



the hip hop
generation

imagine... *the hip hop generation*

Why have our nation's kids become the hip hop generation? What is it about rap music – the street language of African America – that has Britain's children enthralled? And what do parents think of it?

Hip hop today *is* youth culture. Eminem is a worldwide superstar and hip hop now blares out of teenagers bedrooms all around the world. So how does black American youth speak to teenagers in Hackney's high-rises and Surbiton's semis? And what is it saying?

To find some of the answers, Alan Yentob takes us on a journey of discovery to the heart of black America. The starting point is on Detroit's Eight Mile Road, now the current capital of hip hop, where Eminem began his musical life. Next stop is New York where Yentob retraces his steps of 20 years ago when he made an *Arena* film called *Beat This*, about a then fresh, new sound coming from the streets of Brooklyn and Harlem called hip hop. His trip ends in south central Los Angeles, the birthplace of gangsta rap, the form of hip hop that gives UK parents the most headaches with its X-rated lyrics and fixation with the gun.

From break-dancing and graffiti art to its presence today in movies, fashion, advertising and on TV, hip hop has become a multi billion dollar business. *Imagine* goes beyond the beats and the bling and talks to the artists, the moguls, the fans and their parents in the USA and the UK.