

= Knock Madness =

Knock Madness is the third studio album by American rapper Hopsin . It was released on November 24 , 2013 , by Funk Volume and distributed by Empire Distribution . Hopsin has said that the overall vibe of the album is different from his previous album Raw and that he has said all he needs to about leaving Ruthless Records . The album contains guest appearances from rappers SwizZz , Dizzy Wright , Jarren Benton , and Tech N9ne , among others . Like its predecessors , the album 's production was entirely handled by Hopsin himself .

Knock Madness was supported by three singles , " Old Friend " , " Hop Is Back " , and " Rip Your Heart Out " , the last of which features Tech N9ne . Hopsin also supported the album with the Fuck It Tour with Yelawolf , and the Knock Madness Tour . Knock Madness was met with generally positive reviews from music critics . The album also peaked at number 76 on the US Billboard 200 and , as of December 2013 , has sold 16 @, @ 000 copies according to Nielsen SoundScan .

= = Background = =

Hopsin spoke about the album in an interview with HipHopDX on August 12 , 2011 , where he said that he was aiming to make the production quality of Knock Madness sound just as good , if not better , than his perception of Dr. Dre 's upcoming album , Detox . He also stated that the album would have a " positive message " and that when people listen to the album he wants them to feel " inspired to be better in life " . On January 20 , 2012 , he stated via his Twitter account that Knock Madness was his main priority in life .

He later spoke on the background of the album 's sound , saying ,
I 'm 28 years old , and I see that I 'm kind of in this weird position . I don 't have many friends in my personal life , but I have so many fans . So when I go outside and people recognize me , it 's kind of a bittersweet feeling , like I don 't recognize the fans . I don 't really have it like they probably think I have it . I 'm really still a loser guy , but I 'm just really popular now . I don 't have a girlfriend no more , and I have this money , but I 'm not satisfied with my life . It 's this weird feeling of being incomplete , and I need to find myself . So that 's kind of what it did to me , and the album just came out with me just fucking rapping some dark shit .

= = Recording and production = =

Following the RAW Tour in mid @-@ 2011 , Hopsin begun working on Knock Madness , though not very heavily . On January 17 , 2012 , fellow Funk Volume rappers SwizZz and Dizzy Wright were confirmed to make appearances on the album . In a March 2012 interview , Hopsin said that he talked to Tech N9ne about appearing on the album , which Tech N9ne agreed to . He also stated in 2012 that he wanted Yelawolf on the album .

In September 2012 , Hopsin confirmed that he would self @-@ produce the majority of the album , with drummer Travis Barker producing one or two tracks . Later that month , Hopsin would indicate interest in working with Childish Gambino . In addition , Hopsin approached Macklemore in January 2013 to get him featured in the album .

In February 2013 , Hopsin stated in an interview that he was currently recording the album , having recorded 18 songs , and that he hoped to have the album completed by June . Hopsin begun heavily recording Knock Madness in March 2013 following the end of a long @-@ term relationship , which gave him more time to record and focus on his music . He also indicated the album would be released with a bonus CD that will have all the ' Ill Mind of Hopsin ' songs remastered , however this ultimately did not take place . In October 2013 , Hopsin confirmed that he had finished recording the album and had turned it in to Funk Volume , stating he had personally re @-@ mastered the album 20 @-@ 30 times to get the sound just right .

= = Music and lyrics = =

Hopsin detailed the album to The Source saying ,

There 's a variety of music on there . There 's crazy , wild lyrics . There 's sad , emotional lyrics and even funny lyrics . I got serious songs and sad songs . Just a big variety of everything . I wanted to show the full me . I have a lot of people who love me , but I have a lot of haters as well . There are at least one or two songs for someone that doesn 't really like me or what I put out . I think they 'll stumble across a couple songs that will make them go , oh ok , I fucks with him now . I kinda wanted to make an album to show my wide range of music that I can do . I just wanted to show the full me .

