

JAY-Z: IN THA' MIX



JAY-Z: IN THA' MIX CREDIT HOURS

Leta Hendricks

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Classroom - Room 150A Thompson Library

Class Meeting - Fridays - 1:30 - 2:18 p.m. January 11 - April 19, 2013

Office Hours - Tuesday - 9:00 - 11:00 a.m. and by appointment

WEB Site -

Twitter -

Second Life- [Hip Hop Underground http://slurl.com/secondlife/Cybrary%20City%20II/77/198/8](http://slurl.com/secondlife/Cybrary%20City%20II/77/198/8)

SYLLABUS

COURSE DESCRIPTION

JAY-Z is an entrepreneurial phenomenon of the last the twenty years. This seminar examines JAY-Z from different perspectives as an artist and as a businessman. The seminar will discuss perspectives and beliefs about rap music and popular culture. JAY-Z is currently one of the most influential iconic figures of Global Pop Culture. His music embodies the quintessentially "African American" genre of music, we will study his musical roots, trace the development of his career and connect JAY-Z with his culture. An analysis of his business empire will include his drug-marked youth, musical achievements, and urban-informed business savvy. The Seminar will discuss his lyrics and their meanings which reveal JAY-Z's art and life. JAY-Z heavily borrows from American musical and literary traditions through an examination of select recordings, autobiography, film, essays and criticism, this Seminar will provide students the opportunity to discover the significance of JAY-Z's contributions to lyric writing, popular music, and beyond.

The following resources will facilitate students learning development by using multiple content formats. DJ Hero will engage students through gameplay, simulating DJ turntablism (mixing styles and techniques) connecting gaming activities to assignments, discussions, and projects on JAY-Z and current Rap artists. Assorted book formats and iTunes media provide a cumulative digital experience for the student's knowledge taxonomy including: creating, reading, listening, note-taking, sharing, and self-exploration. Seminar materials will help students to create and coordinate diverse media activities; construct personal content and complete assignments.

JAY-Z DECODED

JAY-Z: IN THE MIX

COURSE OBJECTIVES

Upon the course's completion, students should:

- Find, identify, and evaluate information resources.
- Understand the value of using multiple media formats in learning.
- Identify JAY-Z's contributions to community, culture, and commerce.
- Appreciate the lives, careers, and influences of significant rap artists.
- Recognize Rap Music as an art and business.

METHODS OF INSTRUCTION

The following methods of instruction will be used:

- Assigned Readings
- Digital Media
- Discussions
- Droppin' Beats
- Short Essay
- Subject Projects

COURSE MANAGEMENT

Academic Misconduct

It is the responsibility of the Committee on Academic Misconduct to investigate or establish procedures for the investigation of all reported cases of student academic misconduct. The term "academic misconduct" includes all forms of student academic misconduct wherever committed; illustrated by, but not limited to, cases of plagiarism and dishonest practices in connection with examinations. As obligated by university rules (Faculty Rule 3335-5-487), the instructor will report all instances of alleged academic misconduct to the committee. For additional information, see the Code of Student Conduct (http://studentaffairs.osu.edu/resource_csc.asp).

Disability Services

Students with disabilities that have been certified by the Office for Disability Services will be appropriately accommodated, and should inform the instructor as soon as possible of their needs. 614 – 292 – 3307, TDD 614 – 292 – 0901 (<http://www.ods.ohiostate.edu/>).

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COURSE MANAGEMENT (CONTINUED)

OSU Counseling and Consultation Service (CCS)

Free counseling services are available to help undergraduate and graduate students and their spouses/partners to address personal, academic, and career concerns. 614 - 292 - 5766 (<http://ccs-server.ccs.ohio-state.edu/>).

Statement on Diversity

The Ohio State University affirms the importance and value of diversity in the University Community. Our programs and curricula reflect our multicultural society and global economy and seek to provide opportunities for students to learn more about persons who are different from them. Discrimination against any individual based upon protected status, which is defined as age, color, disability, gender identity or expression, national origin, race, religion, sex, sexual orientation, or veteran status, is prohibited.

