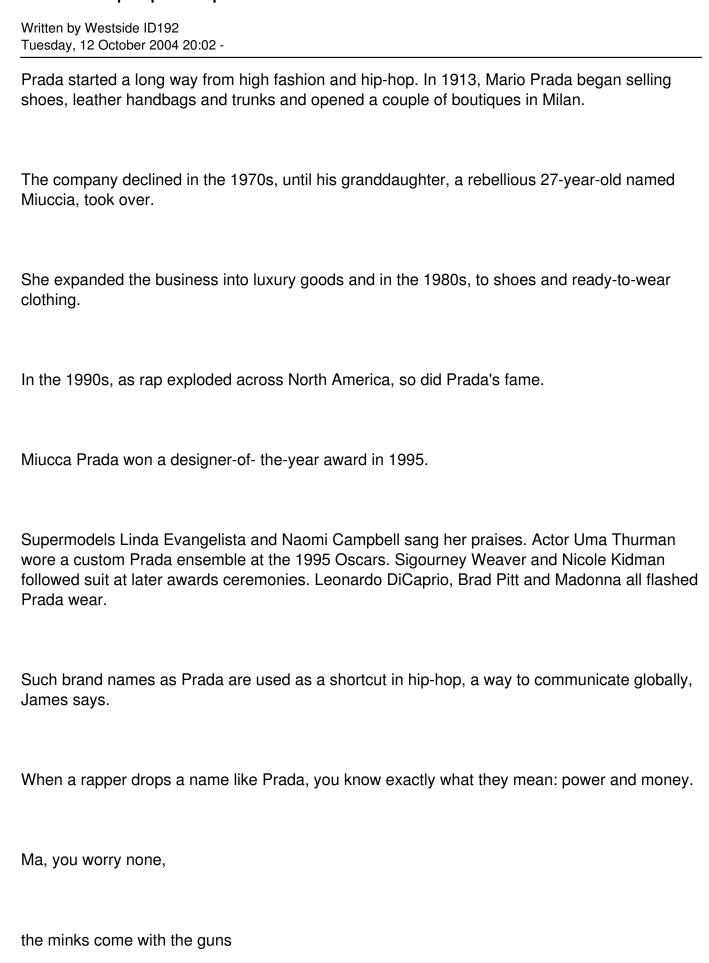
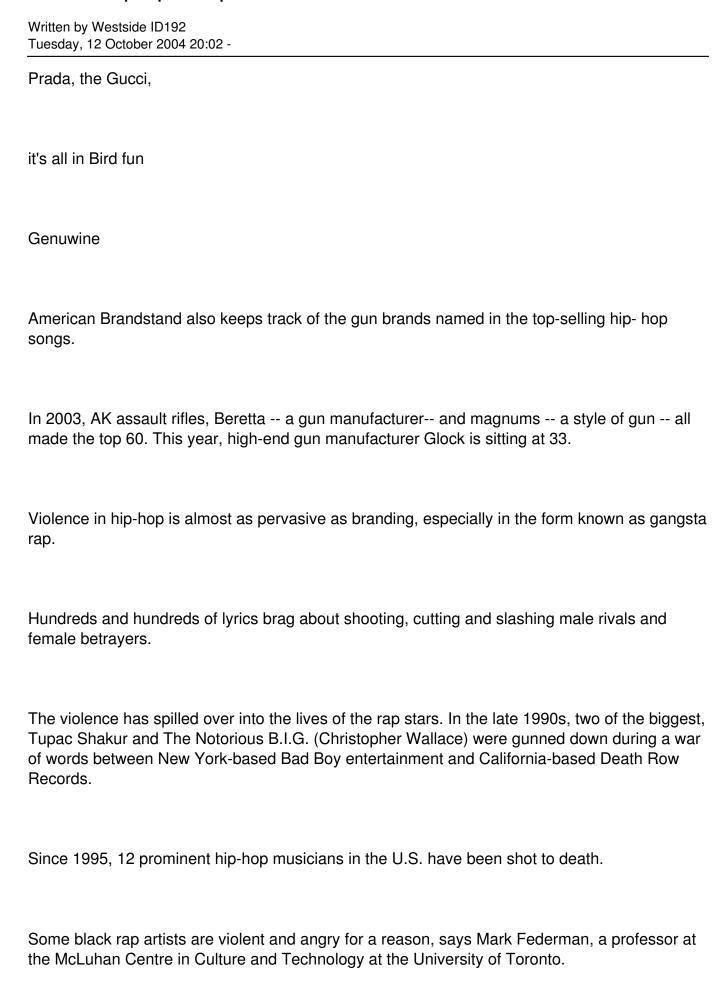


