

Debut Album Coming from Rising Hip Hop Star Termanology

Written by Robert ID4279

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Massachusetts-bred, New York-based hip hop rapper Termanology is putting the finishing touches on his official debut album *Politics As Usual*. One of this year's most anticipated hip hop albums, it drops Fall 2008 through a joint venture between Terms own ST. Records and indie powerhouse Nature Sounds.

The record also features a who's who of hip hop production royalty, with DJ Premier, Hi-Tek, Pete Rock, The Alchemist, Havoc, Buckwild, Nottz and Large Professor providing tracks.

Growing up in the streets of the post-industrial, predominantly Latino city of Lawrence, MA, the half-white, half-Puerto Rican hip hop MC transitioned from silly freestyles at age nine to full-fledged records by 15. Constantly traveling between Boston and New York to pursue his music business dream, he released his first 12-inch in 2002. Through his alliance with influential mixtape DJ (and fellow Massachusetts native) Statik Selektah, Term began earning the respect of Boston's hip hop scene with several highly acclaimed 12" singles.

At the onset of 2006, Term caught his big break when legendary hip hop producer DJ Premier, whom he met three years earlier, finally blessed him with one of his signature, scratch-laden beats. "Watch How It Go Down" instantly became an underground hip hop classic and Termanology appeared on hip-hop's international radar. The conscious hood anthem garnered the earnest MC tons of praise, landing him in *The Source's* "Unsigned Hype" and *XXL's* "Show and Prove" columns.

Since then, Termanology has quickly climbed the industry ranks with his *Hood Politics* mixtape series and continued collaborations with DJ Premier and other big name producers. Term's

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hard work resulted in a joint venture deal with EMI-distributed label Nature Sounds, which he signed in late 2007. "I decided to go the indy route to have total control of everything related to my project," Term explains.

"Term has a unique desire for the culture because he touches the issues that i can relate to as a TRUE HIP HOP HEAD. His flows are nice, and he stays creative with his subject matter...he even speaks for me and not every new MC comin" up can do that" says DJ Premier

Nature Sounds is quickly becoming the indy home for classic hip hop. During the last couple of years the label has released projects by several artists that include hip hop cult icon MF DOOM, Wu-Tang's Masta Killa (Made In Brooklyn), the debut album from Havoc of Mobb Deep (The Kush), most recently, Pete Rock's latest (NY's Finest).

For more info on Termanology & ST. Records visit www.myspace.com/therealtermanology and www.stdasquad.com

For more info on Nature Sounds visit www.nature-sounds.net