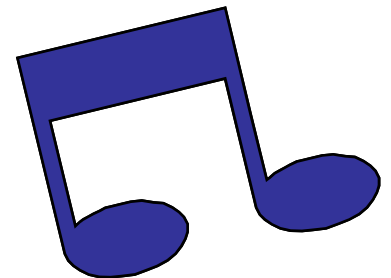
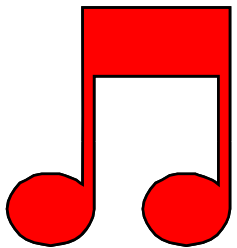


**The Message In The Music**

# **Understanding**

## **Hip Hop**



***FTC Prevention Services***

***Marc Fomby, President / CEO***

# Explicit Content & Lyrics

- **Some lyrics contain vulgar language**
- **Some of the information is graphic in nature.**
- **If you have a question about a word, term, and/or context in which it is used... please ask!**
- **If it's too graphic, let me know...**
  - **It's not my intention to be disrespectful or insensitive. I will try to give you an accurate picture including language of what we're discussing. Please forgive the language and accept my sincere apology.**

**Hip Hop is a billion  
dollar business.**

**Where do you hear it?**

**Where do you see it?**

**Research shows that 2/3 of all Hip/Hop,  
Rap, & R & B is purchased by Non  
African Americans**



**Nelly Furtado ft. Timbaland & Pussy Cat Dolls ft. Snoop**



# **What do you think about the Music today?**

**Are you “jammin” to it, cause you like the beat?**

**How does it affect your mood?**

**How do your friends react to it?**

**Do you know what’s in the lyrics?**

**What are they saying? Do you understand it?**

**Do your parents listen? To what kind of music?**

**Do you live the Hip Hop Culture or do you listen  
to Rap?**

# Cassie (Me & You)

You've been waiting so long I'm here to answer your call

I know that I shouldn't have had you waiting at all

I've been so busy, but I've been thinking about what I wanna

do with you - I know them other guys, they been talking bout

the way I do what I do - They heard I was good, they wanna

see if it's true - They know you're the one I wanna give it to I

can see you want me too Now, it's me and you It's me and

you, now I've been waiting (Waiting)... (chorus)

I was waiting for you to tell me you were ready I know what

to do, if only you would let me - As long as you're cool with it,

I'll treat you right - Here is where you wanna be...

I know them other guys, they been talking bout the way I do

what I do - They heard I was good, they wanna see if it's true



**“I don’t understand a word they’re saying... so I don’t listen to it.”**

*Quote from a U.S. citizen, in USA Today*

**You’d better take the time now or you’ll make the time later... *Marc Fomby***

**“Rap is the CNN for youth all over the world.” - Chuck D of Public Enemy**

***Rap is something you do, Hip Hop is a way of life – a culture – you live it daily. - Grandmaster Flash***

On Blast	roc boy	yeen kno	een-nuttin	Gettin' Cutty
Nina	One time	phat	Come-Back	Beast Mode
Deuce's	A – Town	Balla	Bama	stack
Dro	Scarecrow	Choppa	PJ's	Gush/Kush
Beef	Benjamin(s)	Bent	Bling-Bling	white-girl
Trappin	buck-fifty	That's Fie!	Roastin	Heat
CREAM	Dome	make it rain	Game	HUSTLER
Twisted	Lean (in my cup)	Trap	Dougie	onda'Track
Real Talk	Hype	Jack	Skittles	Marinate



# What Role Does the Media Play?

- **Social Marketing**
- **Media Advocacy**
- **Media Literacy**

# **Media Literacy**

**The ability to “read” or “decode” messages in a variety of print and electronic media.**

# What were the elements of Hip Hop culture in the beginning...?

- 1. DJ'ing**
- 2. Breaking**
- 3. Graffiti Art**
- 4. Emcee'ing (M.C.)**

# Today compared to Yesteryear

- **DJ = Drummer**
- **Breaking = Dancers**
- **Graffiti = Artist (body/face)**
- **M.C. = Story Teller**

**The whole process originated in  
Africa as tribal rituals...**

**Is there a difference between  
Hip Hop & Rap?**

- **Old School**
- **Nu Skool**
- **Message**
- **Story telling**
- **Lyrical content (skills)**
- **Mess...age appropriate**
- **Just a sale (Hit tune)**