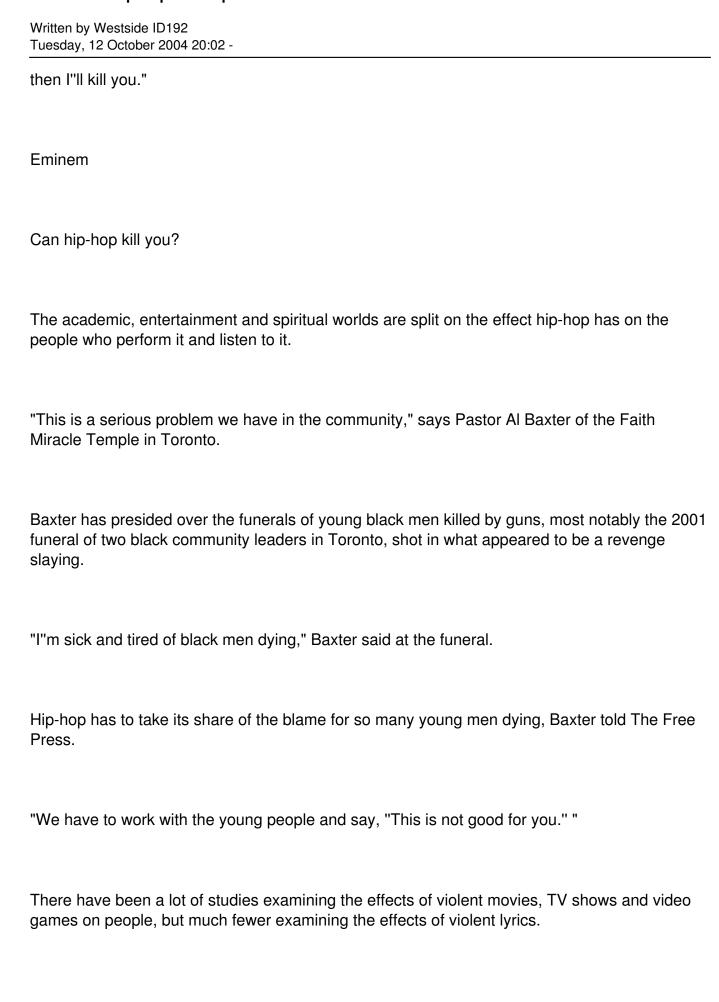
50 Cent

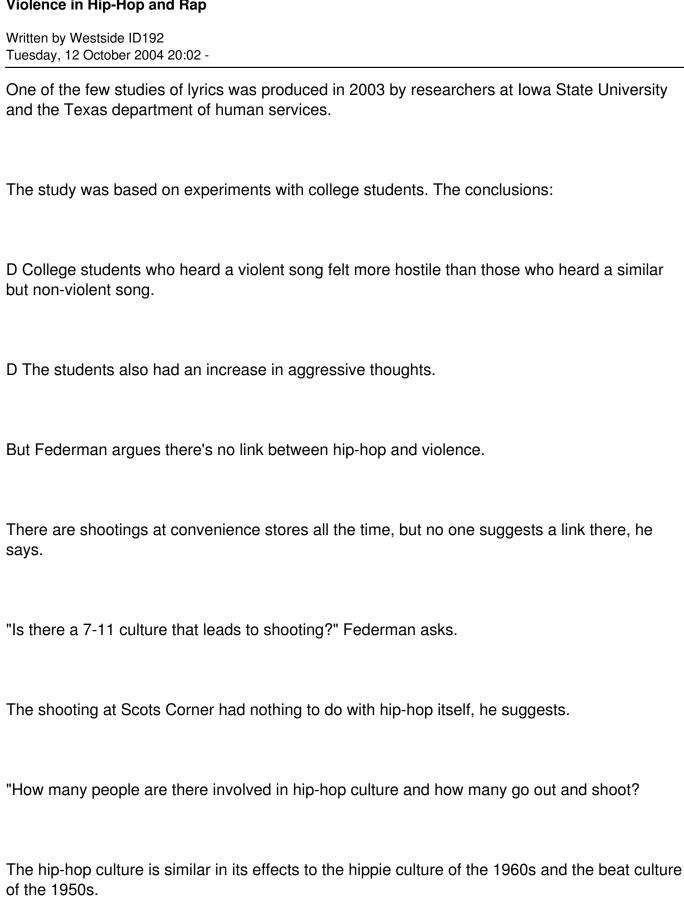
Written by Westside ID192 Tuesday, 12 October 2004 20:02 -Hip-hop is pretty much related to status. Hip-hop is about where you grew up and what you achieved and what you have around you," says Lucian James, head of marketing consultants Agenda Inc. James helps corporations understand how to use and enhance their popularity among young buyers. He's set up a website called American Brandstand, devoted to tracking the brands named in the Billboard Top 20 singles chart. The more times a brand gets mentioned in a Top 20 song, the more points it gets. In 2003, there were 84 brands mentioned in the Billboard Top 20. Only one song with brands was not hip-hop or R and B. No. 6 on the list? Prada shoes, thanks largely to notorious rapper 50 Cent's song P.I.M.P and Genuwine's Hell Yeah. "Now shorty, she in the club, she dancing for dollars She got a thing for that Gucci, that Fendi, that Prada."





