

HIP HOP EVOLUTION Pt.2

Underground to Mainstream

As hip hop began to grow around the city, one of the main drawbacks for new groups was purchasing all the necessary gear needed: turntables, power amps, records, Speakers, etc.

---The Great B_____ July 13th, 1977---In one day, a wealth of equipment hit the black market thanks to blackout riots. 1,600 stores looted and 1,037 fires, largest mass arrest in city history, total cost = \$300 million.

---The S_____ equipment helped hip hop grow at an astounding rate from '77 onward. Many groups formed and all of a sudden, everybody was an MC.

Rap Battles Begin

---As Grandmaster Flash and the FF were on tour, a battle raged for the new #1 position.

Enter **The F_____ 5** (Featuring Grand Master Theodore) and The C_____ C_____ **Brothers** (featuring Grandmaster Caz).

A battle was set for 7/3/1981, \$1000, winner takes all. At this point, hip hop was a live music that featured audience P_____ and the audience was the J_____.

The F_____ 5 wins the battle that night but C_____ C_____ will win the long term war thanks to a bootleg T_____ of the battle. As the public listened to the tape, it was clear that C_____ C_____ was more creative and without the visual, the true winner. Daniel "DMC" McDaniel was a kid who memorized that tape plus many more. CC was referred to as Heavy M_____ Hip Hop.

---The lyrics behind C_____ C_____ were written by G_____, who is known as **the 1st real hip hop P_____**. His rhymes had street rhymes, stories, jokes, cleverness, wit--- all contained in a tight flow.

---GM Caz discusses his influences- White Boy Rock from the station he listened to: Beatles, Rolling Stones, Barry M_____ (I Write the Songs), Simon and Garfunkel and Terry Jacks (Seasons in the Sun.) He borrowed the rhyme flow from these songs, namely the tempo and melodic rhythm. If only he would've made a record!

---It's stated that **hip hop and early J_____** share the same performing sensibility---It was a L_____ music that was improvised and fed off audience energy. Why not record? Can you get the live energy in a studio?

(We saw how sterile the studio could be in SB The Human Voice.)

Hip Hop on Wax

--- There are two periods of hip-hop—before records and after records, like BC/AD.

---**The idea to record came from outside the biz, not inside.**

---S_____ R_____ was an R&B singer (minor hit- *Pillow Talk*), owned *All Platinum Records* but ran into financial problems. She heard Love Bug Starsky at a wedding and decided to make a Rap record. Starsky wouldn't record so she sent her son out to find some rappers that would record. They put 3 guys together to make the S_____

H_____ G_____ (Big Bank Hank, Wonder Mike, Master Gee).

---R_____ D_____ (1979) is released and is a worldwide hit (#36 on Hot 100 and #4 on Hot Soul Charts). The song uses the music from Chic's disco hit, G_____ T_____ (They sue and get writing credit). The 3 DJ's sing multiple verses back and forth and recorded the song in ONE TAKE. In 1979, the rap volcano explodes. It was played 24/7 in NYC.

---Kids all over NYC memorize every word and rap takes off as an art form. The S_____ H_____ G_____ became rap's first stars and they tour the world.

---The NYC Hip hop community hates the song because of all the S_____ verses and the U_____ rappers, but the public thinks they invented all of it. R_____ D_____ becomes the biggest selling 12" of its era, gets the attention of record labels and gets the rap industry rolling. Many considered the music a N_____ that was a fad and many records were made trying to cash in, like comedian Rodney Dangerfield. *(This is very similar to Disco and the over commercialization of the style.)*

What saves rap from becoming a fad?

Manhattan and Planet Rock

---B_____ takes the music to Manhattan, which introduces it to a new white audience like yuppies and NYU students.

---Fab 5 Freddy connects the art world with hip hop. The Manhattan scene attracts New Wave P_____ rockers and hip hoppers. The two genres were strange bedfellows but it made sense. P_____ was an alternative to rock and Hip hop was an alternative to disco. Many college kids at NYU got into rap, like Def Jam founder **Rick Rubin**. Grandmaster Flash joins the scene and discovers a new market namely W_____ P_____. This proved the music would have the potential for worldwide appeal.

---GM Flash meets CBGB (Famous Punk Bar) star B_____, who is in the NYC Punk scene. She includes a rap section in her #1 song, **Rapture**, which has the distinction of being the very first #1 rap song.

---**Bambaataa** had a diverse set of musical influences and his record company wanted him to make a record. He records P_____ R_____, which combines the techno pop of Germany's K_____ with funky electronic music and the Roland ___ ___ drum machine. The result is something so unique and proves there are no B_____ to the music. It's also the start of electronic beat making. The sound of Planet Rock is described as a spaceship landing in the G_____ and Bam calls it f_____ funk.

(Because early hip hop borrowed the backing music from other records, the critics thought it to be unoriginal. The practice continued until the courts ruled that sampling was stealing and artists could be sued in the early 90's.)

The M_____ (1982)- A hard edged anthem of the U_____ G_____

---The Bronx is still a mess with around 30% unemployment and massive urban decay and the 80's crack epidemic was just starting. Grandmaster Flash and the Furious Five release **THE M_____**. Sung by M_____ M_____, it perfectly describes NYC's urban decay.

Mel stated that the rhyme was influenced by Stevie W _____'s famous song, *L _____ 'For the C _____*. All rap before it was party music, but this was the total opposite.

---Ice Cube comments, "Ferocious rhymes, poignant rhymes that needed to be said."

---Kool Moe Dee comments, There is no better rhyme than "A child is born with no state of mind, blind to the ways of mankind."

---The M _____ was everything an MC could aspire to be in one rhyme. It was a W _____ into urban America for people who didn't see it or were afraid to go in. It was more powerful than politics, religion or the news media.

---Ice T- "It was information and K _____. I had never heard that."

---It was the first critically acclaimed song that showed the P _____ and new direction of the music.

---All of a sudden, everybody was listening: The media, TV and Rolling Stone Magazine. 10 years after Kool Herc, hip hop finally discovered the P _____ of its voice---just before Reaganomics, Crack, Aids, the War on drugs, and gang violence. U _____ A _____ would never be the same.

---The people needed a new voice and hip hop was ready!

Discussion Questions

---What other music periods bring up the issue of music artists stealing idea's from other artists?

---How important is the "rap battle" to rap?

---Why do you think both jazz and rap needed a live audience to make the music feel authentic and both styles took years to record their music?

---Grandmaster Caz was the first poet of Rap and was ripped off by The Sugar Hill Gang, is this fair? Did history get this story right?

---The public had a false perception that the Sugarhill Gang invented rap. Can you think of other times in music history where others got the credit for years of hard work done by others?

---How strange was it that a group from outside the hip hop circle (3 dudes working at a pizza shop) were responsible for bringing rap to the masses?

---How does this rap style hold up today? Is it still relevant? If not, why? Will your music be relevant in 5, 10, 15 or 20 years?