

The History and Evolution of Hip-Hop Music: From Cultural Root to Global Dominance

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Abstract. Hip-hop, which developed in New York City's Bronx, emerged as a cultural response to racial segregation and social injustice among African Americans. This culture quickly became a global phenomenon, with everyone eager to learn about and participate in it. The Hip-hop tree began to spread out into other fields, such as music and fashion. During this time, several notable personalities who shaped this culture emerged. Rapper Kendrick Lamar, for example, tackled racism and social justice in his music, and his lyrics echoed numerous government and societal issues. Furthermore, the study emphasizes Hip-hop's creative significance, concentrating on the meaning of lyrics as well as how they are employed in criminal trials. It delves deeply into the significance of sampling methodologies and the underlying purpose of using the sample. Hip-hop's transformation from an American subculture to a major global force is stunning; its role grows as the culture gets more broadly distributed.

Keywords: Hip-hop, fashion, Kendrick Lamar, Lyrics, sampling

1. Introduction

Hip-hop can be characterized as a musical genre, a cultural movement, or even a spirit that exists within people's hearts. It began in the 1970s Bronx as a voice for African American and Latino communities, expressing opposition to social injustice and marginalization. It has evolved into a global phenomenon thanks to the efforts and inventiveness of countless artists. Hip-hop now has an impact on language, dress, and identity, in addition to music. Its global growth has resulted in numerous local variations that retain its core themes of struggle, individuality, and self-expression. Hip-hop's interaction with many cultures raises critical problems regarding authenticity, cultural appropriation, and hybridization. This research investigates the historical evolution and global transmission of Hip-hop culture, with a special emphasis on how it is received and modified in various cultural contexts. The article investigates how Hip-hop retains its basic spirit while adapting to new social and cultural surroundings, using textual and visual analysis as well as case studies of significant artists and regional scenes. The goal of this study is to figure out how Hip-hop grew from a local countercultural movement to a global form of cultural expression, and what this metamorphosis indicates about cultural interchange, identity, and globalization.

2. Birth of Hip-hop and its expansion

Hip-hop originated in the Bronx, New York City, during the 1970s. At the time, America's entire society was biased in favor of white people, while African Americans and black people had faced racial segregation and slurs. Hip-hop originated among African Americans for a variety of reasons, the most of which were entertainment-related, such as block parties and street culture. As shown, "Rap music, the musical manifestation of hip hop culture, has become a vital component of youth culture around the world [1]. The performances within the globally prominent subgenre of (U.S.) commercial rap are entwined with Black American culture and manifestations of a certain kind of Black masculinity, despite the fact that rap musicians are diverse in terms of gender, nationality, and race [2]. In the 1970s, African diasporic communities in underprivileged areas of New York City produced rap music, which evolved within the framework of a largely male business [3]. But as the culture grew larger and were brought up to a more and more people, its purposes expanded.

2.1. Critical figures in the industry

As more black artists began to share their thoughts on the culture in which they live, most of which were negative. Their music contains themes such as racial struggles, identity, and personal reflections of the musicians. They moan about current conditions, and some even demonstrate for their demands. Kendrick Lamar, Killer Mike, Jcole, and other black artists excel at doing these things. Kendrick Lamar is one of history's most accomplished and amazing artists. "In this instance, Kendrick Lamar, another gifted musician, was headed straight out of Compton. He got signed by Dr. Dre's Ruthless Records and is heavily influenced by the NWA. As a result, he included several songs about gangsters in his second album, *Good Kid, M.A.A.D City*. such as *m.A.A.d city*. Nonetheless, after he saw the struggles of African Americans these years, he cannot help but think about the future of African Americans and the rights movements. Three years later, he released his third album, which is considered as the "blackest" album of all time: *To Pimp a Butterfly*." [4,5]. The CD had a significant impact on the neighborhood and possibly the black community as a whole. This time, the fine chorus, "We gon' be alright," has largely taken on the role as the movement's catchphrase [3]. In contrast to N.W.A., Kendrick Lamar's rhymes express anger more through speech and poetry. In the 1980s and 1990s, he focused on racism instead of only police brutality. His compositions progressively delve into the causes of past acts of violence and attempt to address them in a more "activism"-oriented manner. Furthermore, it wasn't until 2020 that Kendrick Lamar's other important concept of self-reflection became widely accepted. Many people initially condemned Kendrick's attitude when the album was released. Stereo The Blacker the Berry, for example, was characterized by Williams as "a great song derailed by a misguided intention [6]." However, Kendrick's ideas were once more uncovered in 2020, when BLM reached still another high. People stopped using violence and began to think back on earlier "movements." Like his predecessor twenty years prior, Kendrick Lamar spearheaded yet another advancement in the Black rights movement." [5]. His accomplishments not only had a significant impact on the whole industry but also added a stroke of ink onto the history of the black community.

