

## Hip Hop Album Review - Joe Serious 'Serious Business

Written by Gza ID2918

Tuesday, 08 August 2006 06:52 -

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If you're a fan of Chicano / Latino hip hop and rap and hip hop / rap in general, than you won't be disappointed by this release from hip hop artist; LA rapper Joe Serious.

The production was on point on almost all the tracks. It had a variety of beats, from slow and smooth, to dark and gritty. Joe's lyrics were average at times, but other times he really shined on the different styles of beats.

I haven't listened to much Chicano/Latin hip hop over the years, but I'm definitely gonna start checkin' it out after hearing this album. There always seems to be a thought in people's mind that Chicano rap has to sound a certain way, but this album proves that wrong, and you won't be disappointed.

Album review score – On a scale of 1 – 10 Joe Serious 'Serious Business' receives a 7.

Break down of tracks – by Gza

It's Time to Check "Em

I didn't know what to expect from Joe Serious on this album. I've never heard him before, but right from the start the album kicks off with a nice smooth beat that pulls you into the album. You get a taste for what Joe sounds like, and it's a nice intro to grab the listener for the tracks to come

Time to Get Paid

From the upbeat intro, this track does a 180 and goes straight into the streets. The beat is a simple bass drum and clap, and helps convey the straight to the point attitude in Joe's lyrics. Joe has shown right from the start that he can do both smooth and gangsta and still feel

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comfortable with both. Many rappers don't have this trait, and it's what separates a average rapper from a star.

### Rhymes of Fury

You can't help but to bounce your head when this track comes on. A deep string helps bring the fury out in this track, and Joe fills it with lyrics and emotion to match.

### Spittin" Bullets

A decent track, but Joe's lyrics didn't stand out to me, but it's a nice track overall. I've become more and more aware of rappers these days, because there are so many rappers who don't bring anything new to the game, but Joe definitely shines on other tracks, this track just wasn't standing out lyrically to me.

### Serious Times

This track has a nice light beat. Sara blesses the track with a nice hook. This is definitely a track to just kick back to at a bar-b-q or whatever you like.

### West Coast Camp-Paign

This track has a nice G style beat that LA has been trademarked with from time to time. Joe lets everyone know the west coast is back, and to get down or bow down. Filled with energy, this track will catch your ear, and you won't be able to turn away: - west west yall.

### Serious Business

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This is 1 of my favorite tracks on the album. It's not that it's a stand out track, but I love the laid back gangsta sound this track has. The beat has a bit of abstract, smooth, gangsta all wrapped up into one package. I can't explain it, but you'll be taken to your own place when you listen to this track.

King of the west

Although i don't speak Spanish, the intro and chorus sound good, lol. Joe shows his dominant style and his lyrics on this track. Joe goes hard on this track, and keeps it west coast with LA closely represented in his lyrics.

Love to Hate Me

I tried to get a feel for this track, but it never grew on me. The beat is a little repetitive, and the chorus sounded a little off key to me. Others may prefer this style, but I couldn't get into it.

Groove Gateway

This tracks samples a classic, which always makes for a hit when mixed right. They did a nice job with the sample, but I've heard a few better mix's with the same one. Joe definitely shines on this style of beat, where he can ride the melody and not keep the tone so flat. Old or young, you'll be sure to enjoy this track.

I'm Doin it Big

I've heard a couple tracks like this, but i've never been a fan of it. The beat is in between tempos, and it sounds like Joe struggled a little to match the beat. If it was slowed down a little I think it would sound a lot better, but again this may be a sound that you like.

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### Gangsters Playground

A nice bass line provides the background for Joe to close the album out. To me this track was a portrayal of heaven and hell, the lyrics and beat made this vision seem like a reality when you hear it. I feel it was a great track to close the album out with, kind of reminiscing on the 'Life Joe lives' and the life afterwards.

Gza gives the album a 7 out of 10 review.

You can get Joe Serious 'Serious Business' at the following locations –

[www.NorwalkRecords.com](http://www.NorwalkRecords.com) (562) 863-6681 Richard Sneed or Direct at Cisco Music Group [ww.CiscoMusic.com](http://www.CiscoMusic.com)  
(818) 678-1688 Richard Sanchez or at Joe Serious MySpace at [www.MYSPACE.COM/BIGJOESERIOUS](http://www.MYSPACE.COM/BIGJOESERIOUS)

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