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Memorability is often referred to as something or someone that is not easily forgotten. Things that leave long-lasting stains upon society are memorable. In addition to this, something that is popular, different or unpleasurable can also be considered memorable. Jay-Z, also known as Shawn Corey Carter, is an example of a musical artist that makes music that resonates with me. With this said, it is safe to say that Jay-Z is a memorable musical artist. His music is memorable because it is real, unforgettable and distinct, contains catchy lyrics, captivating, timely-effective, consistent, and informative.

Jay-Z is well-known for his music because it is real. He raps about his humble upbringing. In his music, he draws from personal experience. Jay-Z is originally from Marcy Houses housing project in Bedford-Stuyvesant neighborhood in Brooklyn New York. He was abandoned by his father and at 12 years old, he shot his brother in the shoulder for stealing his jewelry. He attended Eli Whitney High School in Brooklyn, along with Rapper AZ, until it was closed down. He refers to hustling and selling crack cocaine in his music. According to his mother, Jay-Z used to wake up his siblings at night banging out drum patterns on the kitchen table. Later on, she bought him a boom box for his birthday, which extended his interest in music. Soon after, he began free-styling and writing lyrics. In his neighborhood, he was known as “Jazzy”, a nickname that eventually developed into his stage name. The moniker “Jay-Z” is homage to his musical mentor, Jaz-O, as well as to the J/Z subway lines that have a stop at Marcy Avenue in Brooklyn. When he raps about his upbringings he seems real, and comes off as more approachable. In the song, “Hard Knock Life” Jay-Z samples the chorus from Annie, the Broadway musical. Jay-Z and Annie share similarities because of their emotion. However, they are parallel to one another.

While Annie had an undistinguished identity and had to develop a persona through her surroundings, Jay-Z had to solidify his spot in the rap industry and in his household. Jay-Z doesn't glorify his wrongdoings in the song but sheds light upon it. While Jay-Z's background has led to him appearing more relatable to his fans, later on, Annie's frame caused her to develop a good persona. Thus, Jay-Z's rough external environment is genuine and true.

Jay-Z's music is memorable because his beats are unforgettable and distinct. The reason for this is that his beats are funky and innovative. His beats range from fast to medium to slow and from slow to medium to fast but correlate to his specific song. On his songs, he works with well-known producers such as Swizz Beatz, The Neptunes, Timbaland, and Just Blaze, just to name a few. Thus his beats make you want to sing along or dance.

His music is memorable because his lyrics are catchy. Although the words said in his music are sometimes esoteric the lyrics rhyme and are usually relevant to his music. One of his most common themes in his songs teaches his listeners that success is not unattainable.

Jay-Z's music is captivating because he paints a clear picture for its audience. The root of his music is his imagination, which draws the listeners into real-life settings. For example, in the song "Dirt off your shoulders" he tells the listeners to turn the music up on the head phones. He sort of has a dialogue with his musical audience as if he is acquainted with them like his friends.

Jay-Z has good musical timing. Whether he pauses or goes slow his music will make you stop and think or laugh. In terms of thought, his music makes you reconsider your values. However, in terms of laughter, he raps about things that are of the moment, current and or unusual.

Jay-Z's music is consistent. His albums have all gone platinum or gold. *Reasonable Doubt* went platinum and sold over 1.5 million, [*In My Lifetime, Vol. 1*](#), [*Vol. 2... Hard Knock Life*](#) went platinum and sold close to 8 million worldwide, [*Vol. 3... Life and Times of S. Carter*](#) went platinum and sold 4.1 million worldwide, [*The Dynasty: Roc La Familia*](#) went platinum and sold 2.8 million worldwide, [*The Blueprint*](#) went platinum and sold 3.3 million worldwide, [*The Blueprint²: The Gift & the Curse*](#) went platinum and sold 4.1 million worldwide, [*The Black Album*](#) went platinum and sold close to 4.2 million worldwide, [*Kingdom Come*](#) went platinum and sold about 3.3 million worldwide, [*American Gangster*](#) went platinum and sold 2 million worldwide, [*The Blueprint 3*](#) went platinum and sold 2.3 million worldwide. This consistency of Jay-Z's music can be attributed to his modern and fresh nature of his music.

His lyrics are informative. They are a microcosm of Jay-Z's view or perception of life. Also, they give an analysis of his thought process and may tend to include his personal life such as his beef with rappers like Nas, and his private relationship with singer, Beyonce Knowles. The beef with Nas was provoked by the diss in the song "Takeover" by Jay-Z. On another note, he discusses his relationship with Beyonce in songs like Bonnie and Clyde 03', which talks about his privacy with Beyonce, and 'Dirt off your shoulders', which he proclaims "I got the hottest chick in the game wearing my chain." He essentially isn't shy about giving his perspective of his generation and today's society, whether an issue pertaining to him is controversial or not.

There are many qualities that make an entity memorable. Although I have defined what makes an entity memorable, the characteristics of something, someone, or somewhere that is memorable is undeterminable. In other words, things that are good are just as memorable as things that are bad. Jay-Z's music is memorable because its composition is real, unforgettable and distinct, contains catchy lyrics, captivating, timely-effective, consistent, and informative.