In the lead single " Hop Is Back " , Hopsin pokes fun at Kendrick Lamar and disses Kanye West 's newer music . Hopsin clarified his statements in an interview with HipHopDX saying he had no ill feelings towards Kendrick Lamar , and that he dissed West because he disliked his new music . " Tears to Snow " is an emotional song about him and his ex @-@ girlfriend having relationship issues and breaking up . In the song he explains how she would assume he would cheat on her . The second verse is also partly about how Hopsin 's former colleagues have changed and turned against him . For " Rip Your Heart Out " featuring Tech N9ne , Hopsin created what he called a " weird , funky , dope beat that you can just bop your head to . "

Hopsin spoke on " Hip Hop Sinister " saying , " That 's probably the most intense rap song on the album . It 's not a song that 's going to slowly change anybody 's life . It 's just a rap song just have bars and sound dope . The energy on that , you 'll probably hear it and want to cut somebody 's throat . The song just amps you up so much . It 's so hyped to where you want to punch a hole in somebody 's head or punch a hole through the wall . " " Good Guys Get Left Behind " is a love song , that features multiple twists and turns . " Old Friend " is based around a friend of his that became addicted to methamphetamine and the personal issues which he suffered from it . Hopsin has said the meaning of the song was " to show what early wrong decisions can do to youngsters in the long run " , as well as " what they can possibly miss out on . "

" Lunch Time Cypher " was meant to give the feeling of a high school cypher , complete with beatboxing , random , crazy lyrics from Hopsin , and featured artists Passionate MC and G @-@ Mo Skee . The song " What 's My Purpose " is , according to Hopsin , " about a human born into this current dark society . How everybody is doing the same thing . Nobody is really different . And the government has us here to just make money . " He also touches on his race @-@ related arrest after a concert in Orlando , Florida . The album 's outro " Caught In the Rain " discusses about how Hopsin is soul @-@ searching and needing to find himself .

= = Release and promotion = =

In July 2012 , Hopsin released the fifth installment of his " Ill Mind of Hopsin " video series . It received over one million views in less than 24 hours and currently has over 58 million views . In " Ill Mind of Hopsin 5 " , Hopsin expresses his frustration with jaded youth and disenchantment towards other rappers who are unrelatable . The song itself charted at number 17 on Billboard 's Hot R & B / Hip @-@ Hop Digital songs chart .

In December 2012 , Hopsin hinted on his Facebook and Twitter pages that him and Travis Barker were working on a project together , though further details were withheld at the time . Then , in late December , Travis Barker revealed that a collaboration EP would be released in 2013 . Then , on February 5 , 2013 , Hopsin announced that production for the EP had been finished .

In February 2013 , Hopsin said the album would be released around September 2013 . The album cover for Knock Madness , as well as the album 's release date of November 26 , 2013 , was revealed at the end of the music video for " Ill Mind Six : Old Friend " . The cover artwork depicts Marcus Hopson burying his rap alter ego Hopsin .

On September 11 , 2013 , Hopsin debuted a new vlog series about the making of the album . The series focused on how he got inspired , came up with lyrics , and mixed the songs for Knock Madness . On November 7 , 2013 , Hopsin released the album 's track listing .

= = = Touring = = =

Hopsin , with the rest of the Funk Volume artists , went on a two @-@ month worldwide tour in late 2012 , which included 58 shows in 60 days throughout the United States , Europe and Australia . From November 14 to November 23 , 2013 , Hopsin toured with Shady Records artist Yelawolf in promotion of Knock Madness on The Fuck It Tour . They toured the West Coast of the United States and Hopsin performed material from the album for the first time . The Knock Madness World Tour began on December 12 , 2013 in Australia . On January 18 , 2014 , the tour moved to North America , starting in Santa Cruz , California . The leg of the tour ran through March 22 , 2014 . Dizzy Wright and DJ Hoppa joined Hopsin on select dates during the North American run of the tour .

= = Singles = =

In an interview with ThisIs50 , Hopsin released information on the album , stating that the first single would be named " Hop Madness " . Hopsin confirmed via his Facebook and Twitter on January 5 , 2012 that he would be shooting the " Hop Madness " video that month . On February 16 , 2012 , Hopsin stated that the music video would be released within the next month . The video was officially released on March 15 , 2012 . The song was ultimately excluded from the album .

