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## Origin of Bay Area Hip Hop

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# ORIGINS OF BAY AREA HIP-HOP

Alexandra Schumacher

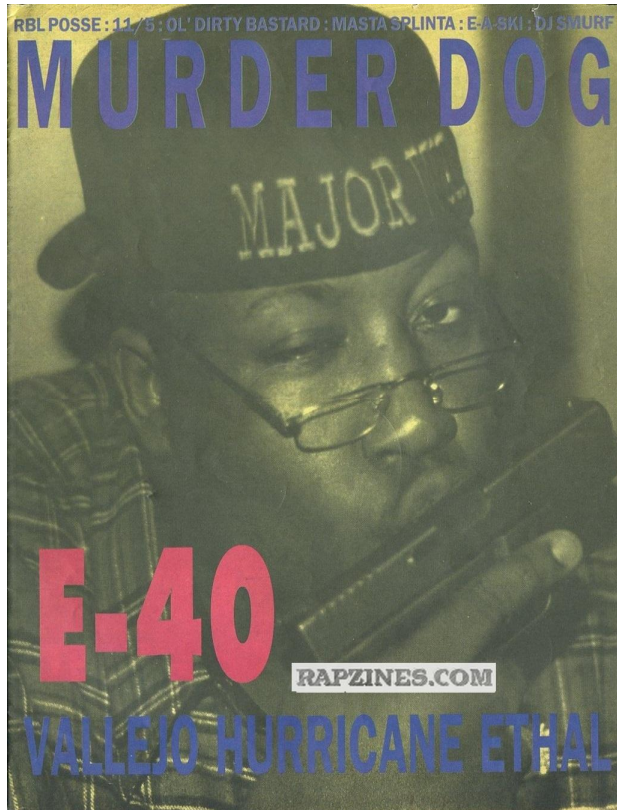
Dominican University of California

Advisor: Dr. Jordan Lieser

# ABSTRACT

At the present, there is minimal scholarly research on the origin story of Bay Area hip-hop to compliment the various articles and books by hip-hop experts and artists. The consensus that emerges from the existing secondary literature is that hip-hop originated on the East Coast and later emerged on the West Coast with its own unique style. These accounts, while well documented, only include a few mainstream figures and styles related to the Los Angeles hip-hop scene. Looking past mainstream hip-hop, this study pieces together the origins of Bay Area hip-hop through both mainstream and underground key figures of the West Coast such as E-40, Too \$hort, and Keak Da Sneak, and how it shaped present day Bay Area hip-hop culture. The study will incorporate previously unused primary sources such as local magazines and interviews of Bay Area hip-hop DJs to create a more comprehensive understanding of Bay Area hip-hop's creation and development.

# SOURCES



- The Source
- Murder Dog
- Interviews
- Books:

Jeff Chang: Can't Stop Won't Stop: A History of the Hip-Hop Generation.

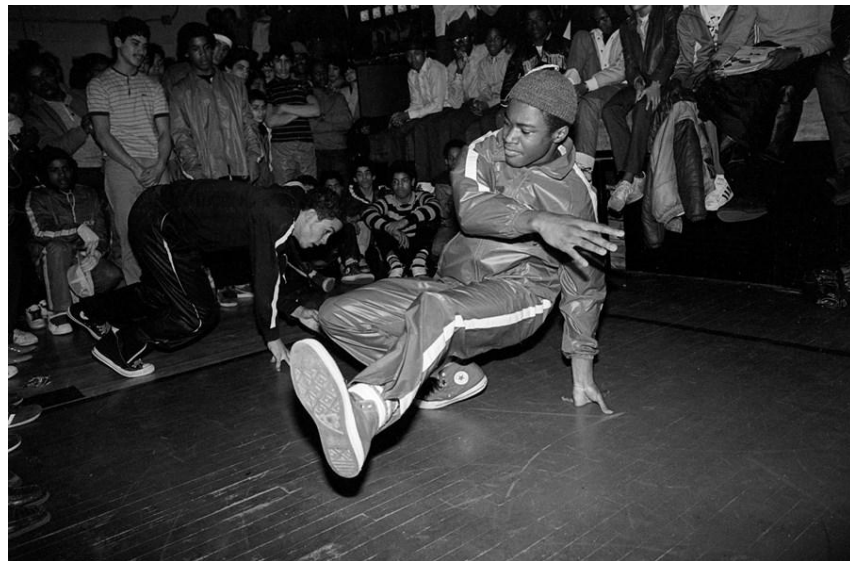
Mickey Hess: Hip hop in America: a regional guide.

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# INTRODUCTION

- What is hip-hop?
- What are the different regions?
- What is the problem with the Bronx origin story?

# WHAT IS HIP-HOP?



# WHAT ARE THE DIFFERENT REGIONS?



# PROBLEM WITH THE BRONX ORIGIN STORY?

“The danger in overwriting the histories of other cities’ contributions is that if hip hop historians agree that hip hop in its purest form is 1973 Bronx hip hop, then the hip hop created in other areas comes to look like a symptom of commercialism rather than a part of hip hop’s original culture, or a localized form of that culture.”

Hess, Mickey. Hip hop in America: a regional guide. Santa Barbara, California : Greenwood Press, 2010.

