

Analysing Music Magazine Article



THE WHOLE THING ABOUT GIVING A MAYBACH TO MY SON, THAT'S REALLY LIKE A RACIST QUESTION. YOU DON'T ASK WHITE PEOPLE WHAT THEY BUY THEIR KIDS, AND THEY BUY EM PORSCHE AND CONVERTIBLE BENTLEYS AND IT AIN'T NO QUESTION.

VIBE: You've said that rap's heavyweight class consisted of Jay-Z, Kanye West, Lil Wayne and Drake. Do you still believe that?
Diddy: Definitely. I feel like Drake is somebody revered professionally in the heavyweight division. He didn't come in as a middleweight, he came in as a heavyweight. He's gonna be a force to be reckoned with for a while. He is the definition of a new age musical rapper... going forward a lot of rap artists are going to have [singing and rapping] in their repertoire.

What's the ranking in that heavyweight division?
Jay: Kanye, Wayne and Drake.

People don't realize that you too are friends and not industry acquaintances.
Diddy: Over the years as we've grown, Jay and I have needed each other. We've needed to be able to pick up the phone and call somebody that can understand what each other was going through. We needed each other to motivate each other; we needed each other to push each other. We needed each other to support each other and also to challenge each other. He's definitely been a great friend to me. There's never been anything that I've asked him to do or he's asked me to do that we really haven't done for each other.

Give an example of when you had to pick up the phone and call Jay for assistance.
Diddy: I wanted to do something game-changing with Sean John. And I just picked his brain. I did it in fashion [and] before him, but I think that business-wise he did a lot of things better than me. He picked the right time to get out and get his check, to sell his company. We sat on the phone and talked about it—got our eyes in our pockets. I didn't see Sean John versus Roc-A-Wear. I just saw that my man over here is doing it [and] I had a couple of offers for Sean John. It was a beautiful conversation. Cause we're getting down at this restaurant and we're talking about apparel. We're not talking about music. It was a beautiful moment. Two quarter-of-a-billion dollar companies—just getting advice from your competitor. It was something that you heard rich White boys do.

Dr. Dre said that the last beat that floored him was "213 About the Benjamins." How does that make you feel?
Diddy: It's humbling. I was in the studio with Dre the other day. He started working on a record for me. Watching him as a producer is watching greatness. We had a lot of similar traits. It was like looking in the mirror. He would ask questions like, "How you feel about that?" [People don't] really understand that producers want to know how you feel about things. We are some of the most observant people on the planet.

You're a lot more into the music now than the last time we spoke.
Diddy: I was waiting to get a lot of inspiration from the outside and I just wasn't coming. And I'm not knocking anyone's hustle that's out there. I just come from musical history that musically people give more of themselves... I was able to go back and listen to all the great records that I made. I can't do it on purpose. Like sometimes I'd be in a club and the DJ was just throwing tributes and would go deep in that crates. I would be like, "Damn, I forgot that I made that one." It just gave me a deep connection and another level of confidence for me to do me.

Are you feeling more comfortable writing on your own?
Diddy: Yeah. I learned a lot more. I feel a lot more confident and free. On this album I wrote like maybe two or three records by myself. But still like writing with somebody. It helps me. Not using it as a crutch, but I get better results from co-writing, having my own feelings and thoughts, and you know, getting some help with it. I love the feeling of collaboration, community, not being in the room by myself.

Are you happy with where Dirty Money is right now?
Diddy: I felt the first time we earned our name, or people began to understand, was at the BET Awards. You could tell that... when Dirty Money was a trending topic [on Twitter]. Sometimes it just takes time, but you got to hold to your beliefs because you know something that the rest of the world don't know.

You're managing Rick Ross. Did you think that he was underperforming as a brand?
Diddy: I saw that he was ready to go when he did the "Angels" remix. I saw that he was ready to start to really dig deep. I definitely think he's a brand that is way bigger than he is... the same thing with Nicki [Minaj].

What is Ross's best quality?
Diddy: His choice in beats. He is one of the best at choosing music. He doesn't make stereotypical music for the South. He's a very unique rapper from Miami. Ross is like that cat who is from the South that spends time in New York, spends time in Paris, London. He's a cat in Malibu. He has a very worldly point of view. And the way he talks about the streets metaphorically, it flows like good music. It's not like he's glorifying street life like the South. He's really found the tone in his voice.

You know, people are upset over the comparisons to The Notorious B.I.G.
Diddy: When I think of him or look at him, I don't think of Big. I think it was my fault in a way. Cause I know how the blogs work. I said when he did the "Angels" remix, I said I can feel you channeling the spirit of Big because his approach to the record was the way Big would have approached it. But that was not a comparison to him and Big. But that was what I said and everyone just ran with it.

Is Nicki Minaj that good, or is she benefiting from a barren field?
Diddy: She's really that good. To be honest, she's really holding back.

Are the comments from Lil' Kim about Nicki [disheartening?]
Diddy: When I hear her say what she said, it didn't really affect me. I didn't get mad at her or anything like that. I know how she felt. I ain't agree with it. But she knows the motivation. I know that people say, "Oh, he's trying to get a new Lil' Kim." I guess people will go on time. Yeah, Nicki's had flavored wigs on, but besides that ain't even the same approach to the writing.

