

Chapter 2

Topic 7 Crime and the media

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Activity: Media

Media: Counter-culture and commodification

Learning objectives

At the end of this activity you should be able to:

- Identify the features of hip hop as a counter-culture.
- Analyse the ways in which hip hop has changed and become commodified.
- Analyse how counter-culture may be used to promote consumerism.

A. Watch the following clip and in pairs answer the questions below.

https://www.youtube.com/watch?v=LiCo_uUD2SY

1. What does the quote at the beginning of the clip suggest about the importance of hip hop as a counter-culture?
 2. How and when did hip hop emerge in America?
 3. Where did it begin?
 4. Why were African Americans and Hispanics being marginalised?
 5. How are today's hip hop artists different from those of previous decades?
 6. What messages did the lyrics in hip hop convey?
 7. How are the messages in modern day hip hop different from early lyrics and what are they about now?
 8. How do hip hop videos portray artists?
 9. What is the impact of this on fans of hip hop?
 10. How might hip hop foster a sense of relative deprivation?
 11. What does the quote at 4 minutes 40 seconds in the clip suggest about the impact of hip hop on youth culture?
 12. What is the effect of fans wanting to look like their hip hop idols?
 13. What kinds of item are the hip hop artists promoting?
 14. What might be the negative consequences for young people of the desire to consume the products promoted by hip hop?
 15. Why does the commodification of hip hop pose a problem for the future?
- B. Using your answers to the questions and the section of your textbook on cultural criminology, write a paragraph to explain how the example of hip hop demonstrates the commodification of crime.