

## Hip-Hop from the ATL from Yung Joc

Written by Robert ID2315

Saturday, 04 February 2006 11:31 -

---

Cornbread fed and breed right in the "A". Atlanta native hip-hop MC Yung Joc is a new comer to the rap game but has the persona of an established rapper. His new hit single "It's Going Down" is banging on the airwaves all over Atlanta and is shakin' up the hip-hop scene.

Hip-hop artist Joc was a troubled child that grew up on the South and the West side of Atlanta. He was passed between family members his entire childhood. Despite his rough early years Joc was a creative child that was very inspired by music.

At the age of 10 he wanted to emulate the rap artists of the time. He was drawn to the lyrics regarding pain, passion, and determination in songs by the likes of hip-hop notables as Slick Rick, Dana Dane, Run DMC, Ice-T and others.

Over the years Joc has been apart of several underground rap groups. He has learned that quality is better than quantity. He will work on one song until he feels it is right. This hip-hop MC intends on setting a new pace in the industry. He wants to revitalize the game not change it.

Yung Joc's entrance into Atlanta's music mainstream was brought to fruition by "Block" aka Russell Spencer of Block Enterprises. He is the founder of Boyz N Da Hood who are signed to Bad Boy South. Joc is the first rap artist on "Block's" label "Block Enterprises".

Even though he is a product of the streets growing up with his back against the wall Joc remains inspired by his love of music. His level of aspiration and determination is ever present. He believes there is no room for error. "You have to plan your work and work your plan", says Yung Joc.

Check out Yung Joc's "It's Going Down" and make up your own mind. His debut album 'New Joc City' is to hit the streets and the stores this summer.

"It's Goin" Down" - Yung Joc (explicit audio)

## Hip-Hop from the ATL from Yung Joc

Written by Robert ID2315

Saturday, 04 February 2006 11:31 -

---

real - [http://streamos.atlrec.com/real/atlantic/yungjoc/itsgoindown\\_main.ram](http://streamos.atlrec.com/real/atlantic/yungjoc/itsgoindown_main.ram)

win - [http://streamos.atlrec.com/wmedia/atlantic/yungjoc/itsgoindown\\_main.wax](http://streamos.atlrec.com/wmedia/atlantic/yungjoc/itsgoindown_main.wax)

"It's Goin" Down" - Yung Joc (clean audio)

real - [http://streamos.atlrec.com/real/atlantic/yungjoc/itsgoindown\\_clean.ram](http://streamos.atlrec.com/real/atlantic/yungjoc/itsgoindown_clean.ram)

win - [http://streamos.atlrec.com/wmedia/atlantic/yungjoc/itsgoindown\\_clean.wax](http://streamos.atlrec.com/wmedia/atlantic/yungjoc/itsgoindown_clean.wax)