

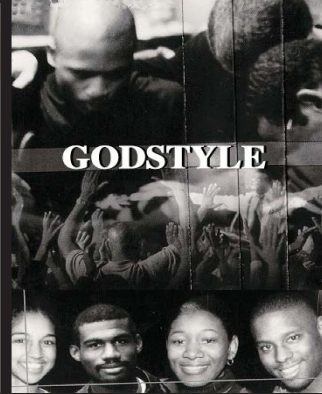
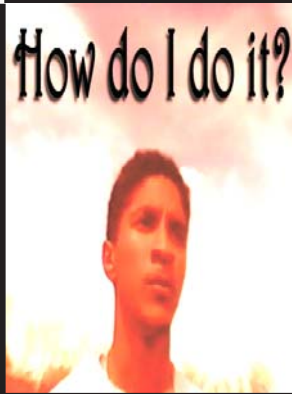
# Understanding Hip Hop Culture

Holy Hip Hop?  
you trippin'



To 'worldy for the Church'  
To 'churcy for the World'

The kingdoms of this world have become...



W.W.J.R....What would Jesus Rap?

**GODstyle**  
**PRODUCTIONS**

FRED LYNCH

Rap has become a major contender in the global market of teen's culture. In the past 30 years, hip-hop has gone from ghetto streets to the corporate suites, selling everything from music and clothes to brand name products like Coca-Cola and Pepsi. Even in the hallowed halls of academia, hip-hop culture has earned a stronghold. Harvard, Yale and UCLA offer credited courses in hip-hop. Once shunned by the elder gatekeepers of America's mainstream, hip-hop has now become the mainstream for the entire planet. Current studies indicate that major companies trying to advertise to the total youth to young adult population look to trends in the urban community. That's where the indicators are of what's going to lead culture in the near future. Many suburban kids shed their preppy look to embrace urban cool; you see it in the clothes, the musical styles, the dance, language and so forth. Rap music's #1 consumer has been the young white suburban male purchasing 65% to 70% of the art form consecutively for the past 8 years. Because of its strong emotional qualities and it's ability to convey thought directly and innovatively hip-hop has become the radical poetry of postmodernism; ranging from kids on street corners to school lunch rooms to Hip Hop Operas like MTV's award winning production Carmen Brown, a modern take from the classic Opera Carmen.

In this study, we are going to:

**Look** at a brief history of Hip Hop and it's current influence  
on mainstream culture,

**Examine** some of the elements of hip hop culture  
that lend to it's 'viral' abilities

**Discover** some connecting points that the body of Christ can captialize to engage hip hop culture and  
become a salt like influence from the inside out.

# Hip Hop Actual Facts

## Hip Hop is roughly 30 years old.

From the innovative dancers like Don Campbell who was first to 'lock-dance' to the graffiti artist TAKI 183 who made 'tagging' cool to the first DJ 'Kool Herc' aka Clive Davis and his 'toasting' assistants who would keep the crowds involved with their 'crowd chants' and 'toasts'(raps) to the Last Poets releasing their self-named LP, using a mixture of spoken word and jazz drumming and instrumentations hip hop's elements began to coagulate and form a new powerful medium for communication and philosophy and life style.

~**Internatioanlly Influenced** as early as 1977 with German band Kraftwerk's release of 'Trans-Europe-Express' a Translike synth anthem that became a primary source for 'Electro-Funk' artist like Afrika Bambaatta & Planet Patrol.

~**The Robot** was first introduced to mainstream America by Charlie Robot on Soul Train in 1978.

~**Kurtis Blow** is the first hip hop artist to appear on national television. He performs "The Breaks" on Soul Train on October.

**Anti-cocaine single "White Lines (don't do it)"** was recorded by Grand Master Flash and Melle Mel & became a classic rap anthem and international hit in 83'

**Run-D.M.C.** releases a hip-hop version of Aerosmith's "Walk This Way," and hip-hop breaks into the pop charts, MTV, and *mass media all at once* in 1986

~**The Name 'Hip Hop'** was first used by Africa Bambaatta back in the early 80's. Before that the words 'Hip Hop' was a catch phrase that MC's said on the microphone.



