



TOPIC: MUSIC

Batkova M., group 421



Genre of music

Hip Hop Music



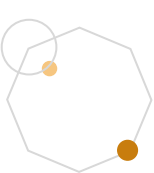
Favourite song

Aminé -
Caroline



Favourite musician

Tyler, the
Creator





What is Hip Hop?

Hip hop is a cultural movement that incorporates different elements of art.

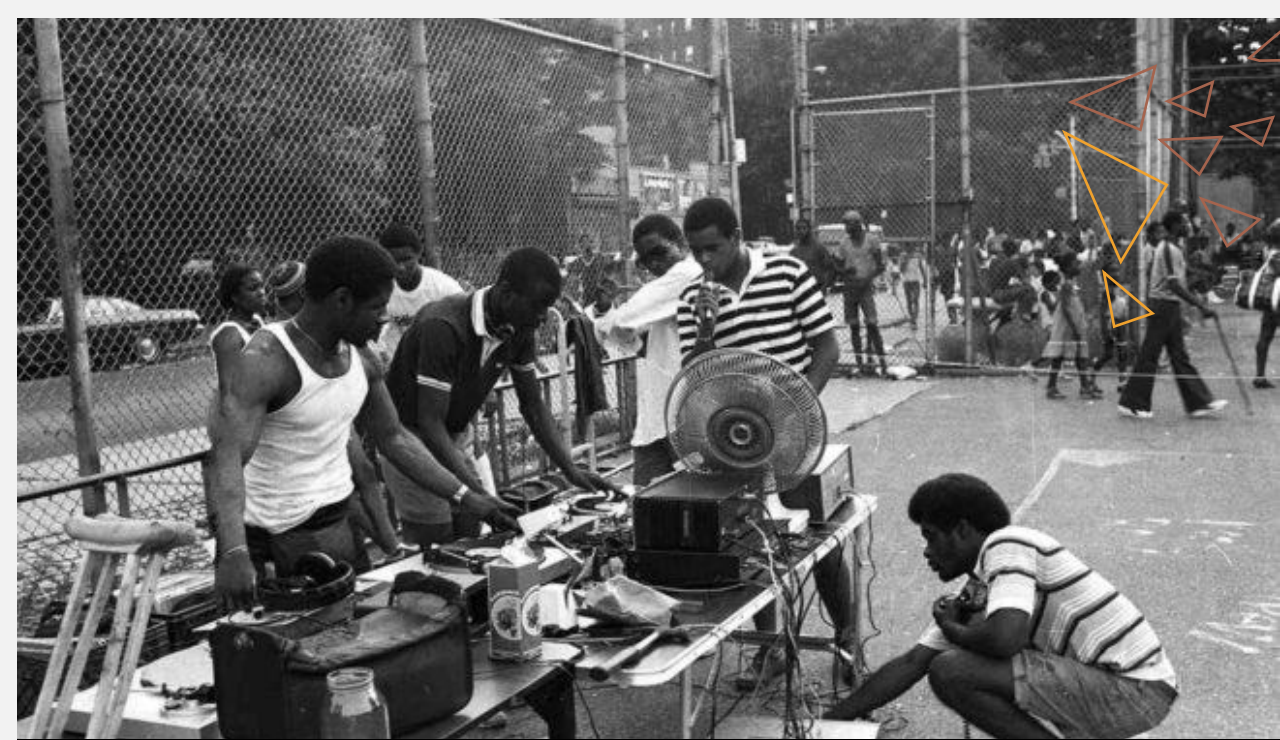
Four foundational elements characterize hip hop culture. The original four main pillars of hip hop include

- DJing/turntablism,
- MCing/rapping,
- B-boying/breaking,
- visual/graffiti art.

The global influence of hip hop culture has shaped music styles, fashion, technology, art, entertainment, language, dance, education, politics, media, and more.

To this day, hip hop continues to be a global phenomenon, developing new art forms that impact the lives of new and old generations.





Hip Hop Culture Origins

Hip hop emerged from the Bronx in New York City during the early 1970s.

