

Start here.

~~a) Hip hop <sup>originated</sup> started in the 1970's in Harlem, the outskirts as a collectivist ideology in the outskirts of Harlem in the 1970's. Hip hop started ~~as a~~ ~~in~~ in the form of block parties with its original theme~~

~~of~~  
~~The role of media~~

a) Hip hop originated in the 1970's in Harlem, the outskirts of society. The culture started as a collectivist ideology in the form of block parties in which the African/American's portrayed racial themes, that 'you have to start with nothing to become something'. This was the core built the platform for the popular culture of hip hop.

b) The hero's of hip hop ~~per~~ propel the creation and mythology of the culture, which creates a need / desire for the consumer. Two key hero's in the who perpetuate the identity of hip hop are 'Biggie Smalls' and 'Tupac Shakur'.  
The Tupac Shakur was a <sup>poet and a</sup> social commentator - one who rapped about society, this career started in the time of the black

American Depression, majorly influencing his  
~~ten~~ thematic concerns. ~~Biggie Small's~~  
<sup>career</sup>

Biggie Small's, complied with the original  
~~some~~ message of hip hop, that you have  
to start with nothing to become something,  
Starting with bloc parties he gradually  
rapped his way into mainstream society. These  
two <sup>hip hop hero's</sup> ~~artists~~ both influence patterns of consumption  
as they perpetrated the east coast and  
west coast rivalries. This conflict ~~was~~  
~~mediated~~ + ~~mediated~~ to between the  
hero's was mediated to the extreme,  
~~causing~~ and the producers made  
vast amounts of money. These consumers thrived  
off the ~~rivalries~~ mediated rivalries,  
~~which were~~ further between hero's Biggie  
Small's and Tupac Shakur.

Additional writing space on back page.