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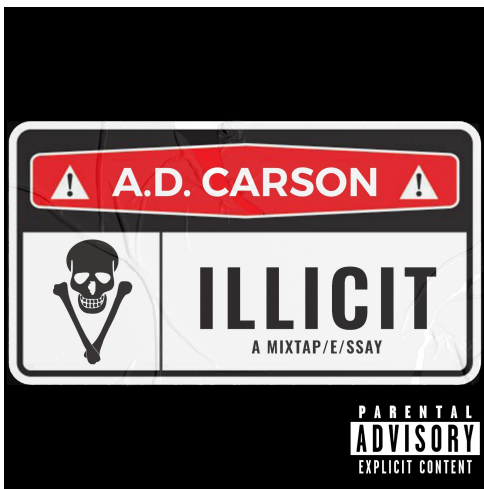
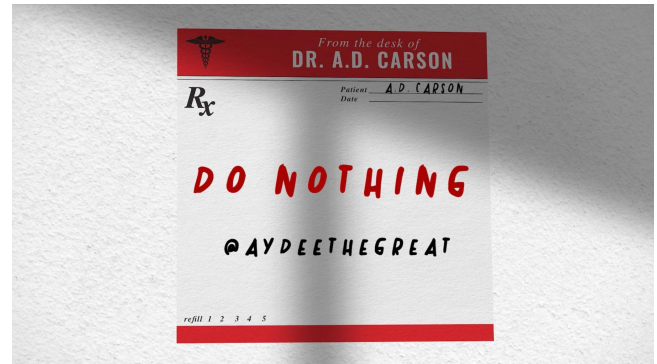
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Hip-Hop Professor writes an album as a prescription to celebrate 50 years of Hip-Hop Culture

In anticipation of the release of the album *V: Illicit*, Dr. A.D. Carson presents a prescription: “Do Nothing.” The song, which features production by Vintage, is a departure from the “hustle hard” ethos. “Do Nothing” implores listeners to do just that—nothing. The [lyric video for the lo-fi Hip-Hop anthem](#) is a visual and auditory reminder that “rest ain’t a reward” and implores, “you probably should do nothing today.”



V: Illicit is an album about what it means to be dope. Dope is not only a measure of quality or coolness, it is rooted in the experiences of Black people in the U.S. since its beginnings. Those experiences include the “War On Drugs,” which was really a war on people, and its casualties and aftermath. Dopeness predates this focus on drugs and the people projected as their primary sellers, users, and abusers. It is also about permission and sanctioning. Dope is distinct from drugs like illegal is distinct from legal and illicit is distinct from licit. Dopeness relates to the histories of people treated as property, chattel, technology—labeled legal or illegal, human or something other than. *V: Illicit* is an album made in the presence and aftermath of these histories, as an attempt to do what Hip-Hop has done for the past half-century: to make art—beautiful, ugly, abundant, and otherwise—from the ruins of war and the carnage it leaves.

V: Illicit marks the end of Dr. A.D. Carson’s early academic career as an assistant professor. Promoted with tenure to Associate Professor of Hip-Hop & the Global South in 2023, the year celebrated as the 50th anniversary of the 1973 date largely acknowledged as the birth of Hip-Hop Culture, he celebrates his career as a small part of that history. His 2017 doctoral dissertation, a rap album titled *Owning My Masters: The Rhetorics of Rhymes & Revolutions*, earned him a Ph.D. in Rhetorics, Communication, and Information Design from Clemson University (A mastered version of *Owning My Masters* will be released by University of Michigan Press this summer). As an artist and academic whose work is rooted in Hip-Hop Culture, Carson has released a series of albums and public essays in venues such as *Rolling Stone*, *The Guardian*, *Washington Post*, and NPR’s *Code Switch*, among others since the release of the viral dissertation album. Dr. Carson’s work has been covered by *Time*, *XXL*, *Complex*, *Good Morning America*, and NPR’s *All Things Considered*, among many other national and international media outlets. He is available for interviews and media appearances upon request.