

Final Assignment
Black Voices in Hip-hop
NCLC 375 – Spring 2004

Much of this class has been focused on the oppressive conditions from which Hip-hop emerged. Today, the culture is used to market products, raise ratings, and bring credibility to sponsors. Without focusing on the current state as much, your assignment is to describe how the early (pre-1980) image of Hip-hop was formed.

There was no eMpTV, commercial marketing had not taken off, rap was barely noticeable on the national scene. So how did Hip-hop get its early image? The tie in to the Bronx is a good start but what forces were at play which painted the initial negative picture on Hip-hop. The first two elements of the culture could definitely be examined as early examples. Dee-jaying and emceeing really hit the national stage in 1979-1980, but their impact is somewhat out of the scope for this assignment as the music had not yet leaked into public consumption.

Entities which are prime for examination include newspapers, magazines, television, movies, theater, government . . . you have a lot to choose from. You may find it especially useful to talk to people who were alive in the 1970s and could comment on the state of America at the time. The early demonization of Hip-hop made its effort for legitimacy difficult from the outset. Examining how this defamation took place will provide critical facts in telling the resilient tale of a culture called Hip-hop.

The final product for this assignment is variable. Any of the following are acceptable:

1. A well written 6 to 10 page paper
2. A 15 minute video
3. A photo essay with captions (at least 30 pics)
4. I'm open to other suggestions

I will be providing SPECIFIC instructions for formatting and guidelines for each of these.

DUE DATE: May 1, 2004

This assignment must be done individually.