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Black Lives Matter

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### Uprising

MCing, Bboy, Djing, and graffiti, when their powers combine you get the most revolutionary culture created in America, hip hop. Born in the streets of the Bronx in New York hip hop was a counter cultural movement. An art form used by the urban youth to express themselves and their views on the world around them. This movement has stood the test of time. Over the course of decades MCing would take the forefront and turn hip hop into a mainstream music genre known as rap. For a while the message carried on strong as rappers told tales of police brutality, poverty and the war on drugs through rhyme and lyrics. The message resonated and went global and then as time progressed it became lost in the echo. Hip hop became 'rap' and began to parody black life. Guns, bitches, and bling became a standard topic of prideful and ignorant talent moved onto center stage and capitalism began pulling the strings. The spirit of hip hop would live on in the underground scene with the other elements and only known was conscious rap. 'Conscious' meaning still holding true to the values that started it. Things did seem bleak but fast forward to the now and we see yet another paradigm shift taking place. Rap has become so diluted and devoid of any substance that it's audience is starting to seek more. With the coming of the technological age and the information now being more accessible to world we're witnessing an awaking. More and more in the black community more people are realizing what's really going on in the world around them and it is not sitting well with them. In particular, to this class, the Black Lives Matter movement that began with Trayvon Martin and picked up steam as more unjust murders by corrupt police began coming to light. The black community began to take up social arms

against this and push back against the status quo. So what better time now for the rebirth and rise of 'conscious' rap otherwise known as the real hip hop movement to come back to the forefront and become a flagship in the Black Lives Matter movement.

What we covered in class was a fraction of what's out there. Hip hop is alive and well and starting to move and empower its people once more. With a broad international audience, the rap world is the best way to advocate the cause of the BLM. Whether it's in Kendrick Lamar's 'Alright' where he points out how the system can corrupt you and lead you to misusing your talents for the wrong purposes. Effectively calling out the last era of rap for selling out. Perhaps more like Beyonce's formation that openly calls for police to stop shooting our youth while uplifting women of color as well as homosexuals of colors. Even Killer Mike's political track 'Reagan' that showed the corruption of government officials and how the system was being used against us. Lupe Fiasco even has a song on nuclear proliferation, the list goes on. The spirit of hip hop is reclaiming its roots and using the information age to its advantage and educating its people not only of what's going on around them but how they can stand against it.

So for my project I wanted to pay homage to the new era of hip hop in hopes that it would continue down a noble path. The best way possible was an incorporation of the 4 elements of hip hop while still bringing the message of black lives matter. The song itself is the 'Alright' track by Kendrick Lamar that we covered in class. It had the best hip hop vibe and spoke on so many levels of how the industry could be corrupting. I played on the same hues of black and white and even the battle of the soul of hip hop versus the commercialized rap industry. Went a step beyond and showed the future generations coming up and knowing the difference between what's rap and hip hop and keeping the old spirit alive while shunning the mass produced rabble that comes from the media outlets. Because the message has to live on through the people and with hip hop being the biggest medium of the black community it is by far one of the most valuable flagships in the black lives matter movement.

