Part 1

Each group (up to 3) will choose a hip-hop album. If you would like for me to choose one for you, I will do so.

Use lyric websites (such as rapgenius.com, atozlyrics.com) to find lyrics to the songs on the album. If you are unable to find lyrics to the album of your choice, you will either need to find another album or publish the lyrics yourself. Once you find the sites with all the lyrics, you will count the number of references to the following themes:

* Promotion of money
* Encouraged use of drugs and alcohol
* Demeaning of women
* Promoting of Violence

In addition, you will need to identify at least 2 more themes to count references. (5 points)

Also, select an issue in society that you will connect to the album. (5 points)

Last, choose a presentation website that is not prezi, google presentations or powerpoint. Here are a few places:

* Sway.com
* Projeqt.com
* Slides.com
* Slidedog.com
* Emaze.com
* Powtoon.com
* Haikudeck.com
* FlowVella (Mac Only)
* Keynote (Mac Only)

Part 2

In each song, count the number of times the common themes are mentioned and tally them. Using this data, find the mean, median, mode, and standard deviation of number of references to the themes; include any outliers. Be sure to include how you counted the references: are there multiple mentions of the common theme in one sentence, will you count a repeated word in the chorus as multiple references? (10 points)

For each time a theme is referenced (mentioned) in a song, keep track of those lyrics. Compile a list of all lyrics that refer to the common themes either sorted by theme or song. (15 points).

Provide a brief history of the artist and connect it to the content of the lyrics. Use proper citation. (5 points)

Part 3

Write up – turn in a written report with:

* (10 points) Album title, artist, common themes and social issue
* (10 points) The tallies (counts) of references to each theme, how you counted the references and statistical analysis outlined in part 2
* (10 points) Two Visual representations (graph or chart from class) of your data
* (15 points) List of lyrics where themes were referenced
* (5 points) Connect artist’s history with lyrics
* (5 points) Argument on how you believe the album addresses the social issue you chose, sharing specific lyrics that support your argument
* (3 point) References

Presentation – using one of the websites mentioned earlier, create a presentation and provide all of the information you found in parts 1 & 2. In addition, include the following:

1. (10 points) Highlights from parts 1 & 2. Be sure to include
	1. Album title, artist, common themes and social issue
	2. How you counted the references and statistical analysis
	3. Any connections you found between the history of the artist and content of their lyrics
2. (5 points) Pick one of the visual forms of representation (graph or chart) from your write up.
3. (5 points) Create an argument on how you believe the album addresses the issue you selected in part 1; share specific lyrics that support your argument
4. (2 points) Favorite song from the album and why
5. (5 points) Reporting of materials is clear and within time frame
6. (3 points) One Slide/Page of References

Part 4

(12 points) Each group will submit their findings to 3 other people not in our class, ideally not in college. This may be a high school/middle school student, educator, parent, record label or the artists to name a few options. In this email, use professional language, carbon copy (cc) me and share information on the following:

* You are a student at the College of Alameda and did a lyrical analysis of a hip-hop album
* Mean numbers of references to your themes (for example: violence was referenced an average (mean) of 4.6 times per track)
* Social Issue linked to the album and argument on how you believe the album addresses the issue you selected in part 1
* Link to your presentation