Copyright and Fair Use

Fair use allows limited use of copyrighted material without permission from the copyright holder for purposes such as criticism, parody, news reporting, research and scholarship, and teaching. Educational institutions and governmental agencies are also authorized by a separate copyright statute to publicly display and perform others' works in the course of face-to-face teaching activities, and to a lesser degree, in digital distance education. These rights are described in Sections 110 (1) and (2), respectively, of the Copyright Act. (http://www.law.cornell.edu/uscode/html/uscode17/usc_sec_17_00000110----000-.html) More information about the recent expansion of Section 110(2)'s rights for digital distance education may be found in The TEACH Act (<http://www.utsystem.edu/ogc/intellectualproperty/teachact.htm>).

RESOURCES

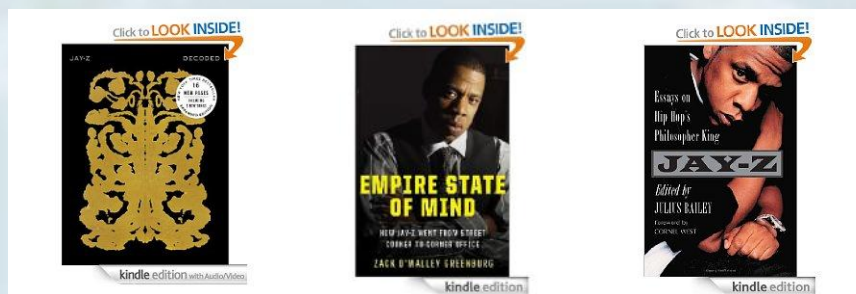
•Readings

JAY-Z. *Decoded*. New York: Spiegel & Grau, 2010. [Kindle Enhanced Edition]

Bailey, Julius. *JAY-Z: Essays on Hip Hop's Philosopher King*. Jefferson, NC: McFarland, 2011. [Kindle Edition]

Greenburg, Zack O. M. *Empire State of Mind: How JAY-Z Went from Street Corner to Corner Office*. New York: Portfolio/Penguin, 2011. [Kindle Edition]

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RESOURCES (CONTINUED)

•Seminar Folder

- Syllabus
- Student Information Sheet
- Guide to Library Resources and Services
- Digital Media Guide
- Elements of an MC
- Rap Elements
- Rap Poetry 101
- Researcher Compendium

• Library Resources

All Music Guide to Hip-Hop

Free online music resource containing data on music: genres, artists, productions and ratings. Available online at Online AMG• All Music (<http://www.allmusic.com/>)

Price, Emmett G. **Hip Hop Culture**. Santa Barbara: ABC- CLIO, 2006.

All inclusive reference resource on the history of Hip Hop culture including: fashion, language, lifestyle, business, and music. (<http://library.ohio-state.edu/record=b6202128~S7>)

Oxford Music Online

Major music reference database providing online access to "Encyclopedia of Popular Music," "Grove Music Online," "The Oxford Companion to Music," and "The Oxford Dictionary of Music." (<http://library.ohio-state.edu/record=e1000282~S7>)

African-American Experience

Valuable ethnic database containing resources on the life, culture and history of African-Americans. Database features some audio content including interviews and music. (<http://library.ohio-state.edu/record=e1000722~S7>)

Oxford African American Studies Center

Comprehensive collection of scholarship focused on the lives and events which have shaped African-American and Africana history and culture. (<http://library.ohio-state.edu/record=b6251211~S7>)

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RESOURCES (CONTINUED)

• **Library Resources**

OhioLINK Electronic Book Center

The Book Center contains full-text materials on all subjects, including encyclopedias, handbooks, textbooks, and guides. (<http://ebooks.ohiolink.edu/ebc-home/>)

Pop Culture Universe: Icons, Idols, Ideas

Interdisciplinary resource covering major events and trends in popular culture from the 1900s to the present with accompanying primary sources, course and individual research guides, images, and vetted links. (<http://library.ohio-state.edu/record=e1001252~S7>)

