

Kendrick Lamar Talks Being Socially Responsible with JET [Video]

Vixen N. Brown | January 24, 2014 - 4:53 pm

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We've got our fingers (and toes) crossed for [Kendrick Lamar](#) at this Sunday's [Grammy Awards](#). Whether he goes home empty-handed or not, he's still a [winner](#) in our eyes. Turns out JET Magazine feels the same way as they've snagged the Compton MC for their "Black History Month" issue.

Inside, the adorable [Kendrick](#) talks being more than a storyteller for his fans.

"Hip-hop plays a huge part in Black history. It's bigger than music. Entertainers are actually leading a generation today as role models, whether they want to or not... (Songs) They are for that person who needs to hear them. People who live their lives to this music. So I take it a little further than just coming up with a clever line."

The TDE signee also notes talks about men who have had an influence on his own life, including his father, Uncles "Lil Man" and "Bobby" and of course- [Jay Z](#).

"People forget that [Jay Z](#) is from the projects – but that inspires me. If this guy can go from the streets to the corporate world, that lets me know I'm open for anything," says Kendrick of the RocNation president.

Watch a BTS video below and flip the page for another photo from Kendrick's photo

