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Pepsi Generation

Music culture

Not so far away from where we are right now, our world started to change in the meaning of its culture. Every century, decade, and even year we are seeing a lot of things moving around us with the speed of light, developing themselves.

Have You ever thought about music in the way of it's possibilities to change lifestyles of the whole generation of people? Throughout time people varied their opinions about themselves and those who they lived with. In 90's there were a lot of punks, rockers, emo, alternativeists. In back-then words - freaks or outsiders. Where they are right now, though? They have been replaced by a new culture, that completely denies the traditions of the past.

Everyone in this world influences everyone, as if we are all intertwined. Especially this rule works in the rap game, where rappers, with time, went from hating each other's styles, to some of them really trying it and understanding fully. A lot of people, when they hear a word "rapper" see the straight picture in their heads: street style, or skater clothing; tattoos on the face and body; dreadlocks; grills on the teeth; rapping not so legibly and not about really important things. The description that was given is about the New School or Mumble Rap. It has a lot of differences from the Old School, the main one is the style of rapping. Mumble Rappers began to focus not on the meanings and technique of reading, but on the vibe and character.

There are three people who are called the "fathers" of the New School Rap: Lil Wayne, Chief Keef and Gucci Mane. From the Old School view they rap random vowels and words together to have their songs.

To delve deeper You should know that there are certain styles of the Mumble Rap. First one is called triplet. It is when there are three syllables where two are meant in the first place. Let's come back to the 90's again and see the Underground Rappers, those who were never shown on TV. Mystic Stylez and Three 6 Mafia were using this style one of the first ones.

Second one would be SCAT, the rhythmic performance of sounds to music. Anyone over twenty five years old probably remembers Little Big of its time - Scatman John. But Louis Armstrong started using his voice as an instrument back in 1926. According to the legend, when a piece of paper with the text fell off his hand, he had to make sounds instead of words.

Not every Old School rapper makes fun of them, though. For example Kanye West, seems to like it so much, that he has brought nonsense to the point of absurdity, when he showed the world "poopy-di scoop" and people actually went crazy about it.

Russian rappers of the New School are not focused on Kanye, but on the New School of the West-Lil rappers. The early FACE, for example, is Lil Pump to nowadays. There are also Lil Peep, Lil Xan, Lil Yachty, Lil Uzy Vert, Russian Lil Morty, who sometimes called Dirty Morty. In fact, there are eight hundred of them on Spotify. Everything is much deeper here, than a little weird name. This is all part of a rap game. Relationships between the old and new generations. Lil's kind of contrast themselves with Big ones from the 90's: Big Daddy Kane, Big L, Big Pun, The Notorious B.I.G.

This principle - to call guys by seniority - came to Hip-Hop from the street gangs. In one New York gang could have been two Dan's, and so they could distinguish them, one was called Big Dan and the other one Mad Dan. Then Mad Dan could have had a son and he would become Little Mad Dan - Lil insane. In general, this habit is around hundred years old. Such nicknames were given to descendants of African slaves in the early 20th century. They still sound like rappers. Angola Tom would be Tom from Angola, Big Tom is Tom, but just tall.

One more feature of rappers came from slaves - which are grills. Teeth were not treated at the time, and slaves usually died from viruses in the mouth. And only if the master of the slave considered his slave really valuable, he could afford to insert copper or tin fillings. So the more metal slaves had in their mouth, the more superior they were to their fellows. The most famous grills now are considered at 6ix9ine's. But there are even Old Schoolers who have them, like Snoop Dogg, DJ Khaled along with Chris Brown, August Alsina and Fetty Wap. They even dedicated a rap-song, called Gold Slugs, highlighting their popularity. And ten years before that, in 2005, Nelly along with other rappers, such as Paul Wall and the Duo Ali and Gipp sing about gold or/and diamond teeth. This was the beginning of the epidemic. It was the Old School rappers - Raheem the Dream and Kilo Ali, who started wearing them first.