Google Scholar

Google Scholar provides free citation access to scholarly research including seamless access to CIC, OSU, and OhioLINK digital resources. (<http://scholar.google.com/>)

• **Social Media**

Jay-Z | Myspace

Jay-Z's Official Music Profile Page.
www.myspace.com/jayz

Life + Times

Jay-Z's Official lifestyle guide to music, culture, fashion, and sports.
lifeandtimes.com/

JAY-Z's Channel

JAY-Z's Official YouTube Videos.
www.youtube.com/user/jayz

Jay-Z | Facebook

JAY-Z's Official Fan Facebook Page.
www.facebook.com/JayZ

Jay-Z Spotify Playlists

JAY-Z Playlists on Spotify music site.
<http://sharemyplaylists.com/jay-z-s-career-in-60-songs>

JayZVEVO - YouTube

JAY-Z's Official VEVO Videos.
www.youtube.com/user/JayZ

JAY Z (@JayZ) on Twitter

JAY-Z's Official Twitter Page.
twitter.com/#!/jayz

Jay-Z - Last.fm

Free streaming audios, videos, concerts, statistics, and pictures music site.
www.last.fm/music/Jay-Z

Empire | Facebook

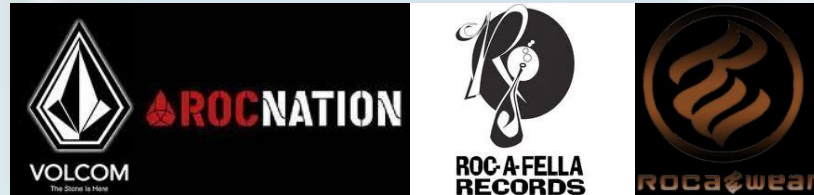
Game character rises from the Brooklyn Projects to global fame and fortune.
<http://apps.facebook.com/jayzempire/>

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Official Website of Roc Nation
 Official Roc Nation global entertainment company website.
rocnation.com/home/

Island Def Jam : Roc-A-Fella
 Official music label and artists pages.
www.islanddefjam.com/

Rocawear
 Rocawear Official fashion website.
www.rocawear.com/



ASSIGNMENTS (Subject to Change)

Week One: INTRODUCTION

Introduction to The Ohio State University Libraries

Video: Rap is Poetry

Discussion: Introductions

Week Two: SPIT READINGS

JAY-Z. Decoded:

| | | |
|---|---------------------|-----------|
| PART 1 | One Eye Open | 1 |
| The Revolutionary T-Shirt | | 20 |
| Public Service Announcement (The Black Album) | | 28 |
| American Dreamin' (American Gangster) | | 32 |
| Early This Morning (unreleased) | | 34 |
| Honor Among Predators | | 37 |
| Coming of Age (Reasonable Doubt) | | 44 |
| Coming of Age (Da Sequel) (Vol.2 ... Hard Knock Life) | | 48 |
| D'Evils (Reasonable Doubt) | | 50 |
| Negative Space | | 52 |
| 99 Problems (The Black Album) | | 60 |
| Ignorant Shit (American Gangster) | | 62 |

Discussion: Rap Elements

3-Minute Rapper: Reasonable Doubt/American Gangster



STUDIO RECORDINGS

Reasonable Doubt
-'96

In My Lifetime, Vol. 1 -'97

Vol. 2... Hard Knock Life - '98

Vol. 3... Life and Times of S. Carter
-'99

The Dynasty: Roc La Familia-'00

The Blueprint-'01

The Blueprint 2: The Gift & The Curse - '02



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Week Three: REMIX

READINGS

JAY-Z: Essays: 1. Jigga Speaks: 25

Empire State of Mind: 1. A Hard Knock Life 11

Discussion Board: Old School

Droppin' Beats: Grand Master Flash

ASSIGNMENTS (CONTINUED)

Week Four: DROPPIN' SCIENCE

The Three Rs

Connection Tools

Bibliographic Styles

Evaluation

Library Research

Library Catalogs

Full Text Resources

Research Management

Week Five: SPIT

READINGS

JAY-Z. Decoded:

PART 2 I Will Not Lose 64

Portrait of the Artist as a Young Star 91

Most Kings (unreleased) 98

Success (American Gangster) 102

Renegade (The Blueprint) 104

Can I Live? (Reasonable Doubt) 106

Ballin' and Falling 109

Fallin' (American Gangster) 116

Big Pimpin' (Vol. 3 ... Life and Times of S. Carter) 120

Streets is Watching (In My Lifetime, Vol. 1) 122

Beat the System Before It Beats You 127

Operation Corporate Takeover (Mix Tape Freestyle) 132

The Black Album-
'03

Kingdom Come-'06

American Gangster
- '07

The Blueprint 3-'09



GRAMMYS

'11 Best Rap
Performance

"Otis" JAY-Z &
Kanye West, artists

'10 Best Rap
Performance By A
Duo Or Group

"On To The Next
One" JAY-Z &
Swizz Beatz, artists

'10 Best Rap/Sung
Collaboration

"Empire State Of
Mind" Alicia Keys &
JAY-Z, artists

'09 Best Rap Solo
Performance

"D.O.A. (Death Of
Auto-Tune)"

'09 Best Rap/Sung
Collaboration

"Run This Town"
JAY-Z, Kanye West
& Rihanna, artists

'08 Best Rap
Performance By A
Duo Or Group

"Swagga Like Us"
JAY-Z, Kanye West,
Lil Wayne & T.I.,
artists

'04 Best Rap Solo
Performance

"99 Problems"

'03 Best R&B Song

"Crazy In Love"
Beyoncé Knowles,
JAY-Z & Rich
Harrison,
songwriters



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| | |
|---|------------|
| Moment of Clarity (The Black Album) | 134 |
| A Stern Discipline | 139 |
| Breathe Easy (Lyrical Exercise) (The Blueprint) | 144 |
| My 1st Song (The Black Album) | 148 |

Discussion: Tha' Streets
 3-Minute Rapper: The Black Album/ The Blueprint Vol. 3 ...

ASSIGNMENTS (CONTINUED)

Week Six: REMIX READINGS

| | |
|--------------------------------------|-----------|
| <u>Empire State of Mind:</u> | 31 |
| 2. The Roc-a-Fella Dynasty | |
| 3. Building a Notorious Brand | 51 |
| 6. Def Jam Takeover | 97 |

Discussion Board: Roc-a-Fella
 Droppin' Beats: Grandmaster Flash & The Furious Five feat. Melle Mel & Duke Bootee - "The Message"
 Afrika Bambaataa and The Soul Sonic Force - "Planet Rock"

Week Seven: REMIX READINGS

| | |
|--|------------|
| <u>JAY-Z: Essays:</u> | |
| 6. Zen and the Art of Transcending the Status Quo | 99 |
| 8. A Forty Million Slave's Moment of Clarity | 132 |

Discussion Board: Art vs. Money
 Droppin' Beats: Jay-Z feat. Pharrell - "Change Clothes" vs. 2Pac - "All Eyez on Me" and Vanilla Ice - "Ice Ice Baby" vs. MC Hammer - "U Can't Touch This"

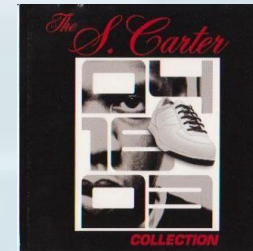
Week Eight: **In Tha' Mix.**
 Project #1 Presentations

