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I Mix What I Like!: A Mixtape Manifesto



Synopsis

I Mix What I Like is a study of the hip-hop mixtape as a tool of emancipatory journalism. Looking at colonialism, the media, education, intellectual property, and popular culture Jared Ball examines the ways in which the grassroots history of the rap music mixtape can encourage new forms of political organization and struggle.

Book Information

File Size: 1060 KB

Print Length: 242 pages

Publisher: AK Press (June 21, 2011)

Publication Date: June 21, 2011

Sold by: Digital Services LLC

Language: English

ASIN: B005CI16DA

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #701,920 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #99

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Customer Reviews

What does our colonial oppressors fear the most? Unsanctioned thought and behavior. This is the main point that Jared Ball's new book, *I Mix What I Like: A Mixtape Manifesto*, pounds into the reader's skulls. The book documents how the fourth arm of the military, mass media, is truly the tool for the power elite and how all that is popular is fraudulent. Mass media, internet included, with its goal of limiting the range of acceptable thought in order to limit and destroy the idea of revolution is both meticulously scripted and forced down the throats of every watcher and listener into a submission that the vast majority simply does not recognize and indeed scoff at when opined by those who do. And that is one of the major points of the book for me. The fact of the matter that

colonialism strives to be so encompassing in its theft of both culture and material (through mass media) that the language to even explain African predicaments is threatened. The perception of humanity to our threatened existence and lack of sovereignty in any land or even our own lives is what needs to be limited or destroyed by the colonial elite who wants the access to culture/material and the ability to reap and define the wealth accumulated from their thievery. The mass media is a bomb that kills more consciousness than any nuclear explosive can kill bodies. On constructive criticism: the book is highly repetitive. While that may very well be the point, after a while the concept of limiting ideas/actions should be a given. Likewise, chapter 13, which was the actual chapter Ball used to defend is concept that the mixtape was the tool to use against the powerful was sorely disappointing. Who uses a failed attempt as an example of a successful theory? Dr.

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