2.2. Commercialization of Hip-hop and it becoming mainstream

As Hip-hop gained popularity and exposure, additional branches of other businesses began to emerge on the infrastructure. Fashion (street labels such as Supreme) and technology (headphone brands such as Beats) have grown in popularity as people in the United States have become more

accepting of hip-hop. Hip-hop musicians now make money from their talent in a variety of ways. The most popular way for artists to make money is through song sales and streaming. The majority of hip-hop musicians' income comes from platforms like Spotify and Apple Music. Furthermore, as musicians achieve enough influence from their listeners and fans, they begin to collaborate with brands or even launch their own brands. From this point forward, artists become the main attraction for their own or collaboratively designed products. "Celebrity endorsers' positive ripple effects are crucial to the personality of luxury brands. It has not yet been fully explored, though, to what degree unexpected or even somewhat inconsistent endorsements could either enhance a luxury brand's personality by bringing attention to previously unconsidered aspects of the brand or undermine an already-existing luxury brand personality. For example, the luxury market is increasingly selecting rap musicians as the new faces of their well-known companies, and customers seem to respond favorably to these seemingly incompatible partnerships. In light of this, we offer findings from two trials that examine how urban rap musicians affect important aspects of premium brand coolness and personality. Our findings provide important managerial as well as theoretical insights – typically for luxury brands that regularly need to expand their brand personality dimensions in order to capture more consumers and remain attractive for new and younger consumer groups." [7]. Some well-known partnerships include Drake with Nike's NOCTA brand, Travis Scott with McDonald's, and Kanye West's previous Yeezy collaboration with Adidas. Recently, as hip-hop culture has been exposed to the younger population, corporate sponsorships such as festivals (rolling loud) have gained popularity. These kind of events not only give entertainment, but also promote culture and create revenue.

3. Hip-hop being globalized

Hip-hop at first was only popular in the US, since this is where it emerged from. People outside America may even haven't heard of this term before. What really first brought Hip-hop overseas were films from Hollywood. In the 1980s, movies like "Beat Street" and "Boyz n the Hood" that showed the Hip-hop culture worldwide. In quick succession, record companies also did their jobs by signing international distribution deals, which pushed artists like Tupac, Notorious B.I.G., and later Eminem into the global market. Where as 2000s-present, the digital revolution pushed the culture even further towards international. Platforms such as YouTube and Spotify made the music and culture more accessible for people. This laid the foundation of grassroots movements of countries all over the world. Countries such as U.k, France, China all developed their unique style of Hip-hop whether they used their own language or unique way of making music. "Despite being "a set of cultural practices rooted in multicultural urban neighborhoods throughout the U.S." at first, hip hop's popularity and commercial appeal have expanded throughout the world, and analyses of the music streaming service Spotify show that it is by far the most popular genre worldwide [8]. As a result, hip hop has become a multicultural, international phenomenon that encompasses a variety of activities such as dance, music (rapping/MCing), DJing, and graffiti. Today's youth use hip hop to create pluralistic, hybrid identities all over the world [8]. Hip hop does, in fact, incorporate the language of such global connectedness; the term "cypher" describes events where people perform musically or physically together to influence the culture. In the context of breakdancing, it is a technique where performers take turns performing and showcasing their skills with a group of onlookers gathered in a circle. The worldwide cypher has expanded in the current digital era due to the online sharing of music and performances." [4]. The term global cypher mentioned several times also indicates why the cultural could be spread successfully overseas.

4. The art value of Hip-hop

Hip-hop music isn't just music, it is more than just music. It stands for a multidimensional cultural forces. These forces combined together forms the art of Hip-hop. The art of Hip-hop can be depicted by many things such as lyrics, visual arts (pictures or background the artist wants to show the audience through their concerts or music). But throughout the Hip-hop music history sampling can be described as the most classic way of depicting their art of music. "Samples, which are prerecorded acoustic performances that are then used in new songs, serve as some of the melodic notes and capture processes of differentiation in rap music. Samples of rap's musical score reveal patterns of differentiation among musical groups. Rappers use certain samples to set themselves apart from other musicians and make comparisons to them. Rappers establish musical ties with members of their artistic community in this way. Therefore, by using the connections between the artworks themselves, an analysis of the patterns of specific samples in rap songs illustrates an art universe." [3]. However, some artists depict their art in a foolish way. Instead of writing something more profound, they write accomplishments that maybe a tool used against them in the future. For example, here "Researchers have been looking into potential explanations for racial inequities in the criminal justice system for decades. The use of rap lyrics written by defendants as evidence in criminal cases is one recent instance of a practice that might be a factor in persistent discrepancies. Rap lyrics are being used as confession evidence by prosecutors around the US to prove guilt. Scholars and others have voiced concerns about this technique, but they have rarely been investigated scientifically. This study starts to fill that gap. This study specifically looks at how people assess lyrics when they are presented in a trial setting and how they alter their assessments of the lyrics to bolster their conclusions. In order to reach a decision, participants had to independently and within the framework of a trial assess the evidence, including rap lyrics. The findings show that when rap lyrics are used as evidence in court, they are seen as interdependent with other pieces of evidence. Moreover, verdict influenced whether the lyrics were interpreted as a confession, and this effect was greater for participants who thought the defendant was guilty, even though assessments of the lyrics did not predict verdicts of guilt. These results add to our knowledge of racial inequities in the criminal justice system and demonstrate how incorporating rap lyrics may disproportionately benefit prosecutors." [3]. Also "Rap music policing in England is a developing field of study. The topic has gained more public attention than ever before thanks to well-known movements like Art Not Evidence that oppose the "explosively[ly]" growing use of rap music as evidence in courtrooms. This article, however, focuses on rap policing, which is described as the strategies employed by the police to "monitor, gatekeep, and censor sound, lyrics, and performance to suppress rap creativity," with only a passing mention of rap prosecution." [6]. These lyrics used to brag and establish guilt made evidence of the bad things they did.