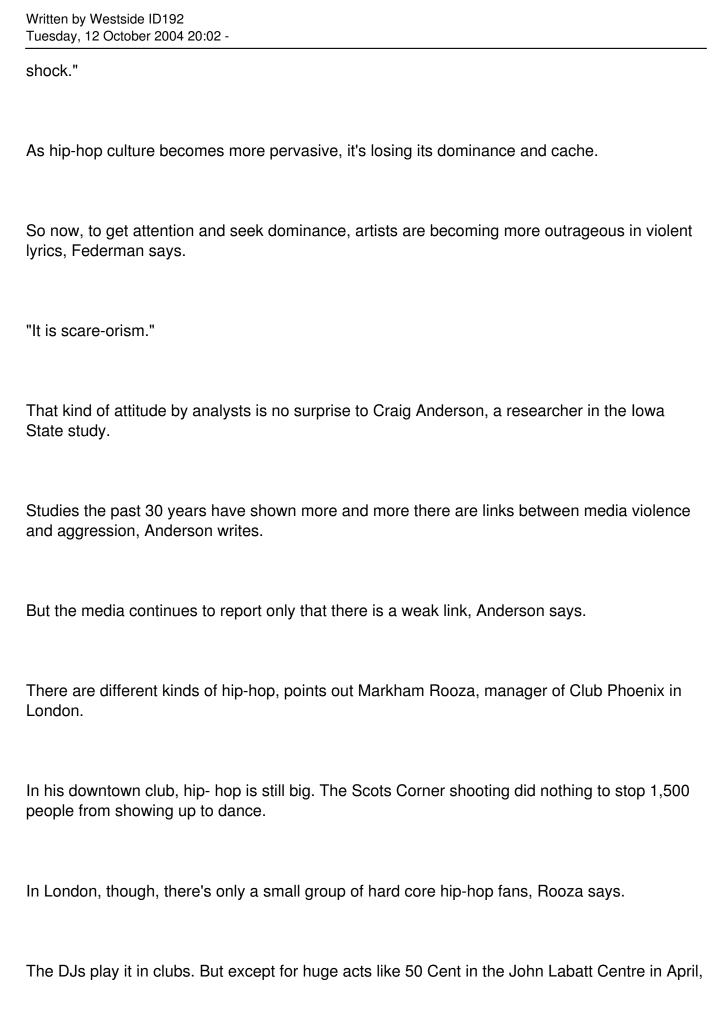
Written by Westside ID192 Tuesday, 12 October 2004 20:02 -"Is it surprising they would have this anger, given that 150 years after slavery, we still have this huge class division between affluent and poor urban areas? It was a natural emergence of anger and frustration of urban black America." Gangsta rappers themselves walk that line between denying the music advocates killing and bragging that they are real killers. "A lot of people think that . . . what I say on records or what I talk about on a record, that I actually do in real life or that I believe in it Or if I say that, I wanna kill somebody, that . . . I'm actually gonna do it or that I believe in it Well, shit . . if you believe that

