

## Abstract

The list of rappers and emcees who have publicly endorsed Obama reads like a who's who amongst hip-hop fanatics and hip hop fans alike: Will.I.Am, Mos Def, Talib Kweli, 50 Cent, T.I., Nas, Jay-Z, The Game, and Common. Not to be forgotten amongst these hip hop notables are the likes of underground artists Joel Ortiz, Kidz in the Hall, Jasiri X, DJ Green Lantern, and J-Kwest. These artists represent a mélange of some sorts where the binaries of conscious versus commercial, mainstream versus underground, street versus middle-America are not clearly defined and pre-packaged for the would be listening public. DJ Green Lantern is of particular interest in this project as he is a noted deejay who will be releasing a mix tape entitled Obama for America. This release further complicates the binaries mentioned above as mix tapes are seen to cater to a demographic that does not readily consume albums released by mainstream labels and/or chain stores. We also have a binary that juxtaposes the underground economy with an economy that is readily identifiable, but more importantly accounted for. The Obama phenomenon on hip hop is one of epic proportions. As election time draws near and these releases become well known it will be important for hip hop and other scholars to assess the impact, if any, that Obama has had on these artists, and more importantly the impact that their lyrical content has on their buying audiences.