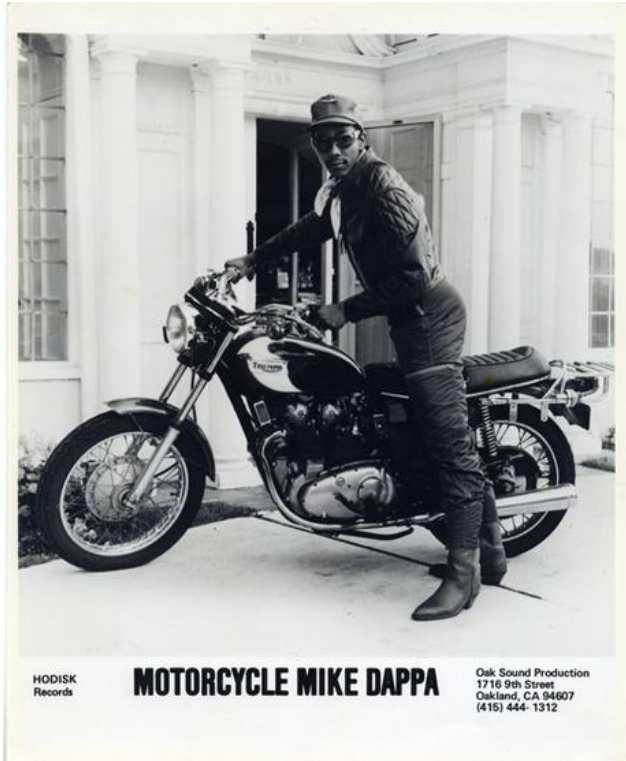


# WEST COAST: BAY AREA



- 1973-1985: “True School” and Foundations
  - 1985-1989: New Era of Hip-Hop
  - 1989-1997: West Coast Outshines the East Coast
  - 1998-2006: Hyphy Movement
-

# “TRUE SCHOOL” & FOUNDATIONS



- East Coast heavy
- Breakbeat, Scratch, Sampling
- Naming and elements
- Motorcycle Mike



# NEW ERA OF HIP-HOP

- Golden Era of Hip-Hop
- Regional conflicts
- MC Hammer + Digital Underground
- Hugh EMC, Too \$hort, The Click
- Mac Dre, Romper Room

# WEST COAST OUTSHINES THE EAST COAST



NWA 1990, Compton.

- “LA is gangsters, the Bay is hustlers”
  - East v Coast rivalry
  - Alternative, conscious
  - Souls of Mischief, Common, The Coup
-

- Hip-Hop is everywhere
- “A way of life”
- Energy, slang, sideshows
- Mac Dre’s death 2004
- E-40: Tell Me When to Go (2006)



# HYPHY

# MOVEMENT

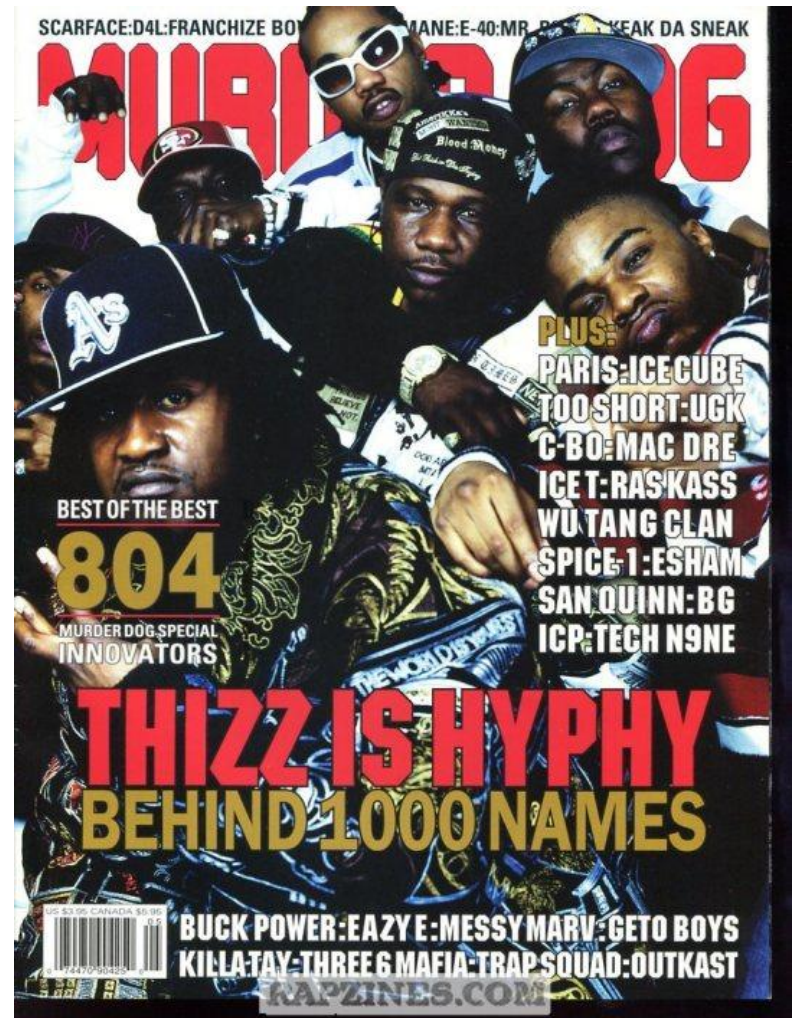


“A way of life”

Energy

Slang: thizz, stupid, go  
dumb, ghost ride

Sideshow



# CONCLUSION

- 1) Development
- 2) Successful in their own style
- 3) Overlooked by LA leads to independent labels
- 4) Independent labels for success and cultural identity

\*leads to no overwriting of the Bay Area but rather an insertion to the hip-hop history\*

**QUESTIONS?**