

It's All About The Hip-Hop Piggy Bank

Written by Keith ID1509

Thursday, 09 June 2005 01:03 -

It's a money game, which is what rap and hip-hop music has come down to. Beef sells and people in the business know it. The funny thing is that it's not really beef, nowadays it's pretty much a storyline like you favorite sitcom. Now as a rap fan you're probably sick of it. But, as a business person that knows how to make a dollar your probably pretty impressed on the marketing that goes on in the hip-hop industry today.

I doubt that I am the only person that is sick of it. But, I am tired of asking when it's going to end because I have seen the light and realize that it won't. As long as every high school teen in America continues to buy into the false gangsta image of the rappers today it will continue to spiral out of control and ruin the face of hip-hop.

Those of us that are a little older and been around for a while can appreciate the great art form that hip-hop once was and has the potential to be. People that can appreciate it can also see that most of the artists today are not great lyricist. What they are though is great marketing choices and mere characters that record labels create.

Though I am not a big fan of the Source magazine, I got to say that they were on point with the issue they did about hip-hop being the next WWE (World Wrestling Ent.) not to be confused with the WWF (World Wildlife Federation). What I mean by this is that the stories and the drama are selling more today then the quality of music. Every story has its end though and some day the main characters of today will be nothing but a piece of hip-hop history.

Who knows this better but the Villain of all today's stories 50 Cent. The man behind the song Piggy Bank, which once again helped his album to the top of the charts and set the stage for the storylines until he drops his next album. Last time it was Ja Rule, Murder Inc. and numerous other artists. This time it's Fat Joe and Jada Kiss that are riding it all the way to the bank along with 50.

Take a look at some of the lyrics from the end of the song:

Clickity clank clickity clank

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The money goes into my piggy bank

Yeah yeah, get more money, more money

Yeah yeah yeah, get more money, more money

Yeah yeah yeah, get more money, more money

Yeah yeah yeah, get more money, more money

I'll get atcha, I'll punch out your grill

I'll get atcha, let off that blue steal

I'll get atcha, nigga I'm for real

I'll get atcha, you'll get your ass killed

Hahahaha

Ya'll niggas gotta do somethin' now man

All that shoot "em up shit ya'll be talkin"

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You gotta do somethin" baby

I mean, I mean c"mon man everybody's listenin"

nigga everybody's listenin"

Hahahaha

I know you ain"t gon" just let 50 do you like that

I mean damn rep your hood nigga

nigga you hard right?

Pop off

To me that right there was 50 setting it all up and waving it in everyone's face. You get the message that it was all about the money, the gangsta talk that we all know is never going happen when it comes to any of the supposed beefs surrounding 50 and the invitation for any of the artists mentioned to step up and get in on it.

After all the back and forth with tracks from all sides the truth of the matter is that it comes down to a money making strategy and that's it. Fat Joe and Jada Kiss have even said it.

Jada Kiss had this to say about 50 Cent, "If you listen to the record, there are only two bars referring to me. He is a marketing genius. The hype that he created around Piggy Bank caused

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him to break history again. It's not a real beef. He had a plan. He set out to do something, and he more than did it. He executed the s**t out of that s**t. I got the utmost respect for everybody until you disrespect me. He didn't really disrespect me. This game is very political. He pays the bills at Interscope and I gotta respect that. It's the art of war. At no time are you ever going to hear me get mad about this."

Fat Joe insists that the situation is nothing more than entertainment, "I have no problems with 50 Cent. Me and my entourage don't pack heat. This is entertainment. 50 Cent is selling tons of sneakers, tons of records. He's rich. He lives in the suburbs of Connecticut. He's not looking to kill Fat Joe; Fat Joe's not looking to kill him"