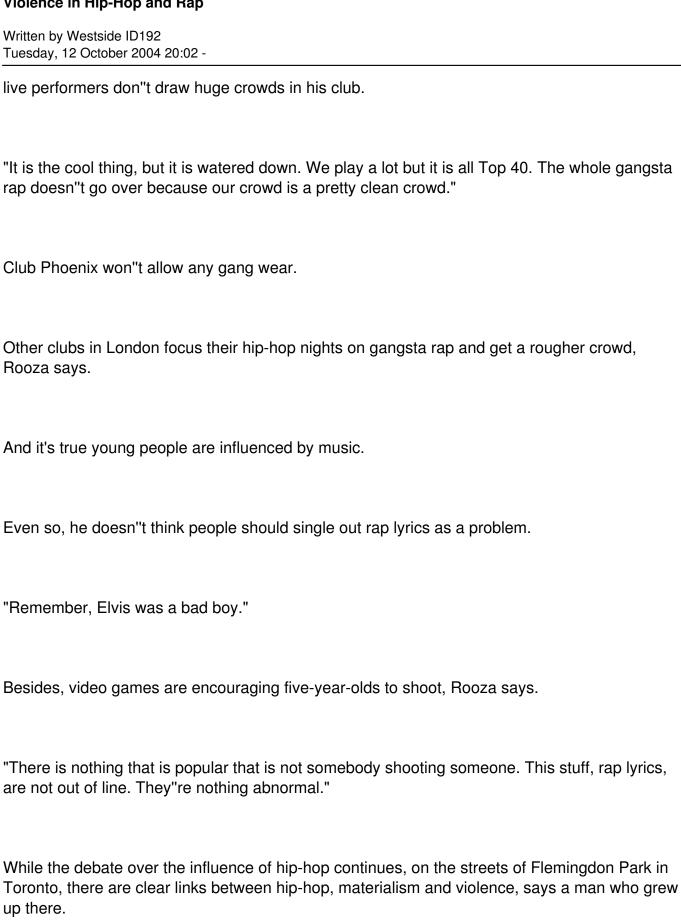




"I can remember how shocked and outraged people were with The Beatles. And these were four guys with neat haircuts and suits and ties. There is always rebellion, there is always

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"In many ways these young men take for granted they are not going to see 30," says Andrew

Written by Westside ID192 Tuesday, 12 October 2004 20:02 -

Faiz, a film documentary maker who knew Tobi Johnson.

Faiz met Johnson while making a series of radio and film documentaries about the rough neighbourhood.

Johnson called himself Toba Chung and was part of a hip- hop/reggae crew called Guilty Crime Productions.

"He and his friends want to make it in the music industry and they have some talent for the music but they have no life skill," Faiz says.

"So they get into this underworld of dealing and things like that."

Whatever they made on drugs -- \$1,000 to \$2,000 a month -- they put into producing demos.

And to buy the things that are supposed to symbolize success and power.

"The bling bling. How absolutely absurd is it that the people who are at the bottom financial rung of society covet \$100 to \$200 shoes," Faiz says.

If the rest of us can"t understand why anyone would get into a shootout over shoes, men raised like Johnson and Allen would, Faiz says.

Many young men in neighbourhoods like Flemingdon Park in the east end of Toronto, Regent Park in the south, Jane and Finch in the north and the Jungle in the west end have no jobs, no careers and no clear path to getting a home, looking after their wives or making sure their children thrive.

Written by Westside ID192 Tuesday, 12 October 2004 20:02 -

What they have is pride.

"Shoes are a metaphor, who I am," Faiz says.

Stepping on shoes, he says, is enough to kill somebody.

Source: LondonFP