Although initially they had a purely practical purpose. In the late 70's and early 80's, more and more emigrants begun to arrive in New York from West Indies and Jamaica. Many of them had gold crowns, because they simply did not have any other, more budgetary, opportunity to repair their teeth. This, by the way, also happened in USSR. But they certainly didn't have that much tattoos on their faces as they do now. Previously, it was considered brave to get a tattoo on the shoulder or in the back of the neck, but rappers of the New School aren't afraid of anything

at all and they treat tattoos very easily. They call it "Job Stoppers". With such a face, filled with drawings and dirty-minded numbers, there was no question for any normal work for them. Which means that it remains only to become successful in music. They were covering faces of XXXTentacion and Lil Peep, who had tattooed the word CryBaby and even Lisa Simpson. Tattoos on the face were so popular at the time, Gucci company even decided to stage a show by stuffing models with facial tattoos. It seems that "Job Stoppers" will soon help you find a fashionable job on the contrary.

One of the first tattoos on the face was to beat Lil Wayne. In 2004 he appeared as such in the video Destiny's Child, but he took them more or less seriously. Three tear under his eyes marked the loss of close friends.

Facial tattoos link Hip-Hop to street gangs - the culture of 'Blacks' and 'Latinos'. Such signs on the most visible parts of body said: "Yes, man, I am definitely loyal to my gang!" The Mighty Mongrel Mob - the great gang of mongrels from New Zealand of the 60's was the most distinguished one. Mark emphasized their opposition to the pakehas, i.e., 'ordinary white people'.

On the other hand, tradition of marks on the face is going for a thousand years back in time. When Egyptian Coptic Christians beat a cross on their forehead as a symbol of belonging to Christ.

Back to rap now. Old School rappers were very brutal guys, on the outside, as well as on the inside. Then how did we get from the Wu-Tang Clan's brutality and fearful looks to Lil Uzi Vert copying Avril Lavigne style of clothing? The thing is that the New and Old Schools rappers have little connection between each other. Yes, they both read to the beat, but culturally they are rather closer to the alternative of the 90's and Mumble Rap they are generally referred to emo-rap.

New School often uses guitars. Everyone is actively looking back at Rap Rock, the down of which came in 90's - the generation of Pepsi, MTV and skateboarding.

Even, taking, the most striking feature - coloured hair - a direct reference to the 90's. If we will look at the Lil Peep with pink hair and try to see what is hidden behind it, we will get the image of Kurt Cobain, just as unassuming and as tragic. What's the deal with Lil Yachty's bright beads? Billie Joe Armstrong, or Gwen Stefani, whichever You prefer. But the alternativeists did not come up with the idea to dye their hair in bright colours. They were looking for inspiration from Punk Rock in the first half of the 70's. Bright hairstyle came from girls Tish and Snooky, who were tired and sick of being on sideline in the group Blondie and eventually left. Soon they opened the first Punk clothing store, named Manic Panic. Once, they brought from England to New York colourful hair dye, painted their heads, and noticed that this was very annoying to ordinary people. And, as we all know, punks feed on the nerves of others. And so, simply, like that, a couple years later, coloured hair became a symbol of punk and the new wave.

The New School is a direct relative of a Punk Rock. Not talking only about the style, but the spirit also. Producer Big Head, who wrote the music for Mumble Rap's main hit - Gucci Gang, said that he was inspired by the Blink-182, their simplicity, accessible even to a child.

Rap and Punk? From the view of many people they did not like one another, what lead to fights and worse, and now we claim that they are related to each other. The fact is that Mumble Rap and Pop-Punk appeared as alternative to the dead-stoned Old Music.

The first punks rejected classic rock with its rules. According to one story, Johnny Rotten got into the 'Sex Pistols' band just because showed to the audition wearing "I hate Pink Floyd" T-shirt. Cobain, in turn, hated Guns N Roses and Bon

Jovi. And now, Lil Xan claims that 2PAC's music is boring. 2PAC - the main icon of rap. Back in time people said "If You can just strum a guitar, then You can safely assemble a punk band, and everything will be fine with You." And today people are talking about how simple rapper's music is: three notes on the piano, bass, simple beats - the more notes you have, the worse track gets, all of the modern rappers know this. Along with this, all of the generations of musicians didn't bother much with the lyrics, they said exactly what they wanted to say.

Lil Pump once said "My goal is to Be the Most Ignorant, Richest Rapper", and it seemed that he succeeded.

