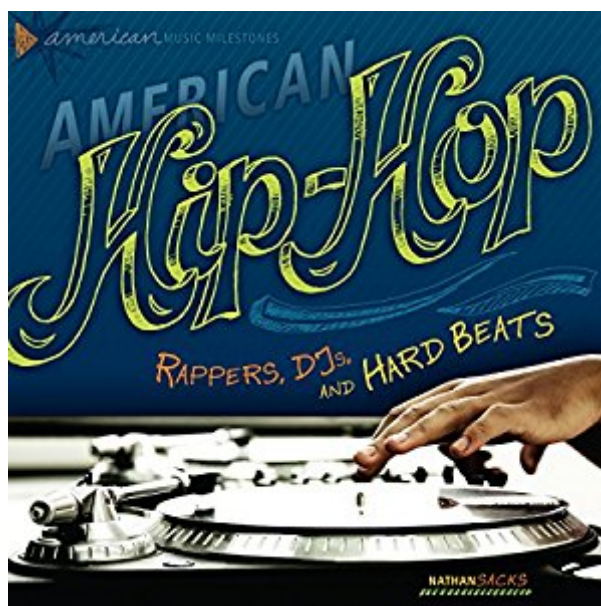


The book was found

American Hip-Hop: Rappers, DJs, And Hard Beats



Synopsis

A rapper spits rhymes into a microphone. A DJ scratches a record back and forth against a turntable needle. Fans' feet stomp along to a stiff beat. These are the sounds of hip-hop. Hip-hop music busted out of New York City in the 1970s. Many young African Americans found their voices after stepping up to the mic. In the decades afterward, rappers and DJs took over the airwaves and transformed American music. In the 21st century, hip-hop is a global sensation. Learn what inspired hip-hop's earliest rappers to start rhyming over beats as well as the stories behind hip-hop legends such as Run-D.M.C., 2Pac, Lauryn Hill, and Jay-Z. Follow the creativity and the rivalries that have fueled everything from party raps to songs about social struggles. And find out how you can add your own sounds to the mix!

Book Information

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Customer Reviews

A wonderful vibrant book that should be read by anyone interested in hip-hop or music history in general. The end.

They were dancing in the streets of the Bronx "where a group of DJs (disc jockeys) forged the sound that changed music forever." Hip-hop was born, but in the 1970s it was not a form of music that was embraced by the masses, not until commercial production began. Although not the first group to record, old school hip-hop group, the Sugarhill Gang, had a hit with "Rapper's Delight." It would be a long journey out of the Bronx, but in time this music genre would garner the respect it deserved. It wasn't long before "hip-hop became a group of traditions, styles, and attitudes" that

formed its own culture. DJ Afrika Bambaataa claims that hip-hop has four basic elements: breaking, tagging, DJing, and emceeing, all of which are discussed in this book. Hip-hop fans are well aware that historically the basic themes include "poverty, drug addiction, joblessness, single motherhood, and rage at racial discrimination and injustice." DJ Kool Herc (Clive Campbell) was instrumental in honing the hip-hop style and young men like Grandmaster Flash added not only rap, but also "scratching" and "whooshing" to the tracks. The Bronx was alive with music, but the diversification of hip-hop would come when artists became more creative and record companies took notice. In 1970 Kurtis Blow "became the first rapper to sign with a major label." It was a start. The Furious Five, Bambaataa, and the Treacherous Three were some of the first to record. Mainstream radio stations wanted no part of this crazy music, but then strange things began to happen. Michael Jackson broke into MTV and Blondie's Debbie Harry released "Rapture." It looked like hip-hop was sending out a message and that was that people everywhere wanted to hear it. New school hip-hop had arrived as Russell Simmons began to promote artists and groups. Run-D.M.C. had a "tough but radio-friendly sound" and went worldwide with their sound. The Beastie Boys weren't considered to be particularly good rappers, they were white, and were destined to fail. Not. They too became a phenomenon in the genre. Women also began to make inroads into hip-hop as producers, emcees, and rappers. It appeared that the sky was the limit. LL Cool J, Rakim, Richard "Slick Rick" Waters, Boogie Down Productions, Big Daddy Kane, Marley Marl, Schoolly D, and others stepped forward to put their unique brand on hip-hop. Like all music genres, hip-hop had its golden age, one that "was a period of intense creativity" that was set between the years of 1987 and 1993. The West coast chimed in with their own brand and intense rivalry between coasts was not only vocal, but in certain instances, lethal. Tupac Shakur and Biggie Smalls (the Notorious B.I.G) were murdered. In this book you'll also read about the voices of the 1980s, 1990s, hip-hop hippies, California hip-hop, groups playing to the mainstream, the debate about the "n-word," female emcees, the digital movement, and you'll learn many interesting facts about the fabulous world of hip-hop. This is a fabulous overview of the world of hip-hop: the history, the artists, the music and more. Naturally in a book such as this one you can't be all-inclusive. For example, many people who are Lil Wayne fans do know that his smash hit "Lollipop" cut in 2008 has now sold over nine million copies (all forms). Similarly Pitbull's (Armando PÃ©rez) "Give Me Everything" has made history in the digital realm with its sales. Young readers will be awed as they pass through time meeting the artists and learning about their place in history. The layout is exciting with photographs, sidebars, and "Must Download" playlists. For example, in one sidebar we learn about Lauryn Hill, her rise to fame, and mysterious withdrawal from hip-hop. In the back of the book is an index, a glossary, a timeline (1973

to 2012), a section of "Mini Bios," "Hip-Hop Must-Haves," major awards, source notes, a selected bibliography, and additional book, film, and website resources to explore. American Music Milestones:AMERICAN COUNTRY: Bluegrass, Honky-Tonk, and Crossover SoundsAMERICAN HIP-HOP: Rappers, Djs, and Hard BeatsAMERICAN LATIN MUSIC: Rumba Rhythms, Bossa Nova, and the Salsa SoundAMERICAN POP: Hit Makers, Superstars, and Dance RevolutionariesAMERICAN R & B: Gospel Grooves, Funky Drummers, and Soul PowerAMERICAN ROCK: Guitar Heroes, Punks, and MetalheadsThis book courtesy of the publisher.

This book describes Hip Hop's journey from somewhat of a joke in the music industry to the mega powerhouse it is today. Hip Hop is the sound that changed the music world forever. This is a great book, especially anyone interested in the History of Rap/Hip Hop. There are so many great aspects of this book. Great Photography, "Must Download Playlist", detailed descriptions. I learned so much about the music that is an integral part of our nation (I mean who doesn't know who Beyonce, Jay-Z, and Tupac are?). Even the most controversial aspects of Rap/Hip Hop are discussed and analyzed (East Cost/West Coast, controversial language and behavior.) One of the best things about this book is the length. There is a lot of information packed in the short, 70 page, book.

Scratching, sampling, breaking, mixing -- these are terms used to describe part of the process used in making hip-hop music, a sound often thought of (erroneously) as "black" music. The large book, almost picture-book format, contains lots of color, several fonts, many color photos, and lots of information about the history of hip-hip and the artists and producers that made the music so popular. Included is a timeline, artist bios, and numerous "Must Download" playlists. A great resource for teens wanting information on the history of this music type.

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