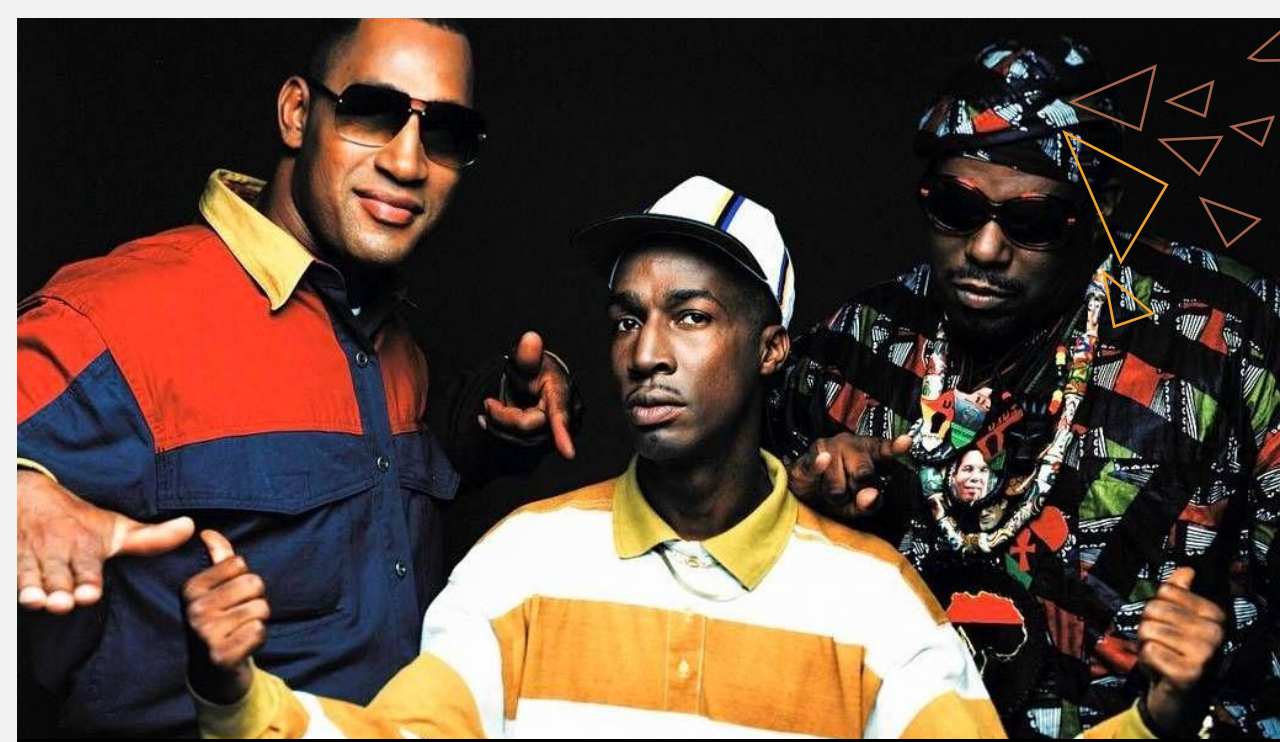
Its development reflected the negative effects of post-industrial decline, political discourse, and a rapidly changing economy.

Conditions worsened in neighborhoods prominently populated by African-Americans, Puerto Ricans, and Caribbean immigrants.

Consequently, businesses closed their doors, causing many economic opportunities and sources of entertainment to evaporate.

As a result, urban youth turned to the streets for recreation and self-expression.





Hip Hop Pioneers

DJ Kool Herc

Grandmaster Flash

Afrika Bambaataa

(the creator of the style's name)

These three innovators are known as the “Holy Trinity” of hip hop.





The Golden Age of Hip Hop

During the mid 1980s and early 1990s, hip hop spread across the country in full force. It brought an era that significantly transformed hip hop culture.

This new era became known as “The Golden Age of Hip Hop”

There was also a wave of new school rappers who were pivotal in bringing hip hop to the mainstream.

At the forefront was RUN DMC, a hip hop trio who fused rap with hard rock.

Some other innovators in the golden age of hip hop were L.L. Cool J, Public Enemy, the Beastie Boys, and many others.





