

Hip Hop; an Emerging Youth Culture of Indian Society

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Abstract

The present study deals with emergence of hip hop as an independent youth culture of Indian society. The study talks about the analysis of hip hop/ rap music with respect to Indian culture. It further deals with the kind of impact and influence hip hop music has on Indian youth mind. The study reveals the social impact of this genre and talks about the social character and complexity of hip hop as a newly emerged social culture. This study has been conducted with broader scope and from variety of socio, political and economic perspectives. It also talks about the growth and nature of hip hop style in terms of Indian society. The study holds the independent view of rap music and its established patterns that is, life style. It will help in understanding the effects of hip hop/ rap music on the thought making process of Indian youth. It further deals with the social mobility and cultural assimilation, ultimately talking about the level of integration hip hop has in terms of Indian society.

Keywords: character, hip hop, rap music, nature, growth, society, youth, Indian culture, influence, impact, style, pattern, community, emergence, cultural heritage, development.

Introduction

Indian society has a history of adapting new cultures ever since it was unified. The Indian culture is well known for its diverse nature and complex character. The influence varies from time to time and region to region. As we say society is ever evolving and exhibit changes as soon as it comes under any sort of influence. What is hip hop? The term hip hop is used both for musical style and social movement. Basically, hip hop is not only a genre of music but also a set of system which is a combination of concepts, ideas formation, thought process, values learnt or expressed and things like that which is not limited to songs, poetry or clothing; it is beyond that and a vast concept that developed as a culture in itself. If we would try to trace the origin of hip hop style, it can be said that its origin is from Bronx in New York City. The emergence can be drawn from African American community; also Jamaican American and Latino American communities can be taken into consideration if we want to trace its origin as a culture. The popularity of hip hop can be seen globally and recognized worldwide especially after 1980s and 1990s. The origin of hip hop is still skeptical but little credit could be given to various artists and rappers and DJ Afrika Bambaataa is the first to describe hip hop; the term as a subculture. By drawing reference from Wikipedia, DJ Afrika Bambaataa outlined the five pillars of hip hop culture; MCing, breaking, graffiti writing, DJing and knowledge. To add more to hip hop, the elements like slang, beatboxing, and hip hop fashion are seen as a part of attempting hip hop. Furthermore, tagging, rapping, break dancing are artistic version of hip hop style. Hip hop nowadays is more a street gang competition and one-upsmanship that is developed as underground raw music style. The impact of hip hop can be seen worldwide and its relevance can be drawn from internet, social media platforms, movies, streetstyle culture and lifestyle. What is rapping? Basically, it is said to be a rhythmic style of throwing words that is, chanting or broadly a musical way of poetry with strong poetic essence in it. Who are rappers? They are said to be devotees to rap music with developed vocal technique and unique flow of chanting words; their flow is unique and even their way of rapping varies from person to person. This art form of music shows versatility and different thematic elements of musical genre. How it is said to be an emerging youth culture of Indian culture? India is heavily youth populated country and majority here can be seen consuming rap music these days. So we can say it has a wide influence on Indian society with having impact almost on every sphere of lifestyle; be it

clothing, language slang, musical genre, thought process, peer selection and things alike. This rhythmic speech style has now grown independently of other genres and represents a multi-billion dollar industry. We can probably say that the term hip hop music is used synonymously with the term RAP music. Another trend of this musical style is that artists involved tend to opt for a different name that is stage name; preferred by them as per their choice. When surveyed about hip hop as a music genre, youth answered that rap music provides a voice for an underrepresented group and connects communities around the world. Other benefits of rap music include expressing emotions, personal growth and ultimately promote individuality, also community empowerment. Artists involved use their music to raise social awareness and social causes like injustice, discrimination, struggles, live experiences, equality for all, peace and social stratification.

Case study of Ankit Singh Patyal/ IKKA

To understand the hip hop/ rap music in detail, let's take a case study of an artist who represents the Indian rap scenario and today is a well-known rap artist of hip hop industry; "Ankit Singh Patyal", who goes by a different stage name known as "IKKA". On being asked about his stage name he said, his nick name is Akki which when reversed we get Ikka, so he goes by this name. He said that he drew his inspiration from a global rap artist called EMINEM and when he first heard the song "lose yourself", he got amazed and that was his call. Ikka is a versatile artist and he writes his own songs. His raw, energetic and influential personality has earned good audience and each day his fan following is growing intense. He has also collaborated with many well-known artists of the industry and even performed in many Bollywood tracks. He debuted with the song "In the club" in Bollywood and from then it was no going back for him. He is a lyricist cum rapper that writes his own songs and created his own style of rapping independent of other artists. His flow that is chanting of words is very much unique and his voice can be easily recognized. He is extremely talented and he recently released his first own album named "I" which is basically a treasure for hip hop lovers and an amazing gift for hip hop industry. He says, album "I" is the product of his ideology means it's about himself. According to analysis of his music, his songs have more philosophical approach in it and his story telling style is really different than others. He is a dedicated artist and a true devotee of rap music which is now considered to be representing Indian hip hop internationally. Other than profession; he is also known for his kind and generous nature, he equally is a true support for other artists, many times seen supporting other young talents around. His vision for hip hop is truly futuristic and his contribution to Indian hip hop musical genre is commendable. His level of understanding about hip hop is well explained in his master piece of work that is, his album "I" and each song tells different story. By self-evaluating his music; I find that it is more a motivational collection of music which is inspiring, fresh piece of work and has great collaboration with faces of true Indian hip hop in it. His

optimistic vision, fighting spirit and forever smiling face is inspiring in its own way. His approach of life is simple and likes to keep a balance between his personal and professional life. The details mentioned above have been collected personally by interviewing IKKA and all referred sources are primary.

