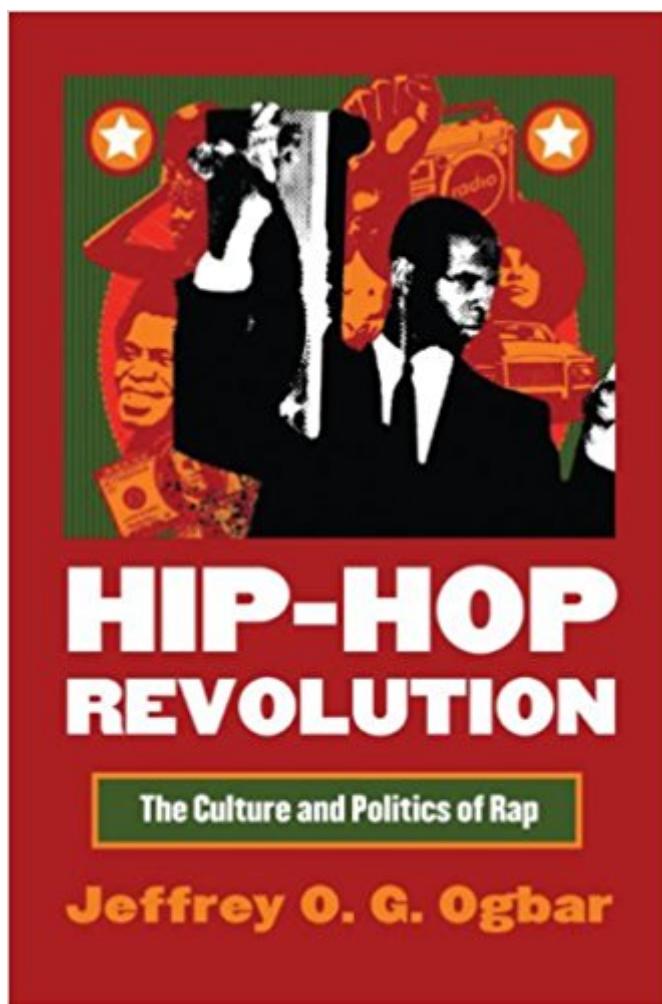


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# Hip-Hop Revolution: The Culture And Politics Of Rap (Culture America)



## Synopsis

In the world of hip-hop, "keeping it real" has always been a primary goalâ "and realness takes on special meaning as rappers mold their images for street cred and increasingly measure authenticity by ghetto-centric notions of "Who's badder?" In this groundbreaking book, Jeffrey O. G. Ogbal celebrates hip-hop and confronts the cult of authenticity that defines its essential characterâ "that dictates how performers walk, talk, and express themselves artistically and also influences the consumer market. Hip-Hop Revolution is a balanced cultural history that looks past negative stereotypes of hip-hop as a monolith of hedonistic, unthinking noise to reveal its evolving positive role within American society. A writer who's personally encountered many of hip-hop's icons, Ogbal traces hip-hop's rise as a cultural juggernaut, focusing on how it negotiates its own sense of identity. He especially explores the lyrical world of rap as artists struggle to define what realness means in an art where class, race, and gender are central to expressions of authenticity-and how this realness is articulated in a society dominated by gendered and racialized stereotypes. Ogbal also explores problematic black images, including minstrelsy, hip-hop's social milieu, and the artists' own historical and political awareness. Ranging across the rap spectrum from the conscious hip-hop of Mos Def to the gangsta rap of 50 Cent to the "underground" sounds of Jurassic 5 and the Roots, he tracks the ongoing quest for a unique and credible voice to show how complex, contested, and malleable these codes of authenticity are. Most important, Ogbal persuasively challenges widely held notions that hip-hop is socially dangerousâ "to black youths in particularâ "by addressing the ways in which rappers critically view the popularity of crime-focused lyrics, the antisocial messages of their peers, and the volatile politics of the word "nigga." Hip-Hop Revolution deftly balances an insider's love of the culture with a scholar's detached critique, exploring popular myths about black educational attainment, civic engagement, crime, and sexuality. By cutting to the bone of a lifestyle that many outsiders find threatening, Ogbal makes hip-hop realer than it's ever been before.

## Book Information

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## Customer Reviews

â "Easily one of the most substantial and thoughtful works on the cultural politics of hip-hop. Ogbar successfully balances an insiderâ™s love of the culture with a scholarâ™s critical eye.â "William Jelani Cobb, author of *To the Break of Dawn: A Freestyle on the Hip-Hop Aesthetic* â "What does it mean now to â^keep it realâ™? Is hip-hop ripping society apart? Ogbar shows that these questionsâ "among the many more that rap music raisesâ "are much more complicated than they first seem. *Hip-Hop Revolution* compellingly examines race, gender, authenticity, and this African American generationâ™s quest for true democracy and liberation.â "Jeff Chang, author of *Canâ™t Stop Wonâ™t Stop: A History of the Hip-Hop Generation* â Hip-hop mogul Shawn â^Jay Zâ™ Carter once rapped about â™Politics as Usual,â™ but little has been usual since the emergence of hip-hop as a global phenomenon. As Ogbar highlights throughout his thoughtful and provocative book, hip-hop culture is on the cutting-edge of all that matters in contemporary America.â "Mark Anthony Neal, author of *New Black Man* â A far-reaching historical account of the social, cultural and political influences of hiphop past and present. Ogbar probes deeply into the roots and realities of hiphopâ™s image, its â^keeping it realâ™ mantra, and its rebellious reputation. . . . An important book that offers insight into how hiphop is involved in shaping the future and how forces have attempted to co-opt its most powerful voices.â "Marcyliena Morgan, director, Hiphop Archive, Stanford University, and author of *Language, Discourse, and Power in African American Culture*

"This is a primer for those wanting to delineate hip-hop's salient debates, making it a solid resource for undergraduate classes."

I'm writing a research paper on the Hip Hop and politics. Of the many books I have gone through, this book has had the most clear and useful information and presents it in a well written and easy to digest manner. One example of its insight comes on page 106 when Ogbar criticizes the use of

Hip-Hop as a scapegoat for societies ills, he writes, "Outside critics have lambasted hip-hop for being responsible for a myriad of social ills. Several high profile politicians, academics, journalists, and activists have held hip-hop culpable for violent crime rates, sexual irresponsibility, poor academic performance, and general social dysfunction. This chapter reveals, however, that these pundits have offered little more than recycled fear of black youth as a social danger. More specifically, anti-rap pundits have pandered to racist and class-based fear of young black people and created untenable arguments to bolster their claims."

The chapters are organized in a way to really help someone understand issues of hiphop origins, racial segregation, deindustrialization, racism etc. Definitely goes beyond what you may think because of the title. But it opens up a whole new world, for those that have been sleeping. A must read!! I bought this book for a class.

This book is very informative about both the negative and positive aspects about Hip Hop culture. This book also talks about Black culture on a whole.

Ogbonna sometimes brings up examples that do not support his point and are not relevant. This book is not clear enough to get points across. Reading Hip-Hop Revolution is like reading while dragging a ball and chain with you. My classmates are having trouble reading this book. What is the point of writing a book when the target audience has trouble understanding the argued points? Unless black students are not the target audience.

The book was used very good condition. the top of the spine had defect but it's fine. Pages were like new book

This is a wonderful book for academics and non-academics alike who are interested in learning more about how hip-hop played into the politics and culture of mid-to-late twentieth century America.

"Hip-Hop Revolution" is on the ROROTOKO list of cutting-edge intellectual nonfiction. Professor Ogborn's book interview is running here as cover feature today, September 30, 2009.

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