Mainstream Influences

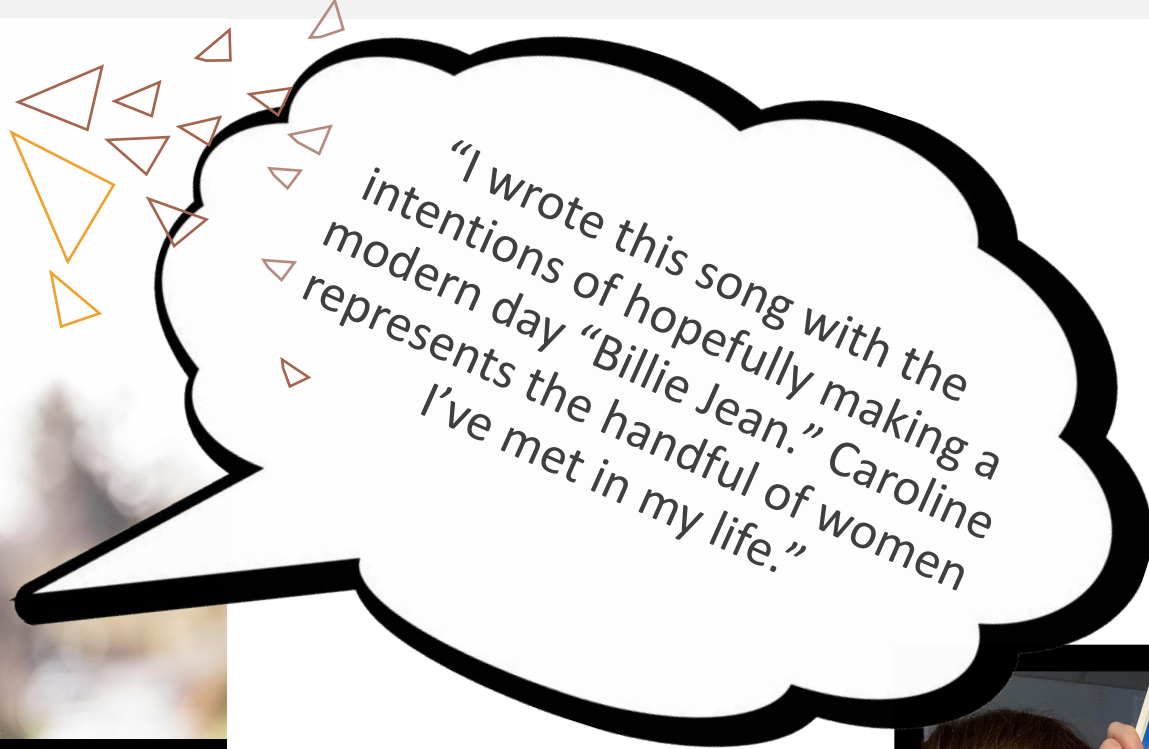
Hip hop music became even more commercial, becoming the top-selling music genre by the late 1990s.

Different regional styles also emerged such as West Coast hip hop, gangster rap, Southern rap, rap rock.

A new wave of artists also emerged, such as N.W.A., Dr. Dre, Tupac Shakur, Snoop Dog, the Notorious B.I.G., Jay-Z, and several others.

By the end of the decade, hip hop was an integral part of popular music. It even found its way into mainstream pop and electronic music.





"I wrote this song with the intentions of hopefully making a modern day "Billie Jean." Caroline represents the handful of women I've met in my life."

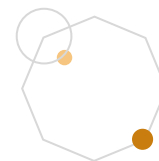
Aminé - Caroline

Adam Aminé Daniel is an American rapper, singer, and songwriter. He released his debut studio album *Good for You*, on July 28, 2017. There was the song "Caroline" which was firstly released on March 9, 2016.

Aminé made the beat along with another Portland producer, Pasqué. Aminé also directed the video, which includes clever visual references to the filmmaker Quentin Tarantino.



<https://youtu.be/3j8ecF8Wt4E>





Tyler, the Creator (Tyler Gregory Okonma)

is an American rap and hip-hop musician, designer and songwriter. He was born on March 6, 1991 in California.

Started making music, Tyler eventually expanded the scope of his professional activities and literally created a cult around his own clothing brand called *Odd Future Wolf Gang Kill Them All* (abbreviated *OFWGKTA*).





Tyler, the Creator (Tyler Gregory Okonma)

On May 17, 2019, the discography of Tyler, the Creator was replenished with the 6th official work — he published a new album called Igor, consisting of 12 songs.

The creative part of life of the talented hip-hop artist is connected with the collaboration with the British independent label XL Recordings, as well as with his own record company Odd Future Records.

Albums:

- 2009 - *Bastard*
- 2011 - *Goblin*
- 2013 - *Wolf*
- 2015 - *Cherry Bomb*
- 2017 - *Flower Boy*
- 2019 - *Igor*





Thanks
a lot! 😊