But let's get back to the features. One more are dreadlocks. They won't surprise anyone in the present, but they have an interesting history behind them. Here is a rapper XXXTentacion, whose dreadlocks changed their length and colour for over 6 years. And Lil Wayne, who braided them in the early 2000's. Since then, they have become his distinctive rapper trait. At the same time, athletes and pop singers wore dreadlocks: Shakira, Mary-Kate Olsen, Pink. Despite this, of course, the first one to wear them was Bob Marley back in 60's. In his band 'The Wailers', fellow Jamaicans Bunny Wailer and Peter Tosh also wore dreadlocks. Thanks to their lifestyle and looks, with dreadlocks, reggae musicians expanded the understanding of this hairstyle for many subcultures. Dreadlocks became especially popular for travelers, hippies, and vegans. But Rastafarians, themselves, started wearing them back in the 50's. Matted hair was called 'Dreadlocks' - 'terrible curls'. This is the most natural hairstyle for hair, cause it itself rolls into dreadlocks, if it is not washed for a long time.

The main dreadlock in Russia belonged to the icon of the 90's - Kirill Tolmatsky or Detsl. From the beginning of his musical career at 16 until his death at 35, he wore dreadlocks. Try to plunge into the atmosphere. A teenager in a Converse t-shirt and wide-leg trousers, at home, navigating between girls in shiny suits and breakdancers. "Party", lyrics of which was repeated twenty four seven by the youth of the time.

The image becomes influential for the Pepsi generation. What kind of generation is this anyway? Why in Russia this figure lingers in the air? Well, it all started when Pepsi first appeared in USSR in 1959. Khrushchev took a sip from the signature drink at the exhibition in Sokolniki and, accidentally, became the face of an advertising company and an Ambassador of Pepsi in Russia.

In the 80's, Michael Jackson sings about the new generation, whose youth fell at that time.

"You're the Pepsi generation" - Michael Jackson

In USSR Pepsi generation is the youth of 90's. It was at this time when Pepsi became the first Western brand inside of the borders, that the world feared and couldn't get through for so long. They started promoting a bright advertising company of the Pepsi generation which was started by Jackson back in America. The Symbol hit the nail on the head. Imagine, what might happen, if you remove the iron curtain and mix millions of young modest Russians, hungry for global trends, the new MTV channel where Vijay says the word 'ass', presenters dress street style and punk alike, and volunteers do crazy things on a bet. And also add a little of the bright slogans that sound from every TV:

"OPEN, LIVE, CREATE, TAKE EVERYTHING FROM LIFE. YOU ARE THE NEXT GENERATION." - Pepsi Advertising Company:

These words became an anthem for teenagers from the 90's, which was destined to change the country. Everyone felt the taste of freedom and changes. On the Federal channel there is a program "Under 16 and older". Every day they show rappers, hoodlums, Brit-poppers, Ravers, fans, who are an avalanche of old images.

'Sex' and rock-n-roll, on which Western culture was based, have reached USSR. No more war and ideology, only music, dancing and freedom.

"The new generation chooses Pepsi" - Pepsi Advertising Company:

Therefore, whether by accident or not, the brand becomes a symbol of the younger generation. The spirit of the time: "Freedom, It's just the beginning". Those phrases, the mood sounded from everywhere and everyone. This was the beginning of everything modern in Russia.

It was such a powerful explosion, such a powerful turn in the mindsets of the whole generation, that it still affects the West.

Gosha Rubchinsky made the image of youth of that time fashionable. Mumble rappers now wear his clothing. Those same hoodlums who beat outsiders, freaks, rappers, rockers, Ravers - today go to the catwalks of Paris. LUMPEN Agency works the best with the picture of hoodlums from Soviet Union. And in the Top Dazed 100, which features people under 30, and who are making modern history right now, a Russian guy from St. Petersburg has entered, model Sasha Trautwein, who promoted the image of 90's.

Culture and fashion are cyclical. Trends are repeated every generation, because they are set by the new twenty-years-olds, who don't want to wear and listen to what their parents wore and listened to. The same thing is happening in Russia right now, as in the 90's - the boundaries of the old are erased And there comes a New School, that, ironically, referred to the culture of the naughties. Creativity and new sincerity are more important to them, and they are trying to build a new culture, which is not shame to follow. The world is once again in revolt. Once punks, and now, a generation after them, fans of those punks who arranged it in the first place. Only with the help of a different music - rap.

Now it is clear what the New School meant. As it was mentioned before, culture always has its origins in other generations. Every detail tells us something about the past.

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