The Apex of Black Music & Social Media

By Trevor W. Coleman II

At the end of a decade, and approaching a new, the dominating presence of hip hop and R&B is operating on a new foundation — social media.

The influence an artist has on pop culture and music quality almost always coincides with the artist’s presence on social media.

When looking back at the songs that will form the popular music of the 2010 decade, such as Drake’s 2016 single Hotline Bling, or this year’s Old Town Road, these songs can’t be mentioned without noting their respective memes and the social media campaigns that fueled those songs for months after their releases. The unification of social media and hip hop music is the source of influence in which established and emerging artists benefit. The wave of hip hop that emerged from the music sharing website SoundCloud 12 years ago has evolved into a counterculture that displays its influence on pop music throughout 2019.

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By Stacy M. Brown

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The music business can be brutal on artists and couples who are grounded, in touch with reality and are conscious of self-knowledge and pride,” Mitchell added. “In particular, when you watched Beyoncé’s Super Bowl performance a few years ago, she paid tribute to the Black Panthers while performing her new hit ‘Formation.’ Their costumes and choreographed dance routine, which included red in the air, was a visual expression of self-knowledge and pride,” Mitchell added. “It was equally apparent in Jay-Z’s lyrical as in the song ‘Story of O.J.’ Where else do you have two people who are more than just artists, who can transcend power, you have the making of a successful partnership and marriage,” he said.

According to medium.com, the average divorce rate of Hollywood celebrity marriages is 52 percent, slightly higher than that of the general public. The length of celebrity marriages can be as short as hours, while the average is around six years, the website reported.

That Jay-Z and Beyoncé have lasted that time and are still going strong, doesn’t exactly surprise experts who’ve followed their careers and relationship.

Dr. Phil McGraw, a Beverly Hills family and relationship psychotherapist and regular expert child psychologist on CBS-TV’s “The Doctors,” said it’s no secret power couple has encountered big bumps in the road, but it’s their ability to stay strong and manage those challenges that’s the real secret.

At a Met Gala event in 2014, cameraman caught Solange Knowles getting into a heated argument with Jay-Z as Beyoncé watched quietly. Later, it was revealed that Solange confronted her brother-in-law over cheating rumors, it was reported. “Today, it seems, they are doing better than ever and are parents to a 7-year-old daughter and two-year-old twins.” stated. “Today, it seems, they are doing better than ever and are parents to a 7-year-old daughter and two-year-old twins.”

“The critical key is that they hang in there as a family,” McGraw said. “The couple is committed to each other and the couple ship,” Wallis stated. “Today, it seems, they are doing better than ever and are parents to a 7-year-old daughter and two-year-old twins.”
Black Music & Social Media

From page C-1

contemporary music through coarse and unconventional rapping, low sound qual-
ity, spare production, and controversial subject matter. This music and the social medi-

a presence of the major artists that emerged from it have had a lasting effect on the evolution of the genre throughout this decade.

When it comes to the careers of ar-
tists who have had a long-time impact on popular culture, social media becomes a safegaurd that continuously reproduces the image of these artists by focusing on their personal opinions, business endeavors, and everyday life. We have seen how this both increases public perception towards an artist and their work as well as decreases the public’s perception of the artist as an “artist” but instead as a public figure.

The presence of Kanye West in the past five years has been just as controversial as any other period of his fame, but the difference is the impact of the music that he has released since 2016. After Life of Pablo, the accolades for Kanye’s 2018 album Ye and this year’s Jesus is King have been fewer than ever before.

The base of his influence in hip hop is fueled by his legacy built from the string of classic albums he has released since 2004, his ongoing presence on social media, and his fashion line. Throughout this year Kanye has posted snippets of his Sunday Service project, weekly performances of Kanye leading an ensemble of musicians and a gospel choir with his Ensoniq sam-
pler in various locations around southern California. These concerts led up to the October release of Jesus is King to mixed reviews which further established his place as more of a current social media influence than the musical vanguard he began at the start of the previous decade.

The rise of social media in the early 2000s has now established itself as the main platform hip hop artists use for a closer connection to their fan base and a public receptor of their work.

As the 2020s approach us, we are ex-
itling this decade with a new apparatus of creative expression.

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