

Cultural evolution through responsibility: the Romanian appropriation of hip hop.

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- **Author(s):** COSTEA, Elena
- **Abstract:** This paper points to the western hip hop appropriation by Romanian cultural scenery, favored by the transition that followed the fall of the Soviet bloc, in the beginning of 1990. Using the qualitative content analysis method, the research scrutinizes relevant offline articles, online portals and video resources (gathered between 1994 and 2016), in the attempt to capture the hip hop culture's evolutionary path from foreign to familiar. The findings aim to highlight the link between social responsibility and cultural acceptance, while exploring hip hop's adoption and transitions: from global to local, from subculture to popular culture.
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