# Is it just a Hustle?

Quit with the same'ole thing... KRS-1



**“...Whatever you sing along with more than twice, for sure you’re bringing that all into your life...”**

**Lyrics to songs...**

**[www.ohhla.com](http://www.ohhla.com)**

# **What is Media?**

## **Activity:**

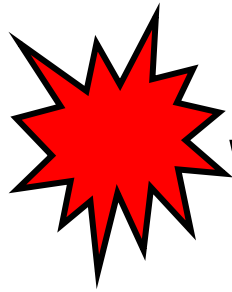
**In your group discuss and list media venues to which youth are exposed?**

**MEDIA LITERACY is . . .**

**The ability to access,  
analyze, evaluate  
and create  
media in a  
variety of forms.**

# **Media Literacy**

**The ability to “read” or “decode” messages in a variety of print and electronic media.**



# Why Media Literacy?



- Kids are bombarded with **media messages** attempting to influence their habits and attitudes about products.
- **Many of these messages make risk-taking look normal or glamorous.**
- These messages promote harmful behaviors, including ATOD use and promiscuity.

**Rappers usually mention substances  
youth abuse.**

## **Effecting Change**

- Public-health efforts to decrease alcohol's appeal to teens in the 12- to 17- year-old range must be stepped up.
- Efforts to curb access, through both law enforcement and parent education programs, must be strengthened.
- **Pressure on the alcohol industry to see that underage viewers aren't overexposed . . .should be increased and the industry assiduously monitored.**

# Did You Know?

- American children view 2000 beer and wine commercials a year! **Now add songs & videos with promotional statements...**
- By the time teenagers reach driving age they will have seen 75,000 ads for alcohol!
- Young people report more positive feelings about drinking and their own likelihood to drink after viewing alcohol ads.

# You need to know . . .

- **By age 18, young Americans will have been exposed to 350,000 TV commercials—100,000 will be for beer! Now add songs & videos with promotional statements...**
- **By age 18, young people will have heard or seen 250,000 sexual references—less than 1% involve pertinent facts about pregnancy or sexually transmitted diseases. Now add songs & videos that promote sexual promiscuity...**

# How Do They Do It?

**Media promotion of alcohol and tobacco products has three key formats which directly and indirectly encourage use:**

- **Marketing**
- **Entertainment**
- **News**

# Why Do Youth Do It?

## The Five Most Commonly Perceived “Benefits” of Alcohol... & Drug use

- Use Is a Rite of Passage
- Use by Successful, Attractive People
- Use Is Normal
- Use Is Safe or Not Harmful
- Use Is Relaxing in Social Settings

**15% of eighth graders and 35% of tenth graders report having been drunk in the last year.**

# **Minority Youth Overexposed**

**In 2002, compared to other youth, Hispanic youth age 12 to 20 were exposed to:**

- 24% more distilled spirits and beer advertising, 32% more ads for malternatives in English-language magazines**
- 11% more distilled spirits advertising and 14% more ads for malternatives on English-language radio**

# **Minority Youth Overexposed**

**African-American youth age 12 to 20 were exposed to:**

- 66% more beer ads, 81% more distilled spirits ads, and 45% more ads for malternatives in magazines**
- 12% more beer ads and 56% more ads for distilled spirits on radio**

