

KEMBA-The New Black Theory

[youtube id="G5MdD9NLXg4"] YC The Cynic has reinvented himself as KEMBA and "The New Black" is the first single from his upcoming *Negus* debut album. The song references Pharrell Williams's term that positions Blackness as a mentality that is free from victimhood and asserts itself through mental stamina. KEMBA is also talking about respectability politics and uses the likeness of Raven Symone for the artwork as an example. He describes it as "A portrait of the oft tone-deaf, oft-offensive, torch bearer of the New Black theory Raven-Symoné." *Negus* comes out independently on July 22nd via all digital platforms.

Tracklisting for *Negus*:

1. FLY (Intro)
2. Caesar's Rise
3. Kings & Queens
4. The New Black Theory
5. Super Hero
6. Already
7. Psyrens (Curious)
8. Greed
9. Heartbeat
10. Hallelujah
11. We Made It
12. Brown Skin Jesus (Outro)