

Hip-hop and media

Some people think that hip-hop is like electricity and can be used both positively and negatively. But media have decided for the second one. I will try to explain why that is so when hip-hop is spreading all over the world, retaining on this strictly on Macedonia.

If you want to write about one culture, in this case about hip-hop culture, you should be introduced to its development. Otherwise how you will explain its future, how you will describe the present or which issues will you raise about its future. But, in Macedonia we almost don't have music literature and critique.

We live in time where politics is taking over 80 % of the media with a lot of affairs in the political parties. The existence of the media is animated by one instinct –bigger sail on the market and the understanding of politics like a field of endlessly initialization of the themes supposes good profit. On the other side hip-hop culture in Macedonia has no strength to ensure enlargement of popularity of the media above all because the number of hip-hop followers is not small, but most of them are in it only partly, only when hip-hop parties or some other manifestations are being organized. This means that if there is not a big interest for hip-hop, then it could not be dedicated bigger attention in media. It's not enough dullness in the right purpose is the most important cause and that is why it's not often represented in media.

In absence of the real idea for hip-hop media on their on way are interpreting its influences in the world, and that's how we can find out if some rapper in alcoholic situation has shouted on the Grammy Awards, that someone else was a drug dealer before he was popular, not showing in what kind of places they were born.

In lack of information and qualified musical journalists these kinds of performances for hip-hop for a long time will find place in media generating stereotypes that it is an aggressive and violent, to say the least, rebellious culture(the phrase culture is rarely mentioned when we talk about hip-hop).

The concepts hip- hop culture and rap music is considered like one of the same kind of appearance.

Hip hoppers are being censured in Macedonian media because of the explicit lyrics and are being given a nickname for their appropriate behavior, and we sad before that in our country they became from the richer areas and theirs education is on a higher level.

Despite of their polite behavior they don't get space in the media. Why?

We can find the answer in the fact that hip-hop is not enough well organized like a culture. Spread through all towns in Macedonia, in all parts of Skopje, her leaders are young people who belong from different social societies, traditional or liberal families, from more ethnical groups...All that is very hard in situation when social and ethnical differences are too big for people from different backgrounds (I mean, no matter how small is Macedonia, she is still multicultural country) to organize themselves. That is one of the consequences that commercialization of one culture, separation between hip hoppers and their mutual impatience and impossibility of them to organize themselves bring.

Introducing of hip-hop has remained on low levels when it's a question of our country. But, how much Macedonian hip-hop scene is developed? Who are heir's representative's: members of some social council, students or high schools, corrupted politicians or honest people, some constructive workers or potential investors in business projects, or unemployed ones...? Media should not be accused. If people who take place in hip-hop don't take everything in their own hands, than no one else would do that for them.

There comes another question. Is medium presentation a betrayal? No, it's not. If there weren't media, hip-hop in these moment will be known concept only in some black ghettos in the USA.

Political orientation

Hip hop contains more dimensions: inwards, ideological, esthetical... but when it's a question of political dimension (it's platform is coming true at first through political rap), we can justify hip hop's entry in this political dimension like a try for more efficient lobbying for realization of the purposes his members have tendency for. With their awakening that all the paths leads to politics, but the ideas and projects just with verbal can't be concretized objections towards authority, it's becoming clear that the simplest way of realization of self purposes is infiltration in it.

However in Macedonia, the young hip hoppers besides their entering in the authority don't manage to take the opportunity of their knowledge in this area. That is tragic in the situation when political parties in their agendas have holes when we talk about the themes which are related to establishing on the young people identity.

So we can ask the question: do we really have a productive soil for existence of political hip-hop culture here in Macedonian society.

The experts should be present everywhere and they should talk with the young people, to transmit the message and to familiar with their problems so they can realize their solutions through institutions. But does the state cover events regarding some other areas except pop culture? But are the nongovernmental organizations trying to do that (to support some cultural project which refers to sub cultural events and to mortgage for theirs existence)? No!!The paradox is that just they are trying for bigger civilian rights and more liberal social politics, but the same demands of hip-hop culture, are neutralizing not taking bigger attention on them.

Big loss is that the institutions don't take for serious these new movements, forgetting the fact that exactly they are the carriers of new social order that is imported from West.

Productive soil exists for certainty, but the weakness to influence over her on the political system generates disinterestedness on this area.

Hip-hop is elastic culture. Political pretension is not a new experience – we already have that in the USA, and it's undertaking into politics is being taken from European countries. But the question is when it will arrive in Macedonia? Does the political system needs to be reformed on some defined level to be able to include something else in self that does not have the necessity to have the terming "political". In our country politics puts her fingers in the other spheres of the society doing politics of them, but out Macedonia putting the politics in nonpolitical situations is so certain that is depoliticize the politics itself including elements of all areas – economy, sport, hip hoppers, social workers, and so on.

That's why is getting harder hip-hop to be in practice here in situation when only popular projects are being supported and controlled by the authority.