'03 Best Rap/Sung Collaboration

"Crazy In Love" Beyoncé Knowles & JAY-Z, artists

'98 Best Rap Album

"Vol. 2...Hard Knock Life" JAY-Z, artist. Joe Quinde, engineer/mixer



TIMELINE

Born December 4, 1970 Shawn Corey Carter in Brooklyn, NY

1999 JAY-Z and DMX donate concert night profits to Columbine families and victims

2004 JAY-Z's bio-documentary "Fade to Black" is released

1986 JAY-Z joins "Hi Potent"

1999 JAY-Z arrested for the stabbing of Lance "Un" Rivera

2005 JAY-Z performs at the Live 8 Concerts

1995 JAY-Z drops first solo single "In My Lifetime"

1999 JAY-Z and Damon Dash create Rocawear Clothing

April 4, 2008 JAY-Z and Beyoncé get married

1996 JAY-Z, Damon Dash, and Kareem Burke start Roc-A-Fella Records

2001 JAY-Z sentenced to 3 years for stabbing Lance "Un" Rivera

2009 JAY-Z leaves Def Jam

1998 JAY-Z's

2004 JAY-Z

January 7, 2012

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**Week Nine: In Tha' Mix.
Project #1 Presentations**

**Week Ten: SPIT
READINGS**

JAY-Z. Decoded:
PART 3 Politics as Usual 150
White America 175
 Young Gifted and Black (S. Carter Collection) 184
 Hell Yeah (Pimp the System)
 (Revolutionary But Gangsta) 186

ASSIGNMENTS

**Week Ten: SPIT (CONTINUED)
READINGS**

JAY-Z. Decoded:
Ears Wide Open 189
 Beware (JAY-Z Remix) (Beware) 194
 Blue Magic (American Gangster) 198
Cautionary Tales 201
 This Life Forever (Black Gangster) 206
 Meet the Parents
 (The Blueprint 2: The Lift & the Curse) 210
 Where I'm From (In My Lifetime, Vol. 1) 212
Funeral Parade 217
 Minority Report (Kingdom Come) 224
 Dynasty (Intro) (The Dynasty: Roc La Familia) 228
 My President is Black (unreleased) 230

Discussion: Street Meets Wall Street
 3-Minute Rapper: Hell Yeah (Pimp the System)

**Week Eleven: REMIX
READINGS**

JAY-Z: Essays: 3. The Meeting with a President 52
 5. The Prodigal God and the Legacy 84

earliest music video appears in "Streets Is Watching"



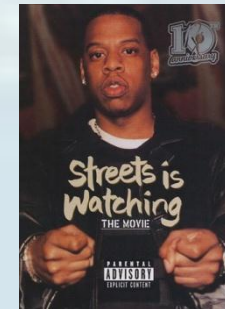
appointed Def Jam President

2004 JAY-Z removes R. Kelly from the "Unfinished Business Tour"

Born Baby Blue Ivy Carter



VIDEOGRAPHY



Streets Is Watching 1998

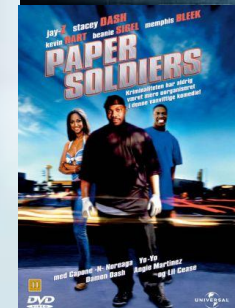


Backstage 2000

Paper Soldiers 2003

State Property 2002

Fade to Black



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Discussion Board: Transcending Rap

Droppin' Beats: Jay-Z - "Izzo (H.O.V.A.)" Vs. Jackson 5 - "I Want You Back"
 Droppin' Beats: Jay-Z - "Izzo (H.O.V.A.)" vs. Eminem - "My Name Is"

Week Twelve: SPIT

READINGS

JAY-Z. Decoded:

| | | |
|---------------|--|------------|
| PART 4 | Come and Get me | 232 |
| | The Voice in Your Head Is Right | 259 |
| | Regrets (Reasonable Doubt) | 264 |
| | This Can't Be Life (The Dynasty: Roc La Familia) | 270 |
| | Soon You'll Understand | |
| | (The Dynasty: Roc La Familia) | 272 |

ASSIGNMENTS

Week Twelve: SPIT (CONTINUED)

READINGS

JAY-Z. Decoded:

| | |
|--------------------------------|------------|
| Instant Karma | 275 |
| Beach Chair (Kingdom Come) | 282 |
| Lucifer (The Black Album) | 286 |
| Our Life | 290 |
| December 4th (The Black Album) | 298 |
| History (unreleased) | 304 |
| Epilogue | 307 |

| | | |
|-------------------------------------|-----------------------------------|------------|
| <u>Empire State of Mind:</u> | 5. Early Retirement | 83 |
| | 8. To Infinity-and Beyoncé | 135 |

