

1 HIP-HOP

- Folk culture
- South Bronx, New York City – 1970s
- Rap / breakdancing / graffiti art
- After Bronx was abandoned by people and became sort of like a wasteland, like England young people, they were trying to figure out ways to express themselves but didn't have enough ways to do so. They started making graffiti art on subway trains and making music. All of this was an organic process and wasn't done in any systematised way

1.1 Precursors

1.1.1 Signifying / The Dozens

- Oral word game
- Ritualized insulting
- African origin

1.1.2 Jamaican Toasting

- Yard dances / sound system men / deejay (not DJ)
- SSM become first Jamaican recording producers
- Producing for yard dances
- Same song on both sides, one without vocals
- Toasting

1.2 Prehistory

1.2.1 1973 – Kool Herc

- First guy to do Jamaican style yard dances in New York City
- 2 turntables
- Extends exciting moments of a song – “breaks”
- “Cutting and mixing”
- Toasting

1.2.2 1976 – Grand Master Flash

- Develops Kool Herc's techniques
- “Quick mix”

- This is the guy who figured out beat matching
- He could not do his own toasting because he had to switch between records at a high frequency
- So, he needed a rapper. This is where the division of roles between rappers and DJs happens

1.2.3 1976 – Grand Master Meli Mel

- Toaster/rapper for Grand Master Flash
- Does “full length” raps
- Writes them down
- Essentially the first song writer in hip-hop

1.2.4 1978 – Grand Wizard Theodore

- Scratching
- Redefining technology of the turntable
- The turntable is a technology of consumption. This means you buy both the turntable and the record. It is intended to be played by just putting the record on it and letting it play
- Theodore turns the turntable into a technology of production. He used the technological device as a musical instrument

1.3 First Recorded Hit Song

- **Sugar Hill Gang: “Rapper’s Delight”**
- Released Oct 1979: #4 R&B, #36 Pop
- Based on the song “Good Times” by Chic (Jun 1979, #1 Pop and #1 R&B)
- First commercially recorded rap song
- He’s actually explaining what he’s doing, as it wasn’t common during this time

1.4 MTV

- Michael Jackson becomes the first African American artist to be played on MTV
- Rap excluded from MTV until 1985, **“Walk This Way” Run DMC/Aerosmith**
 - Because of the involvement of Aerosmith, this song went into high rotation and opened up doors for hip-hop