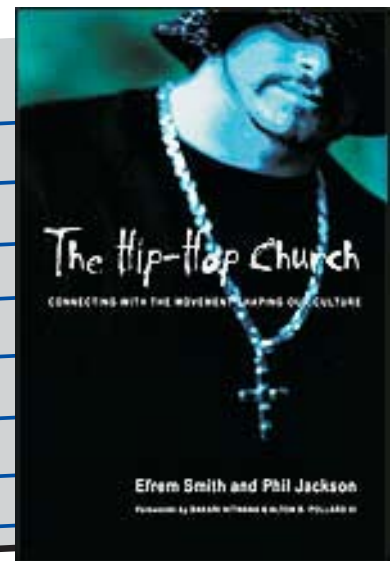
~**First MC** (short for Emcee or rapper) was Coke La Rock. He was one of Herc's MC's along with the original Klark Kent.

~**First Rap Song Recorded by a Rap Group** was Sugar Hill Gang's **RAPPER'S DELIGHT.**

~**ABC's 20/20** shows the first national television coverage of the "Rap Phenomenon" in 1981.

**Rick Rubin and Russell Simmons** form Def Jam records in 1984

## Good Sites



# Infectious Truths...The truth of the day...

1 Chron. 12:32

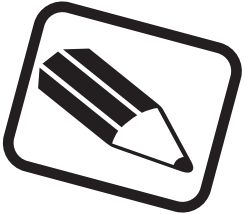
1 Cor. 9:23

Acts 17:28

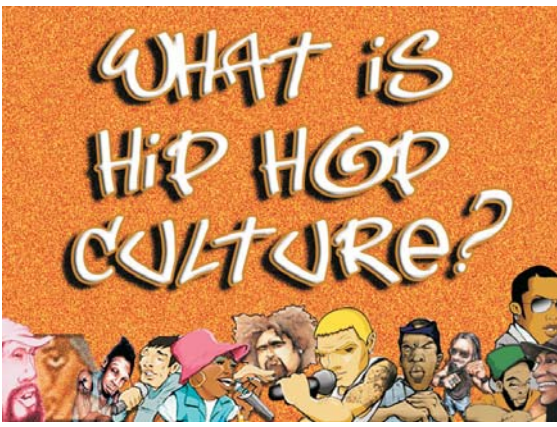
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## THE ELEMENTS OF HIP HOP

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ART

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DANCE/EXPRESSION

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MUSIC

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5

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TASTE

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6

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PHILOSOPHY

\_\_\_\_\_

## What makes Hip Hop Viral?

What is S \_\_\_\_\_

How it S \_\_\_\_\_

Where it S \_\_\_\_\_



Hip Hop is a \_\_\_\_\_

**HIP HOP IS A SCREAM  
AGAINST INVISIBILITY THAT  
WANTED NOTHING MORE THAN  
TO BE HEARD BY THE WORLD**

~Jeff Chang  
Can't Stop Won't Stop

*Wisdom shouts in the  
streets. She cries out  
in the public square.  
Proverbs 1:20*



notes

# Reference List:

Holla @ cha boi:  
flynch@godstyle.com

## Books

The Hip Hop Church  
*by Efrem Smith & Phil Jackson*  
Hip Hop America  
*by Nelson George*  
The Death of Rhythm & Blues *by Nelson George*  
Don't Believe the Hype  
*by Chuck D & Nelson George*  
Tupac Holla if Ya Hear Me  
*by Michael Dyson*  
Between God and Gangsta Rap *by Michael Dyson*  
Black Noise: Rap Music and Black Culture in Contemporary America *by Tricia Rose*  
Street Kingdom  
*by Douglas Century*  
Droppin' Science: Critical Essays on Rap Music and Hip Hop  
*by William Eric Perkins*  
The Art of Getting Over  
*by Stephen Powers*  
Spraycan Art  
*by Henry Chalfant, James Prigoff*  
Hip Hop; The Illustrated History of Break Dancing, Rap Music, and Graffiti  
*by Steven Hagar*  
Cut 'N' Mix; *Culture, Identity and Caribbean Music by Dick Hebdige*