Discussion: Retirement

3-Minute Rapper: Kanye and Kingdom Come

Week Thirteen: REMIX

READINGS

| | | |
|------------------------------|--------------------------------------|-----------|
| <u>JAY-Z: Essays:</u> | 7. Black Marketing Whiteness: | 17 |
|------------------------------|--------------------------------------|-----------|

| | | |
|-------------------------------------|--------------------------------|------------|
| <u>Empire State of Mind:</u> | 11. Reinventing The Roc | 185 |
| | 12. History and Beyond | 203 |

2004



DJ HERO RENEGADE: JAY-Z

"Ain't No N** "**
(featuring Foxy Brown)

"Where I'm From"

"Hard Knock Life
(Ghetto Anthem)"

"Jigga My N**"**
(featuring Ruff Ryders)

"I Just Wanna Love U
(Give it 2 Me)"

"Izzo (H.O.V.A.)"

"03' Bonnie & Clyde"
(featuring Beyoncé Knowles)



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Discussion Board: Beyoncé and Kanye
 Droppin' Beats: Jay-Z - "Excuse Me Miss" vs. Rick James - "Give It To Me" Jay-Z feat. Pharrell - "Change Clothes" vs. 2Pac - "All Eyez on Me"

Week Fourteen: THAT'S A WRAP

Special Guest Ms. Alicia Perkins
 "On to the Next One"

Discussion: Semiotics

Week Fifteen: IN THA' HOUSE Project #2 Due

Special Guest: TBA



"Dirt Off Your Shoulder"

"Show Me What You Got"

"Roc Boys
 (And the Winner Is...)"

"Brooklyn Go Hard
 (Featuring Santigold)"

"D.O.A.
 (Death of Auto Tune)"

ATTENDANCE POLICY

Class attendance and participation is crucial in the understanding of materials and concepts for this seminar. This is a discussion-based course and all students are expected to participate in discussions.

GRADING

1. Class Attendance is mandatory. **Absence Deductions -5%**
2. Class Participation. 10%
3. 3-Minute Rapper and Discussion Board 20%
4. Complete Project #1 based on discussions, readings, and library sources. 30%
4. Complete Project #2 scholarly resource annotations. 40%

Course Grading: Satisfactory/ Unsatisfactory (Satisfactory = 80%).

Please check the Course Calendar within CARMEN (available from the seminar home page) for assignment due dates.

ACTIVITIES

| | | |
|--------------------------|---|---------------------|
| Discussion: | Demonstrate knowledge of assigned readings through class participation. | Every Class Session |
| Discussion Board: | Analyze Rap Music Culture theories. | Remix Friday |
| 3-Minute Rapper: | Explain JAY-Z's lyrical ideas, concepts, and aesthetics. | Spit Friday |

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Droppin' Beats:

Group activity to interact and collaborate with a key object in Rap Music.

Remix Class Session



ACTIVITIES (CONTINUED)

Project #1

The first project is an oral presentation (rapper flow down) comparing the aesthetics and flow of JAY-Z vs. a significant rap artist or group.

The Project #1 will demonstrate your understanding of JAY-Z's MCing style: you should aim to find the best resources (representations) on your subject.

The oral presentation must contain:

1. At least ten minutes length.
2. Discussion on the research process.
3. Oral report should include a written bibliography of at least five resources.
4. The citations should be in correct MLA citation format.
5. The sources chosen should be, overall, appropriate to the subject: relevant, timely, and authoritative.

Project #2

The final project is an annotated bibliography due at the last class session. The bibliography continues Project #1 topic.

The bibliography will demonstrate your research skills: you should aim to find the best research on your topic. Any reader should be able to use your bibliography as a pathfinder for your topic.

The bibliography must contain:

1. At least ten annotated citations.
2. At least two citations or more from discussed resources.

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3. Each annotation should use evaluation criteria discussed in week two.
4. Citations should be in correct MLA citation format.
5. The sources chosen should be appropriate to the topic.



LETA HENDRICKS 10/20/2012