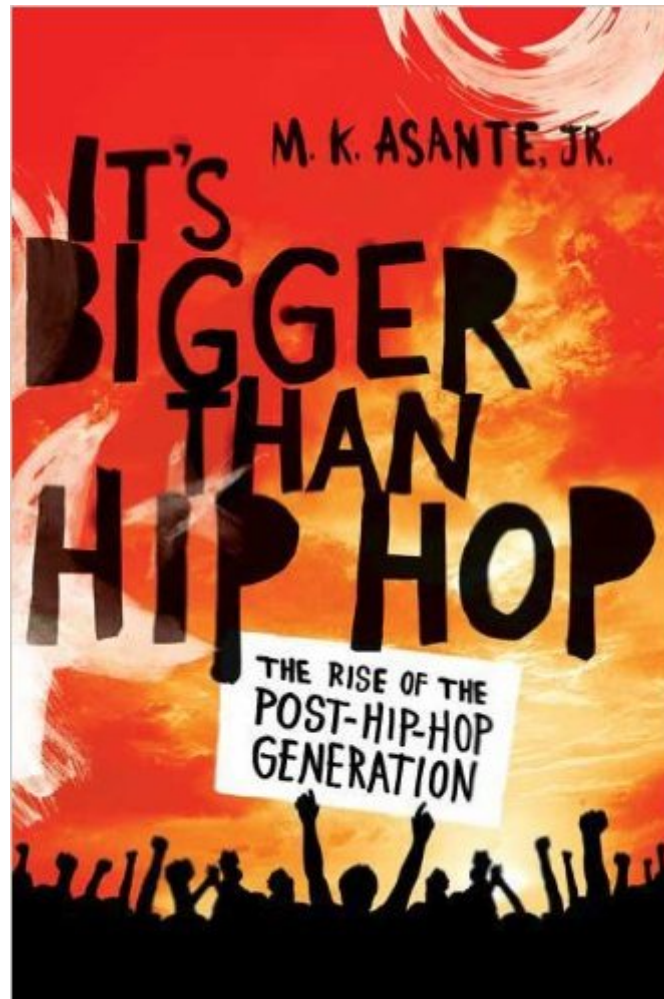


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# It's Bigger Than Hip Hop: The Rise Of The Post-Hip-Hop Generation



## Synopsis

It's Bigger Than Hip Hop takes a bold look at the rise of a generation that sees beyond the smoke and mirrors of corporate-manufactured rap and is building a movement that will change not only the face of pop culture, but the world. M. K. Asante, Jr., a passionate young poet, professor, filmmaker, and activist who represents this new movement, uses hip hop as a springboard for a larger discussion about the urgent social and political issues affecting the hip-hop and post-hip-hop generations. Through insightful anecdotes, scholarship, revolutionary rap lyrics, personal encounters, and conversations with youth across the globe as well as icons such as Chuck D and Maya Angelou, Asante illuminates a shift that can be felt in the crowded spoken-word joints in post-Katrina New Orleans, seen in the rise of youth-led organizations committed to social justice, and heard around the world chanting "It's bigger than hip hop."

## Book Information

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## Customer Reviews

M.K. Asante Jr. is a gem. His book It's Bigger Than Hip Hop is one of the most in depth investigative books from our own community in quite some time. Asante's writing style is reminiscent of the great James Baldwin. The ancestors are watching and speak through Asante. Hip Hop has become one of the most financially successful music genres of an entire century. Hip Hop reaches all ages, classes, races and countries. However, the image of Hip Hop that has spread in our communities and worldwide has changed over the years from its underground message of unity to consumerism/materialism by any means necessary. We have lost control of our own music yet when considering other black music genres from the past; blues, jazz, R & B we have never 'owned'