## Videos

Wild Style  
Beat Street  
Crush  
Beat Street  
Style Wars  
Breaking  
Rhyme and Reason  
Freestyle

## Documentaries

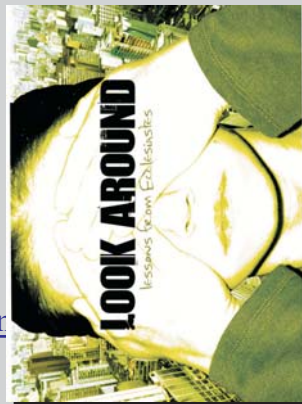
Hip Hop Babylon *by VHI*  
The Graffiti Verite' Documentary Video Series  
*By Bob Bryan*  
The MC (*why we do it*)  
*By the Q3 Collection*  
Freestyle: The Art of Rhyme  
*Contributed By: Todd E Jones aka New Jeru Poet*

## Web Sites

[www.graffitiverite.com](http://www.graffitiverite.com)  
[www.exministries.com](http://www.exministries.com)  
[www.rapdict.org](http://www.rapdict.org)  
[www.ohlla.com](http://www.ohlla.com)  
[www.sohh.com](http://www.sohh.com)  
[www.relevantmagazine.com](http://www.relevantmagazine.com)

## Great Christian Web Sites

[www.headzuphiphop.com](http://www.headzuphiphop.com)  
[www.holyhiphop.com](http://www.holyhiphop.com)  
[www.beatmart.com](http://www.beatmart.com)  
[www.hiphopforthesoul.com](http://www.hiphopforthesoul.com)  
[www.dasouth.com](http://www.dasouth.com)  
[www.christsyderecords.com](http://www.christsyderecords.com)  
[www.holoculturerecords.com](http://www.holoculturerecords.com)  
[www.theyunion.com](http://www.theyunion.com)  
[www.crossmovementrecords.com](http://www.crossmovementrecords.com)  
[www.christian-hiphop.net](http://www.christian-hiphop.net)  
[www.hiphopzone.com](http://www.hiphopzone.com)  
[www.godstyle.com](http://www.godstyle.com)



## ONLINE OFFER!

Thanks for attending this Seminar! The Epic and Look Around are both available online. Just go to [www.gettheepic.com](http://www.gettheepic.com) and you can order The Epic and if you mention that you were at this seminar I will through in the Look Around Project as a way of saying thanks for caring about kids. You can also donate to GodStyle Productions by going to [www.godstyle.com](http://www.godstyle.com) and clicking on donations.

# The answers....



## 1. Under 'Infectious Truths'

There are 3 'felt needs' of Hip hop culture:  
the question is how we meet that need

What they want	How they pursue it	What they get	What they want
1. To Be Somebody	Pride of Life	Individualism	Worthy Existence
2. To Thrive in Life	Lust of the Eye	Materialism	Experience Quality
3. To Share in Passion	Pride of Life	Sexism	All consuming Love

It's only thru Kingdom Principles that the Hip Hop generation will attain a worthy existence, experience true quality and share in all consuming love

## 2. Under 'Hip Hop is not'

1. Not a Black thing
2. Not one dimensional
3. Not just music

## 3. Under 'Hip Hop is'

1. Hip Hop is a Window

### Kingdom Principles:

#### Individualism

How do we help heads attain a worthy existence?

~ Identity in Christ

#### Materialism

How can we help heads truly experience quality in life?

~ Heavenly Exchange

#### Sexism

How can we help heads share in an all consuming love?

~ Commitment

### The Elements of Hip Hop:

- RAPPING = LANGUAGE
- GRAPHICS = ART
- BREAKING = DANCE/EXPRESSION
- DJ'ING = MUSIC
- FASHION = TASTE
- STREET KNOWLEDGE = PHILOSOPHY

## 4. What makes Hip Hop Viral?

1. What is Said
2. How it Spreads
3. How it Sticks