5. Analysis of music elements in Hip-hop

What makes Hip-hop not just an entertainment for people is how its artistic values lies beneath. It shows innovation and cultural impact in the lyrics of the music. Great rappers like Nas, MF DOOM, and Kendrick Lamar all use metaphors, alliterations to elevate lyrics into literal art or real social issues. They also produce songs that have the effect of telling stories, stories that either are real life experiences or made up ones but also reflect social problems. One great rapper that does this is Kendrick Lamar. "Lamar's fifth studio album in five years, "Mr. Morale & the Big Steppers," was released in May 2022. Nine tracks on each side of the dual album comprised its eighteen tracks (Sisario.2). According to some commentators, the binary album represents either "Mr. Morale" or

"the Big Steppers," with the former being Lamar's ideal self and ego and the latter representing his desire to gain even greater recognition, renown, and reputation. The "Big Steppers" id's sexual drives might also represent his skillful avoidance of psychological distress or internal strife. Lamar invites listeners to interpret his most recent song compilations in their own ways, offering a variety of potential interpretations.. Rap music has historically drawn criticism for its objectification of women's bodies, celebration of violence, and use of profanity. Rappers have been using their music as a way to handle uncomfortable emotions and show vulnerability in a more recent trend. Lamar, who has long been regarded as a voice of a generation, is not new to using his musical talent and platform as a storyteller to make commentary on social issues and his turbulent upbringing in Compton, California. The album's themes—generational trauma, mental health stigma, LGBT+ discrimination, and health disparities—are reminiscent of headlines taken from any major news source today. These themes were further highlighted after the COVID pandemic. In the current era of a global pandemic that has lasted for more than two years and from which we are still dealing with worldwide effects, ongoing political party conflict, and structural oppression that disproportionately affects communities of color, 6 Lamaris back again to craft an immaculate commentary on con-temporary issues black and/or African-Americans face inthe United States whilst simultaneously serving as an emo-tional catharsis through music. In this manuscript, we aim to frame a popular, or pop culture, figure's art through a lens of behavioral health and further introspection. This is not dissimilar to previous works in this area of intrigue." [5].

6. Conclusion

A significant part of African American history and cultural identity is hip-hop. Hip-hop has continuously been a potent medium for narrative, creativity, and fostering community, from its beginnings as a form of expression and resistance to its current position as a worldwide phenomenon. It is an essential component of modern cultural history because of its dual functions as a kind of entertainment and a vehicle for communicating lived experiences. Hip-hop has taken center stage in conversations about young culture during the 1980s and 1990s, especially when it comes to identity construction and media influence. But the genre is not at that homogenous. A varied and dynamic environment that keeps reinventing itself in various cultural and social circumstances is represented by subgenres including conscious rap, trap, drill, cloud rap, and emo rap. Hip-hop is able to stay relevant to younger generations while staying deeply rooted in its history thanks to this ongoing evolution. Hip-hop is essentially a platform for underrepresented voices to be heard, even though controversy around specific lyrical themes has occasionally dominated public discourse. It has fought prejudice, promoted community togetherness, and offered chances for social and economic mobility. As a dynamic repository of defiance, ingenuity, and individuality, hip-hop persistently motivates youth and adults to interact with the world in a more critical and imaginative manner. Hip-hop's heritage, molded by innumerable artists and contributors, guarantees that it is an enduring force of empowerment as well as a cultural movement. Hip-hop is about turning suffering into power and using that strength to help others, as Kendrick Lamar stated in *To Pimp a Butterfly*. It serves as a reminder to maintain your humility while yet expressing yourself boldly.

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