How are they different in respect to writing?
Diddy: It's got a different approach. You just have to listen to it. Kim is real Brooklyn Bigger. She reminds you of a female B.I.G. You could tell she's Bigger's artist. She represents that wall. Nicki really sounds like a young Money artist.

How is your temper these days?
Diddy: My temper!

My temper is good.
Diddy: My temper is good.

You seem very even the last few times I've seen you. Why?
Diddy: Sometimes I look like my temper is on ten!

I've definitely seen it on ten.
Diddy: My temper is good. Jagger management, all that shit, it's been like a very, you know, it's almost like a new breed type of your Bore again. I'm really finding myself and also I just don't have the time for any BS.

The artist that has been chosen to feature in this article is P Diddy, which suggests that the target audience for this magazine is more likely to be young people, aged between 15-24yrs, from an ethnic background who have an interest in the music industry, in particular the Rap/ RnB genre. This is evident as the music genre that P Diddy fits into is rap, which is typically aimed at a younger audience.

The language used in the article is colloquial language through the use of swear words in both stand first and the article, portraying an informal style. For example in the stand first it states: *"sabotaged by a head-fucking journalists"*, this strong language is used to demonstrate to the audience that P Diddy feels a strong sense of anger towards the press. The fact that this type of language is being used during an interview reinforces to the audience the relaxed, outspoken, extrovert attitude of P Diddy as an artist. In the article terms like 'swagger' are used implying the artists is youthful and streetwise, again reinforcing the highly informal style of the article, as he is addressing the audience as though they understand him and are on his level of intellect. Another term used is "game changing" which is a reference to his career being diverse and moving into bigger and better activities that are different to his main career path. This would entice and intrigue the audience. In addition the language content adds to the style of the article: *"The whole thing about giving a Maybach to my son, You don't ask white people what they buy their kids."* In this answer P Diddy makes reference to his race, sounding offended by the question asked and gave the interviewer a sense seriousness by addressing racial stereotyping. Within the article there is minimal colour used, there is black writing on a white

background making the text stand out and easy to read giving it air of importance to the reader. The colours make the article appear as though it is being portrayed as sophisticated. However this is then completely contradicted by the relaxed and informal content. The images have a purple tone, which has connotations of luxury, power, creativity and wealth almost presenting P Diddy as royalty in his industry. All the clothing worn in the shots are black and white. P Diddy is always in black, which enhances the gold of his jewellery and the ladies are always in fur. These two features coupled, gives the impression of wealth and prosperity. The cover is predominately in black and white which gives a sense of mystery, the title is written in bold white writing set on a black background, which shows a contrast between light and dark and could have religious connotations of good versus evil. Some of the information is written in red, making it stand out and seem important.

The style of text used in the article is in an italic format, this gives the article a sense of reality as the article reads as though it is a conversation, as it implies that P Diddy is speaking directly to the audience and what is written down is exactly what was said, giving him a greater connections to the audience. The quotes used are direct answers from P Diddy are of a larger font size and are located at the top of the page. This gives them importance, giving the impression that he wants the audience not to miss his message and opinions. Also the questions are in a bold text, ensuring that the audience can distinguish between what the interviewer is asking and what P Diddy is answering.

The amount of writing is proportional to the images as there are three pages of writing to three large images. This implies that the visuals are equally as important as the text, as they complement each other; they demonstrate a journey and introduce old and new faces in the industry. Both the writing and images work in harmony to create the tone and style of the article. The tone the magazine is using to address the reader is either a close friend or member of the “in” crowd as the questions asked are personal and P Diddy’s responses are honest yet controversial giving the reader an insight to the real P Diddy. This would connect the reader on a personal level to P Diddy and make them feel like they know and understand him.

In the images P Diddy is being represented as wealthy. This is demonstrated through the fact that he is wearing expensive jewellery, which is highly visible to the reader giving the impression that he wants to show the reader his wealth through materialism. P Diddy is also presented as mysterious, as in images used he is wearing dark glasses, which could be used to prevent the reader from having an emotion connection with him as it is typically believed that people make a deeper connections when eye contact is made. This leaves the reader with a sense of curiosity, which reinforces P Diddy’s mysterious personality. On the front cover P Diddy stands in front of the other artists, this gives him an element of importance over them, also in all the images he wears a full black outfit giving him a sophisticated appearance, presenting him as professional and business minded. However, this is contradicted in the images of him with the ladies as it appears that he is objectifying them, making him seem desirable, sexual and in control, this could be seen as an stereotypical portrayal of woman in the rap industry.

The style of the article and front cover match as they both highlight the importance of the artist, making him seem like “the king” of rap, illustrated through the mise en scene. The black suit and tie and the “bling” jewellery portray a sense of mysteriousness and wealth. Therefore, he should be worshipped and admired by others. The front cover also connotes a lifestyle. P Diddy is the main artist but he still appears with two other people. The guy wearing a white shirt and tie could possibly be his security and the attractive female in the background could represent the many women in his life. The colour theme is similar throughout, using a simple subtle colour scheme, keeps it sophisticated does not distract the reader with overpowering bright colours.

The article does require some background knowledge prior to reading, as it makes references to many other past and current artists in the industry through the text and images included in the article. For example the text makes reference to B.I.G, who was shoot many years previous to this article. Therefore if you are a new reader or young reader you may not necessarily know who is being referred to, and may need to carry out a little research. It is also important to have some knowledge of P Diddys and other artists involvement in other industries for example, the fashion industry as the article makes references to various clothing lines.