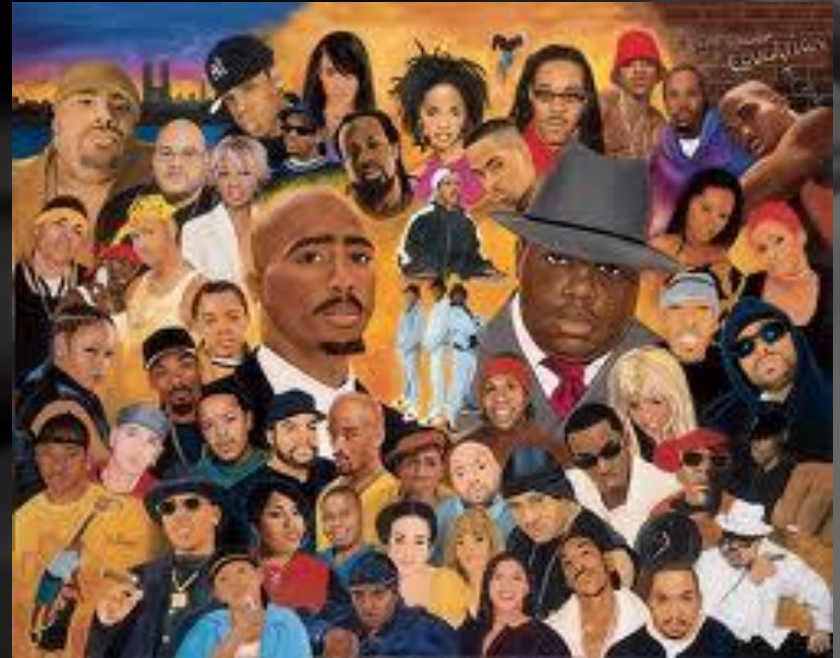
Summary

Hip Hop had its height and was/still is considered a very controversial music genre. However, its controversy is in a sense rooted in society.

Mainstream hip hop today is very different from the 1990s

Diversification of Hip Hop

- 1990's Hip Hop experienced a lot of diversity in terms of style, dance and rapping
 - East Coast
 - Nas, Jay-Z, Biggie
 - West Coast
 - Snoop Dogg, Dr. Dre, Tupac
 - Southern style
 - Outkast,
 - Introduction to new rapping styles
 - Twista (fast rapping)



Early 2000's

- By this time Hip Hop is very commercialized and popular
- Popular artists include:
 - Nelly, (Just the first 50 seconds)
 - Eminem, Dr. Dre, 50 Cent. Lil Jon
 - "The Real Slim Shady", "So hot in herre",
- A lot of the lyrics were catchy fun, the music made people dance which made it really popular and mainstream
- My high school music!
- Lot of controversy about the portrayal of women, sexism and misogyny



Hip Hop Dead?

- The Hip Hop of early 2000's redefined hip hop.
- However, starting in 2005 Hip Hop Sales started to decline
 - Why do you think? *Time* claimed hip hop was dead and Nas created an Album entitled "Hip Hop is Dead"

Nas said, "When I say 'hip-hop is dead', basically America is dead. There is no political voice. Music is dead ... Our way of thinking is dead, our commerce is dead. Everything in this society has been done.once hip-hoppers owned hip-hop ... We are our own politicians, our own government, we have something to say"

- The introduction new and alternative rap of the mid to late 2000's and 2010's changed hip hop to what we know it today and helped to increase sales.
- Key Hip Hop Artists of late 2000's and 2010's:
 - Kanye West, Lil Wayne, Drake, Kid Cudi



Hip Hop 2012

- A popular artist of today is Drake
- What do you think of his style of hip hop? Is his hop dead? What does he add to hip hop?
- <http://www.youtube.com/watch?v=CUlu4-iHYsA> (Until the beginning of the first chorus)
- Positive and Negative Criticisms of Drake (look at article)



Latinos and Hip Hop

- Raised in the Bronx (The Birth of Hip Hop) in the 1970's by a Cuban Mother and Puerto Rican Father
- DJ Disco Wiz is actually credited to be the first hip hop DJ to create a "mixed plate," or mixed dub recording, when, in 1977, he combined sound bites, special effects and paused beats to technically produce a sound recording



Latinos and Hip Hop cont...

- Discrimination in Hip Hop
- Prince Whipper Whip was a Puerto Rican raised in the Bronx who hid his Latino identity by pretending he was simply African American to get involved in the new hip hop scene
- Try to find his music! I can't find it! But his story is really interesting



Latino Hip Hop Artists today

- Pitbull
- Cuban Link
- A Lighter Shade of Brown
- Don Dinero
- South Park Mexican



Summary

Hip Hop is a rich culturally and geographically diverse music genre

Latinos had a role in making Hip Hop an interesting music genre

It can make you think and it can make you dance

Sometimes the lyrics can hurt by being overly sexist and violent