resistance to oppressive conditions and a call-to-arms for self-liberation and Black love.” (Kendrick-Brown, 2013, p. 11) Hip Hop is a means for those who are a part of this speech community to see how others portray them and to respond to this representation, which brings us to the reappropriation of negative stereotypes.

**Reappropriation of Negative Stereotypes**

One of the most powerful elements of Hip Hop is its ability to transform negative portrayals into positive aspects. The most common example of this is the word n*gga, which also has a historical context that dates back to colonization. This colloquial term is used in AAVE and originates from the Spanish and Portuguese word negro which means black. People of colour (PoC) have adopted this word into their vernacular however its use outside of this social group and speech community is seen as a cultural appropriation. Not all PoC support the use of this word, the NAACP (National Association for the Advancement of Coloured People) strongly disapproves of it and many PoC see this as discriminatory. This being said, many PoC see this as a term of endearment and solidarity; these individuals are part of the Hip Hop speech community and have reappropriated a word with a pejorative meaning into one that represents unity. This term is featured in many Hip Hop songs and artist names, for example, the popular 90’s Hip Hop group N*gaz Wit' Attitude (N.W.A.). Another acronym once again courtesy of the infamous Tupak Shakur is his song N.I.G.G.A. which stands for "Never Ignorant Getting Goals Accomplished” and literally redefines the meaning of the word rendering it into a powerful term. Once again it is important to stress that the use of this term outside of specific speech communities is strongly unwelcome and creates controversy even within certain social groups. What is more, there is constant negative representation of PoC and the devaluation of their cultures, as Brian J. Kendrick-Brown explains in his work *The Stigmatized Group and*