

Youtube Writing Sample

By

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KENDRICK DROPPED A CLASSIC?

Opening:

Open on the presenter.

PRESENTER:

(Conversational Tone)

Kendrick Lamar just dropped one of the most divisive albums of the year. The internet seems to be torn between labeling it a masterpiece or completely mid, which got us thinking about what makes an album an instant classic.

Insert a resource that displays the evolution of hip-hop.

PRESENTER:

One of the things I love about hip-hop is the fact that the culture is ever-evolving. With the birth and explosion of the internet, the conversation around the art form and the art form itself has taken on unimaginable changes. The birth of troll culture and click-bait have made having an honest conversation on the internet almost impossible but it's also created interesting ways for artists to market themselves.

Insert resource of classic hip-hop albums.

PRESENTER:

One of the markers that have stood the test of time for a classic album is that for an album to achieve this illusive status the fans must reach a consensus. Enough people who love hip-hop have to champion the cause of an album. We can see this in the love for Reasonable Doubt, The Marshal Mathers LP, The Chronic, The Documentary, 36 chambers, and even Kendrick's own good kid, m.A.A.d city.

Insert resource of Kendrick Lamar.

PRESENTER:

Kendrick's newest release - Mr. Morale and The Big Steppers leans on all the things that have made him a staple in the hip-hop community this far. Personal and relatable storytelling anchor the album in an acute sense of realism. Catchy hooks and buttery production ensure definite replay value and instant additions to the playlist. 295,000 first week sales set him up to have one of the biggest albums of the year.

Close on presenter.

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PRESENTER:

Despite all the success, critical acclaim, and fanfare this album received. We are still left wondering whether people will consider it a classic album. The fragmentation of the internet has caused the death of the hive mind in hip-hop. Does this mean there won't be any more classic albums? Are we doomed to argue with the bots? Will the entire culture ever give unanimous flowers ever again?

Add like and subscribe to resources.

PRESENTER:

Let us know what you think in the comments. Don't forget to like and subscribe for more of this content and hit the bell to be the first to our breakdowns.