our music. History repeats itself. In retrospect, Ray Charles and Prince, to name a few, understood the need for us to own our lyrics, music, distribution houses, etc... (ex. When Prince wrote slave on his head to get out of a music contract and own his music). Almost 40 years after the Civil Rights Movement and where are we? We integrated yet we never asked once what will happen to us after integration? We never had a plan. If considering that the former African-American segregated communities were small nations how is it that once we gained our 'independence' we did not have a well thought out plan? Asante's book addresses some of those issues post-Civil Rights, post hip-hop. Every chapter needs to be read and analyzed in classrooms but specifically read between parent and child. This book needs to get in the hands of every African (Latinos too) in the U.S., the rest of the Diaspora and Africa to fully understand our current state of affairs. Chapter Glimpses: Chapter 2: Keepin' It Real vs. Reel, The Truth about Commercialized Hip Hop artists (Not really hood at all but rather came from the middle class and two parents' home, ex. ODB) But why would ODB or any other artist sell their soul like that? Chapter 3: What's Really Hood? A Conversation with the African-American Ghetto? This will be a classic in literature. A one on one interview with Asante and Hip Hop. Chapter 5: It's Bigger Than Hip Hop: Time Line (1965 -1991) A historical time line that puts politics, hip hop, our history in perspective. Chapter 6: Old White Men (or, Who Owns Hip Hop) Who really owns Hip Hop? Viacom? Bald Head Israeli's? Discusses Mos Def's underground never aired classic "The Rape Over". Chapter 7: Beyond Jena: Free 'Em All. Assata Shakur, Political Prisoners, Slave working Prisoners. Chapter 8: FTP, F' the Police. Cameras on our blocks, police brutality. Interview with Dead Prez. Chapter 9: Universal Language: Black and Brown. Common Struggles. Immortal Technique. Chapter 10: Two Sets of Notes: Asante suggests to students to take two sets of notes, theirs and ours. Chapter 12: (State Property) The linguistics of Clothes. State Property Brand Beanie Sigel. Marketing death and eternal imprisonment to black boys/men. French philosopher Foucault. The history of the prison. Chapter 13: Conquering the division. Middle class vs. Underclass, Elders vs. Youth. Are we saying the same thing but not getting through to each other? Chapter 14: A Lesson Before Dying: A Phone Interview with Hip Hop. Final Interview with Asante and Hip Hop

I was hip hop. A '70s baby, my teenage years stretched across hip hop's awakening into proud and empowering lyrical expression. It was a chain link of similarities, connecting the dots of every urban experience, expressing the voice of every ghetto. Like Common, I used to love H.E.R. But then, somewhere in my twenties, she abandoned me. I became nothing more than a groupie, a video accessory and derogatory term. And my male counterparts became unrecognizable, fake

shadows of long forgotten pimps and, "keeping it real," fools. M.K. Asante remarkably captures the incredulous struggle that those like me, the post hip hop generation, face when reconciling past hip hop loyalty with current hip hop disdain. *IT'S BIGGER THAN HIP HOP* is a classic work, a creative and innovative approach to examining what hip hop was and is, and how its growth and subsequent stagnation affect generations. An example of his entertaining approach is demonstrated in Chapter 3, *What's Really Hood?*, when M.K. Asante engages in a colorful and tasty interview with "the ghetto." Yes, the ghetto finally speaks and he has some truth to spread. As "the ghetto" explains his history dating back from 1611, correlating past "ghettoization" with modern Urban Renewal, he reminds the post hip hop generation of the ignorance in blaming the poor for poverty. In Chapter 10, *Two Sets of Notes*, M.K. Asante captures the struggle of being taught incomplete truths, being fooled by "selective memory," losing who we are as a people inside of the incessant white lies. His poem reminded me of my public school frustration, when black and brown history was a footnote on the school agenda and I had to join the Youth NAACP and, to my Baptist mother's horror, the Nation of Islam seminars in an attempt to learn about me. M.K. Asante won me over early on, when he articulated how the reel becomes the real. It's an argument you thought you heard before, but never quite applied in this way. But M.K. Asante's logic makes perfect sense, especially if you, like me, often wonder why a suburban black boy tries so hard to be "thug life" or a middle class black child works overtime to prove his "realness." It's a mind-boggling epidemic that I never understood, until now. *IT'S BIGGER THAN HIP HOP* speaks candidly to the post hip hop generation, challenging us to take a deeper look and a more introspective approach into who and what we really are, reminding us that the struggle is ever present. Reviewed by a. Kaifor The RAWSISTAZ Reviewers

Through *"It's Bigger Than Hip-Hop"*, MK Asante Jr. shows himself to be an incredibly gifted writer. Although, some may think that the content may strictly fall upon Hip-Hop conversation, those that are high in thinking and presently conscious will come to know the book as presented. Asante brings his writing full force as he shows why our problems in today's society are *BIGGER THAN HIP-HOP* and that hip-Hop itself has become a diluted art form that no longer wakes up the conscious but keeps us oppressed. Some of the topics covered throughout the book are race, culture Hip-Hop and social justice. After reading this book, many will come away with the principles of being oppressed and that we all, no matter what race or creed we are in this fight together.

This is a dope book that touches on a little bit of everything. I like the history that was provided on certain subjects. I also think the personal stories add more of a realistic insight into the overall

book.

Phenomenal book! Couldn't put it down. An inspiring story of a young man's life in the inner city- the struggles, the racism, the drugs and amazingly an alternative school in Philadelphia helped to turn his life around. Truly inspiring in knowing that there are schools like this- that believe in our youth , embrace their differences and encourage their talent.

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