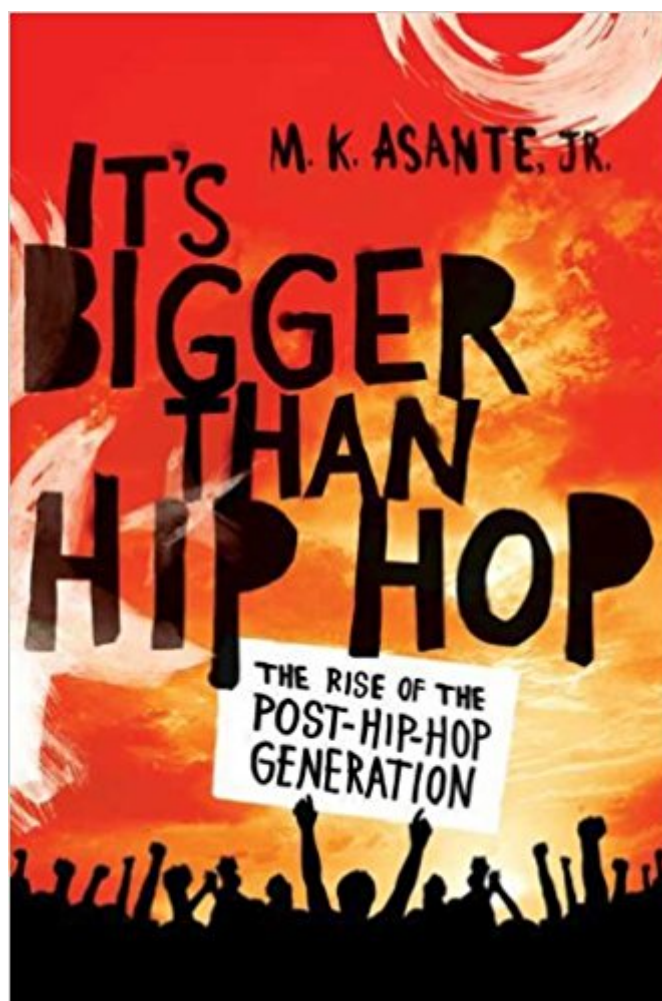


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# It's Bigger Than Hip Hop: The Rise Of The Post-Hip-Hop Generation



## 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

Paperback: 304 pages

Publisher: St. Martin's Griffin (September 1, 2009)

Language: English

ISBN-10: 0312593023

ISBN-13: 978-0312593025

Product Dimensions: 5.4 x 0.8 x 8.2 inches

Shipping Weight: 10.4 ounces (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars 23 customer reviews

Best Sellers Rank: #336,583 in Books (See Top 100 in Books) #145 in Books > Arts & Photography > Music > Musical Genres > Rap #1016 in Books > Arts & Photography > Music > History & Criticism #1859 in Books > Humor & Entertainment > Pop Culture > General

## Customer Reviews

Asante (b. 1982) decries the negativity of much of mainstream hip-hop. Though people his age were born into the hip-hop generation, they feel misrepresented by it and . . . see the dangers and limitations of being collectively identified by a genre of music they don't even own. • Their lack of ownership . . . has allowed corporate forces to overrun hip-hop with a level of misogyny and black-on-black violence • that has led to some young folks to disown the label "hip-hop generation." • A similar argument could be made about nearly every underground movement that achieves pop-music supremacy, but Asante feels mainstream marketing of hip-hop has robbed his generation of a valuable voice for enunciating social and political criticism and made the music

• a conservative instrument, promoting nothing new or remotely challenging to mainstream cultural ideology. • He declares that • post-hip-hop, • rather than marking the death of rap, represents a shift to a more inclusive movement incorporating culturally significant subject matter. Weighty, probably vital reading for keeping up with youth culture and pop music. --Mike Tribby  
--This text refers to an out of print or unavailable edition of this title.

• An empowering book that moves you to action and to question status quo America. Reading It's Bigger Than Hip Hop is motoring through a new generation of America with one of its best storytellers. • Ari Bloomekatz, Los Angeles Times • M.K. Asante, Jr. combines drive, skill and a commitment that buoys us all. The hip hop community should feel extremely blessed to have those qualities attached to its forward movement. • • Chuck D • M.K. Asante, Jr. is a rare, remarkable talent that brings to mind the great artists of the Harlem Renaissance. • • Philadelphia Inquirer • Asante expertly blends historical information about hip-hop and the civil rights movement with personal narrative, interviews with artists, and quotations from civil rights leaders and classic poetry to create an original and daring work. • • Jennifer Zarr, Library Journal • Positive young artist tries to show the way forward for oppressed African-Americans. Asante joins the throng of idealistic young academics, black and white, desperate to find messages of hope and change amidst the monotonous bluster and carnage of much hip-hop. • • Kirkus Reviews

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 keep 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.

MK Asante's boldness, enthusiasm, and passion for his craft is readily apparent in It's Bigger Than Hip Hop. Through personal interviews with hip hop artists and activists as well as historical references, he educates his readers about Hip Hop's roots which traces back to Africa. He also informs about the purpose of Hip Hop as being more than just a musical genre, it's an essential

mechanism for combatting oppression and seeking justice. I especially enjoyed Asante's creative examples used to express his views. It's Bigger Than Hip Hop details the rich cultural heritage of African American music and how each form is interconnected through struggle and activism, including Hip Hop. Yet, it's been exploited by corporations and mass media. Asante points out that this exploitation has driven some away from using Hip Hop generation to define themselves. Rather, he reveals another term Post Hip Hop generation, which can revive the activism aspects of Hip Hop and bring about a positive change for the oppressed. Overall, It's Bigger Than Hip Hop dictates the power of artistic expression, which can provide a light for those seeking to escape the darkness of oppression.

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 adds more of a realistic insight into the overall book.

I pre-ordered this book over the summer anticipating a great read, as I am a fan of M.K. Asante, Jr.'s poetry. I already have Like Water Running Off My Back, Like Water Running Off My Back: Poems, and Beautiful & Ugly Too. After reading It's Bigger Than Hip Hop, I am truly blown away by the insight and energy put into this new non-fiction work. I really enjoy the innovative interviews Asante conducts with the "Ghetto" and "Hip-Hop" and the call to action for 'Artivists' by any medium necessary. Unlike anything I've read so far about the corporate controlled hip hop industry, the book explores the break away from that fakeness by a new generation. And there is so much music I need to hear now after reading the myriad of quotations and excerpts included in this book. The photos are great too! A must read!!

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.

2nd time purchasing. Read the book several years ago....Amazing Read. Purchased for my nephew who just started his Freshman year in college.

It's Bigger Than Hip Hop is an incredibly deep piece that really touches on a lot of things past and

current. Asante's voice is what's needed today and should be a mandatory read for any young person (or old) involved in the struggle. Keep fighting, reading and involved in the movement. But we must keep our eye focused on the prize and truly educate and not just repeat information. A heart felt thanks to Asante for being the needed voice in today's trying times.

Nothing to learn, just the same old same old.... going back to glory day that have usefulness in the y2k

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