Conclusion

To conclude, hip hop genre is beyond a perfect description and truly don't need any introduction these days; be it Bollywood songs, independent artistic work, label songs, underground rap battles on social media has hip hop/ rap music content featuring in it and that's what is accepted by today's youth. The music industry is heavily into hip hop now and this genre is well established; perfectly differentiated; equally heard and applauded around the globe. Hip hop as a culture has been recognized and accepted worldwide and its influence can be noticed easily when we see devotees of rap style doing their stuff and representing rap culture in every way. Another contribution of rap/hip hop culture is the newly developed speaking style known as "slang". On interviewing youth about this genre, mostly answered that today's hip hop is more like a social movement that focuses on social issues, empowerment and elevating the suppressed communities. Hip hop is the reality of the real world with really free style of speaking slang and telling the mob about the meaning of existing dimension of world and ultimately motivating the crowd out there. People who can relate with it becomes the audience of this style and now hip hop is earning good amount and the artists involved makes living out of it; this means that now it has also emerged as a career opportunity for those who are blessed with rapping skills and later on get recognized as "rapper". Many of the terms used by youth in referring to other groups have changed significantly. This clearly shows a detail understanding of youth perceptions and their own developed perspective of life. Rap consumers have thoroughly adopted the hip hop cultural lifestyle and the Indian scenario of hip hop is extensively growing.

Importance

The study has been conducted through empirical observational approach and methods like interviews, survey techniques and questionnaire reveal the complex character of Indian society and explain the impact of hip hop on Indian youth. Society has always been comprehensive and complex in structure; it is only certain features like culture, association and sub groups helps in understanding the complex phenomenon of society. The present study tries to explain the developing and growing nature of rap music in Indian context. The nature of study is descriptive and the information gathered is through participant observation and also interviews. The noticeable concern in the study is the extreme influence of rap genre, its emergence as global culture and now Indianized youth culture. The study of Indian youth can also help state in terms of policy formation and also can give a different dimension in understanding the society holistically. As society is in the continuous process of change so it becomes necessary to analyze the current situation of Indian

youth with current trends which will provide us with up to date information. It further educates the society by giving them their voice and urges them to bring positive change in their respective communities.

Methodology

The research techniques used to conduct this study are observation, interview, survey and questionnaire. Both primary and secondary sources are taken into consideration.

Aim of the Study

The aim of this research is to throw light on the impact and influence of hip hop/rap music has on Indian youth in particular and Indian society in general. The purpose is to find the youth's level of integration with hip hop genre and its contribution in making of new youth culture that is, hip hop style.

Relevance of study conducted is as follows

1. To understand the nature and character of hip hop/ rap music as an independent genre.
2. To obtain the basic idea of cultural practices involved in hip hop culture.
3. To identify the concerns, approach involved in hip hop music.
4. To understand the traditions and customs this will ultimately help in better understanding of hip hop as a culture on a broader level.
5. To acknowledge hip hop as a distinct culture and integrate it to enhance the cultural heritage of the society.
6. To study the level of integration of hip hop/ rap music among the youth of India.
7. To understand the role and financial success of hip hop music industry.
8. To understand the ability of rap music to unify and empower neglected communities.
9. To understand how hip hop promotes healthy development and prevents problem.
10. To analyze how hip hop influence and control youth mental health.
11. To analyze the role of rap music in society and its therapeutic benefits.
12. To understand how rap music provides the realistic view of life.
13. How rap/ hip hop emerged as a popular genre of music and now a prevalent culture of Indian society.

Review of literature

The present study deals with hip hop genre and involves case study of an artist "ikka", who is well known personality of Bollywood and Indian rap. The research paper is an analysis of early hip hop origin as an independent culture and now independent genre of music; even its state of being. The information obtained about hip hop and artist involved research methods like interview, observation, survey. It is conducted to investigate about the influence and impact of rap music on Indian youth. The sources for the literature review included newspaper article,

magazines, books, interviews, music songs, artists involved. The review focused on two fundamental areas; first, if given opportunity anyone can achieve whatever he/she wishes for and second, determination is the key with a blend of hard work. The above study is descriptive design that explains the evolution of hip hop genre as a social culture of society in India. It further explains the character of hip hop within its social arrangement. It is basically an insight on how hip hop emerged and now being the most followed cultural movement among the youth of Indian society. The referred sources are primary sources majorly and all the information obtained is first handed with holistic book view.

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