On July 17 , 2013 , Hopsin released the music video for " Old Friend " on both his YouTube channel , and the single to iTunes . He later confirmed that the song is not the sixth in the " Ill Mind of Hopsin " series but rather the first single from Knock Madness . On August 18 , 2013 , Hopsin confirmed in a Facebook status that the lead single from Knock Madness , titled " Hop Is Back " , would be released in a couple of weeks . However , the single 's release , with its accompanying music video , was delayed until October 22 , 2013 . " Rip Your Heart Out " , featuring Tech N9ne , was released as the album 's third single on November 12 , 2013 . The same day , Hopsin and Tech N9ne filmed the music video for " Rip Your Heart Out " . The music video for " I Need Help " was released on April 6 , 2014 .

= = Critical reception = =

Knock Madness received generally positive reviews from music critics . On Metacritic , which assigns a normalized rating out of 100 to reviews from mainstream critics , the album received an average score of 77 , based on 5 reviews , which indicates " generally favorable reviews " . Omar Burgess of HipHopDX classified the album as " Pop @-@ tinged Horrorcore of the highest order " , praising its " catchy hooks , accessible production and subject matter " as well as " Hopsin 's raw technical ability " with regards to lyricism and wordplay . In the end Burgess said , " When he [Hopsin] strikes the perfect balance between shock value , raw emotion and his immense skill set , that moment may yield a classic album . " Sheldon Pierce of XXL called Knock Madness " a stepping stone album , one that can only produce even better music in the future " , and noted that the album did well to " serve as a peek into the wildly entertaining thought process of one of hip @-@ hop 's most misunderstood characters . "

Jordan Sowunmi of Exclaim ! stated that the album excels when Hopsin " focuses on external obsessions : ode to amateur skating ' Nollie Tre Flip ' has the most enticingly offbeat rapping on the album , as well as a dizzying internal rhyme scheme , while ' Turn on the Lights ' analogue ' Dream Forever ' is heartfelt and raw . " David Jeffries of AllMusic praised the album 's consistency for providing " shocking lyrics and infectious hooks " , highlighting ' Rip Your Heart Out ' featuring Tech N9ne as a standout track . Dominick Grillo of DJBooth noted that Hopsin 's " technical passionate wordplays offer constant comparisons to Eminem " , concluding that the album is " a dark , often violent creative response to the pressure now resting on Hopsin 's shoulders " , conceding that there are moments when Hopsin " weighs himself (and the audience) down with layers upon layers of negativity " , though admitting that the album " works best when Hopsin is either angrily fighting or humorously poking fun at some sort of ludicravity . "

= = Commercial performance = =

After only being released for three days , Knock Madness debuted at number 132 on the US Billboard 200 , selling 4 @, @ 000 copies in the United States . In its first full week the album rose to number 76 on the Billboard 200 , selling 12 @, @ 000 more copies , bringing its total album sales to 16 @, @ 000 according to Nielsen SoundScan . The album has sold 58 @, @ 000 copies in the US as of April 2015 .

= = Track listing = =

All songs produced by Hopsin .

= = Personnel = =

Album credits adapted from AllMusic .

Hopsin - executive producer , mixing , primary artist

Jarren Benton - featured artist

Passionate MC - featured artist

G @- @ Mo Skee - featured artist

SwizZz - featured artist

Tech N9ne - featured artist

Dizzy Wright - featured artist

Connor Tingley - art direction

= = Chart positions = =

= = Release history = =

Though the album 's release date was originally scheduled for November 26 , 2013 , Funk Volume announced on their Facebook page on November 18 that it would be very hard to find Knock Madness in stores the first week of its release , due to a delay and few stores placing orders for the album . However , instead of pushing back the release date as announced , Funk Volume decided to release the album on its initial date of November 26 , for digital download and compact disc format through their website . The album was then released in compact disc format in retail stores on December 3 , 2013 .