

1



1



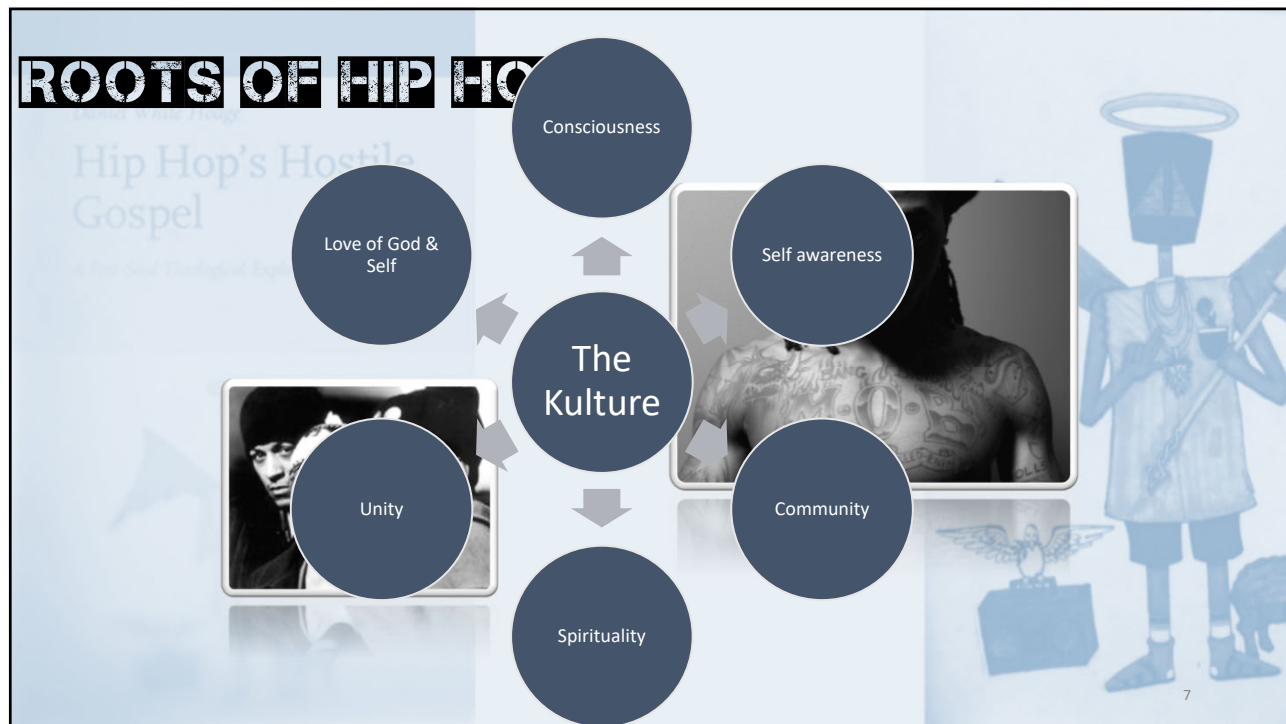
3





5





7

HIP HOP IS...

Hip Hop is an urban sub-culture that seeks to express a **life-style, attitude, and/or urban individuality**. Hip Hop at its core—not the commercialization and commodity it has become in certain respects—**rejects** dominant forms of culture and society and seeks to increase a social consciousness along with a racial/ethnic pride. Thus, Hip Hop uses ***rap music, dance, music production, MCing, and allegory*** as vehicles to send and fund its message of social, cultural, and political **resistance** to dominate structures of norms

RAP...

- Rap is the main medium of the Hip-Hop culture that brings definition, value, understanding and appreciation to the social isolation, economic hardship, political demoralization and cultural exploitation endured by most ghetto & poor White communities.

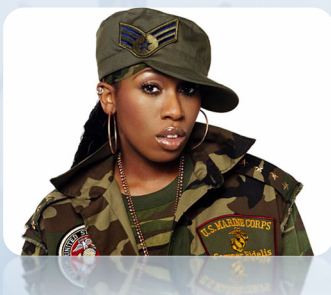


9

9

Rap (Continued)

Thus, rap is the musical expression that compliments the oral communication of its culture. Rap also captures and esteems the ghetto poor existence as valid and real to all people of color, including many poor Whites. Rap brings the revenue, which fuels the culture and its message.



10



11



POST-CIVIL RIGHTS?

- A generation raised in the ruins of the Reagan-crack-cocaine era
- A generation raised in the womb of media culture
- A generation raised in the ambiguity of morals, ethics, & social values
- A generation raised during one of the greatest shifts in Christian faith
- A generation raised in a post 9/11 America
- A generation raised on technology as normality & identity
- A generation raised on efficiency, calculability, control, & effectiveness as social normality and ways of doing life
- A generation raised with likes & follows
- A generation raised to organize & critically think
- A generation seeking Jesus unfiltered & raw; not religion

13

Hip Hop's Historical Connection to Social Movements

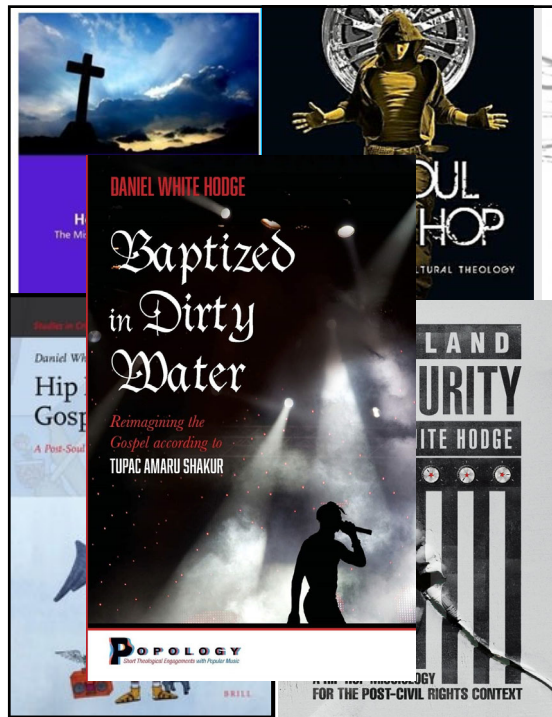
- **The Black prophetic traditions**
 - Slave protest
 - Praise & protest
 - Preaching dissent
- **Critical, radical social observations**
 - Strong critique of oppression in slavery through song & prose:
 - “Nobody knows”
 - “This Train Is Bound For Glory”
 - “Gospel Train Is Coming”
- **Hip Hop follows in this rich tradition of protest & praise**

Concluding thoughts

- A post-soul space for theological development
- Rejection of religionism
- Development of a theology that is contextual & ethnic-minority inclusive
- The intersections of the sacred, secular, & profane are where God resides; the best theology is done there
- Rejection of institutions & systemic approach's to God
- An approach to the Hip Hop Jesuz



15




Daniel White Hodge

Professor of Intercultural Communication

dan@whitehodge.com

www.whitehodge.com

whitehodgepodcasts.com

 @danwhitehodge

PROFANE
faith
podcast

For Booking information contact Dr. Hodge
at dan@whitehodge.com | Copyright 2018
Intellectual Material to White Hodge
Services