A Spin on Rap Culture

In today’s society, rap culture generally has negative connotations. Many rap songs consist of vulgar lyrics, alluding to negative images and messages. Though rap is becoming more and more popular, there is still much controversy over the genre as a whole. With this in mind, there is still hope for the rap community. Drake, a very well known rapper, may just be adding a positive twist to rap culture. Drake’s music video release, “God’s Plan”, portrays Drake as a charitable man in which he gives back to a poor Miami community. With Drake doing this, it has sparked positivity around the rap game and has inspired others to give back to their communities as well.

“God’s Plan” shows a variety of generous actions that benefit rap culture. In the music video, Drake is shown giving money to various people and organizations. The video begins by stating “the budget for this music video was $996,631.90” (“God’s Plan”). It then goes on to show Drake handing out money in various different ways, usually to a poorer community. In some instances, he hands wads of cash to random families on the street. In another clip, Drake signs a check for $50,000 to a girl for a scholarship to college. In this part of the video is what makes the video so special. Drake is able to benefit others instead of throwing his money around and making a fool of himself. The element of pathos is heavily used in this part of the video because people cry tears of joy, and others smile as big as they can because of drakes actions. There are moments in the music video where the music fades out, and you can hear a person or
multiple people. This prominent style of editing used throughout the video really highlights the emotion of the people involved. Cheers and laughs are portrayed. Throughout every clip giving back is projected with the rap song, “God’s Plan”, playing throughout (“God’s Plan”). The song is about Drake’s own issues with his fame, wealth, and people wishing “a lot of bad things” on him. The video shows that Drake, through all his “haters”, will move forward with grace. The song has religious aspects through the line “I can’t do this on my own” (“Meaning of ‘God’s Plan’ by Drake”). All in all, the plot of the music video paired with the rap song shows that the negative comments about Drake only motivate him to more good for the community. This enhances the whole culture of rap as a whole.

Though people have made pessimistic comments about the music video for “God’s Plan”, the genre of rap benefits from this music video. People have said that a lot of this video is about Drake trying to make himself seem like a good person. People argue that Drake may be “giving without being asked, but also without anonymity” (Kornhaber). These people claim that “spectacles of giving have some element of selfish advertising motive” (Kornhaber). With that being said, some critics believe that this video was posted with the intent of promoting Drake for self-serving reasons. Ever since Drake released this video stars around the world such as Jimmy Kimmel have done parodies of gods plan to give audiences a laugh and to help out local communities. The video does indeed show Drake being generous, but it mainly focuses on the goodness of humanity. In the long run, the video promotes rap music to be seen with goodness instead of as a background for drugs, alcohol, sex, etc. Viewers can choose to “love or hate” (Kornhaber) Drake. He enraptured essences of generosity and humanity in a rap song. This is
very rare. People may argue that Drake made this video purely out of benefit for his reputation, but these comments do not accommodate for the true decency of the acts of kindness. Regardless of the negative feedback, this video promotes generosity. The “God’s Plan” music video shows virtue “both in the moral sense and the aesthetic sense” (Kornhaber). The charity factor involved adds a twist to rap culture, making the culture less about the negative--drugs, sex, theft, alcohol--and more about goodness in humanity. Although Gods plan music video isn’t a humanitarian intervention, it's only a music video. I believe music videos should entertain us and possibly cause us to feel inspired. Drake might not have made a world wide impact, but he successfully made a difference for the lucky few.

All in all, the music video for Drake’s “God’s Plan” may seem to be trying to promote Drake as a good person, but the actions through the video add a more positive connotation to rap culture. The end result is sharing gifts to make a lot of people happy. Unlike the general rap music videos, “God’s Plan” spreads awareness into what really matters in life--making people happy. Drake gives back to the community with almost a million dollars. This shows that rappers do not all have the wrong intent. “God’s Plan” may have just started a new positively connotated spin on rap culture today.
Works Cited