# Minority Youth TV Exposure

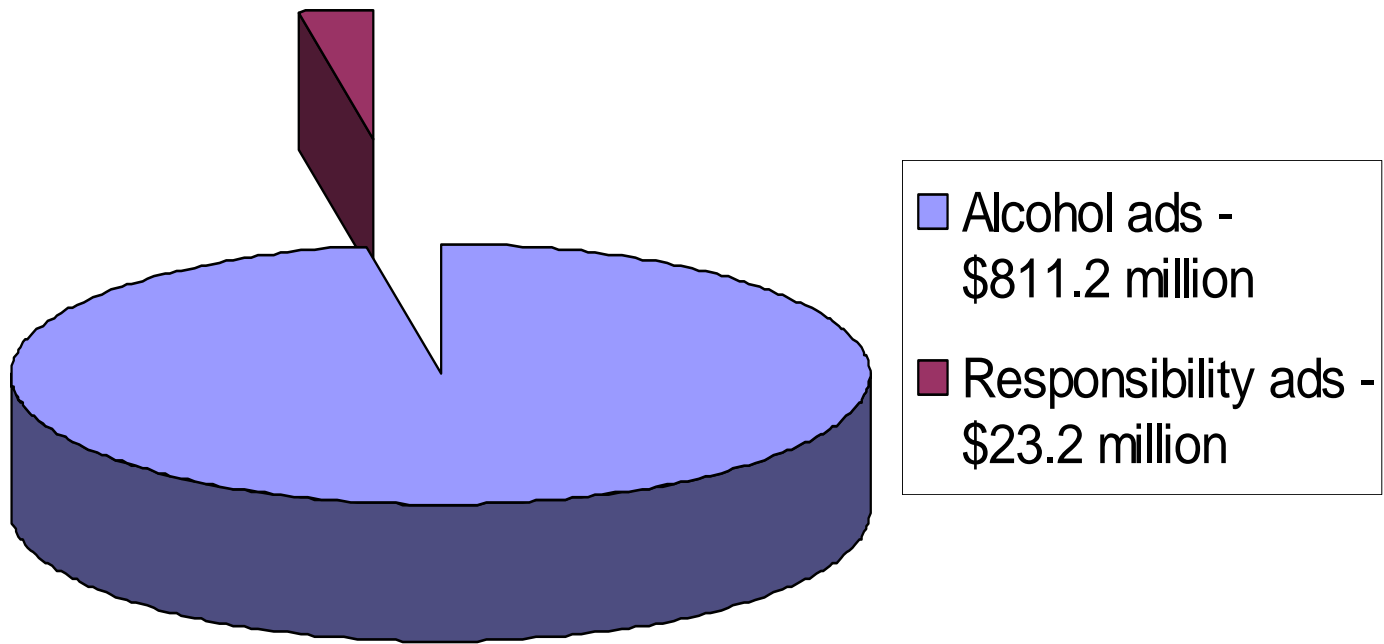
- Alcohol ads were placed on 12 of the 15 TV programs most popular with Hispanic youth
  - \$23.6 million in advertising
  - Programs included: *Mad TV, Vias del Amor, That '70s Show, Cristina* and *Don Francisco Presenta*
  
- Alcohol ads were placed on all 15 of the TV programs most popular with African-American youth
  - \$11.7 million in advertising
  - Programs included: *Bernie Mac, My Wife and Kids, Cedric the Entertainer Presents, The Parkers* and *Fastlane*

# What is Media Literacy?

**Activity:**

**Using the *Media Literacy Circle* identify what media literacy means to you or why youth should be media literate.**

## Industry-sponsored Responsibility Ads



# ***Risk & Protective Factors***

## **AREAS THAT AFFECT BOTH**

- 1. School**
- 2. Community**
- 3. Family**
- 4. Individual**
- 5. Peer**
- 6. Environment**

# *Affects on Our Society*

*or reflections of society?*

- **Is all rap bad?**
- **Is the Hip Hop culture negative?**
- **Perception is reality. Is it really?**
- **Do you have any influence in this area?**
- **Mainstream America shouldn't force  
feed me!**
- **The power of one is GREAT!**
  - **Let's make a difference.**

# Just Checking

- **Is there a difference between Rap and Hip Hop?**
  - **Positive / Negative – Interpretation?**
- **Music affected by us or are we affected by the music?**
  - **Is music really medicine for the soul?**
  - **What are you bringing INTO your life?**
- **If we want something different, we've got to do something different.**
- **To set the example, we've got to be the example.**
  - **Media Literacy vs. Social Marketing**

# **The Message In The Music**

## **Understanding Hip Hop**

**Was this information helpful?**

**Would you recommend this training to others?**

**Did you have fun?**

**Tell me something you learned today.**

**Questions?**

**For more information, contact me at:**

# ***FTC Prevention Services***

**237 Southwind Dr.**

**Richland, MS 39218**

**601-939-0020**

**[www.marcfomby.com](http://www.marcfomby.com)**

**[marc@marcfomby.com](mailto:marc@marcfomby.com)**

