

CREATE A 2ND MAPPING OF YOUR USER GROUP THAT DISTINGUISHES 'TYPE' FROM 'STEREOTYPE'.

"Everyone creates stereotypes. We cannot function in the world without them." (S. Gilman)
Write down your personal interest in this group?

For as long as I can remember I listen to hiphop music from the early nineties till now. I am interested on the influences of hiphop music, the clothing and the artists who made a big impact now. I relate positive to this group, and I think I am already part of it by loving and following the music for years, it artists and clothing. Next to the admiration for the clothing I think the lyrics are really important

I found most important is the lyrics that they use in their raps. They make (political) statements through out their music which made an important impact now a days. I am curious about the impact that they made politically and fashionably and what similarities these to have.

What are the assumptions you have (or had) about the 'social group'? Where did you get these from? How were they debunked or confirmed?

From the nineties music, videoclips and pictures from that time I think there are two types of people. One is my personal negative opinion about the **first form** of some artists, which are stereotypical as; gangsters, rap/sing about stripclubs, money, 'ass', 'bitches' referring lowly to women without them having any worth beside their body, gold, jewelry and expensive cars. The **second form** of stereotypes is the 'activist', which make political and racial statements throughout their music about important (unknown) subjects. They call out on the differences that are made for them between them Afro Americans and others Americans. They made a big influence on race now a day throughout their music.

Besides this, in my opinion, most hip-hop artist who made a big influence today are or were Afro-American.

Both forms of these types of artists in which they explained them selfs though their lyrics, videoclips, media, biographies, clothing etc are confirmed this way. I am curious to their clothing way and how it got back trending in this time of the year.

Signifiers that stereotype: Objects and their meaning

Which existing stereotypes have you found about your group?

Describe them. Fragmentation and Fetishized: Which objects (e.g. food, products, clothes, part of the body) are used to stereotype with?

- The exaggerated garments violate the rule of conventional dress that specifies that clothing size should approximate body size.
- The exaggerated garments violate a rule that dictates that clothing significantly larger or smaller than the body on which it is worn does not fit.
- The exposed undershorts violate a rule that directs that underwear is meant to be worn but not to be seen.
- The reversal of construction details associated with the backs and fronts of garments violates a rule that specifies that particular construction details distinguish front side from back side.
- The trousers worn back to front and the comparable reversal of shirts and baseball caps violate a rule that stipulates that the details associated with the front side of garments are to be worn facing front. Garments have a front side and a back side, a wrong side and a right side, and placement of these on the body is not arbitrary.
- The excess belt lengths worn dangling at the crotch violate a rule of conventional dress that prohibits direct references to genitalia.
- The excess belt lengths coupled with the exposed undershorts call attention to the rule that stipulates that genitals generally be covered by multiple layers of clothing: underwear plus outerwear.
- The alarm clocks worn as jewelry and the retail price tags intentionally worn hanging from garments violate the rule that accessory items be drawn from a predetermined set of objects that does not include home furnishings or price tags.
- The price tags also violate the rule that references to the cost of items of dress should be less direct.

Where did you find them? In which shape, form or media (jokes, sayings, news, tv, politics, shops, education,...)

All the examples from above have been seen on them, in their videoclips, album covers, media, interviews, and I have read a lot about it on "The Semiotics of Extraordinary Dress A Structural Analysis and Interpretation of Hip-Hop Style" by Marcia A. Morgado.

The effect of stereotypes: Power and discrimination

Who spreads these stereotypes? What's their intention?

Hiphop artist have created their own stereotype to distinguish them selfs from others, the conventional dress, by dressing "un"conventional. In this case (American) Society has determined what is conventional and what not in case of dressing. Hiphop artist used to do the same thing in a hyperbole to exaggerate and to make a statement by dressing differently. We can add that, in the early 1990s, the rules of conventional dress dictated that clothing could be big, but not too big, that underwear was meant to be worn but not to be seen, and that front side front was right and back side front was wrong. Hip-hop style challenged the logic of this system. The mismatched ideas of size and fit, large and small, inside and outside, front and back, right and wrong, subtle and overt, visible and invisible, and public and private challenged the norms of conventional dress and, by extension, those of the dominant culture. This resulted in exposing two very different kinds of structures: a set of rules for the system of conventional dress and a pattern of relationships for the hip-hop system. Both structures are accommodated by the concept code, but one provides relatively clear guidelines, whereas the other offers a variety of conflicting ideas.

Did you find examples of discrimination, ongoing conflicts, historic events or other injustices where stereotypes are used to control or overpower you 'social group'? Describe/show what happened?

Yes in several music lyrics, for example 'Trapped' by Tupac is an example.

Throughout the 1990s the association of the baggy garb with gangsta rap fueled considerable controversy. By 1994, oversized pants, visible underwear, and baseball caps were banned from many schools (Howard & Rogers, 1994), and disputes over the meanings and implications of the style had been aired on popular television talk shows

Have you found examples where your 'social group' is reversing the stereotype; using the known stereotypes and appropriating them for their own cause? (see more Hall, 5.1: Reversing the stereotype).

Simultaneous with public concern over the garb, the couture collections of such fashion luminaries as Giorgio Armani, Karl Lagerfeld for Chanel, Calvin Klein, Isaac Mizrahi, and Donna Karan featured baggy pants worn back to front with underwear exposed and crotches to the knee