

THE ROMANIZATION OF THE DRUG CARTEL: A WORLD OF NARCO-CORRIDOS, NARCO-BARBIES, GLAMOUR AND DRUGS

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INTRODUCTION:

"Narco", coming from the Spanish word narcotraficante refers to someone who sells illegal narcotics. The cartel's criminal activity and backstories have had extensive media coverage since their rise in the 70's.

Reports have showcased the effect that long-term media coverage has on the public's views on drug cartels, covering many forms of entertainment including music, movies and books. But what effect does consuming this media have on those who have to live in these villages and cities affected by them? These characters do not just live on screen, they run through the streets of Latin America imposing violence on anyone caught in the crossfires of these drug wars. And this does not seem to faze the audience of those who consume the media.

Reconsider how a glamorous lifestyle can influence the moral code or millions.



METHODS:

- I interviewed people in the areas that have been impacted in smaller villages, as well as bigger states in Mexico.
- I interviewed Mexican Americans for their perspective of the drug cartels as well as individuals who's only exposure has been through films.
- I analyzed various peer reviewed journals.

LITERATURE CITED:

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RESULTS:

-Narco-corridos are popular within rural areas of Mexico as well as major cities in The United States such as LA, Detroit and Chicago.

- Sang by bands narrating the stories of cartell members. They sing of beautiful women with silicon filled curves,gun fights, parties and money.

-Although the majority of Mexicans are not involved in drug crime, corridos paint scenic images that villagers can relate to. Many of these bands even perform in their towns funded by local cartell.

-Typically cartell members have been raised in the same villages they make their deals in, putting everyone around them at risk.

- The unspoken rule in place is, do not get involved and you won't be affected, not the case for many victims. Even so the cartell is often seen as a form of protection from rival gangs and the corrupt government, policing their own areas and giving back by throwing parties or funding new roads.

- As Americans we know the impact these organized crime groups have on society but we keep on routing for them. The West has invested millions of dollars into this market . We are a part of the industry that glorifies the Latin drug cartels, which in turn fuels drug issue in America.



The demand

Number of drug users in U.S.*

8.7%
of persons 12 and over with any illicit drug use in last month

21.8 million Americans
close to the entire population size of Australia

Money

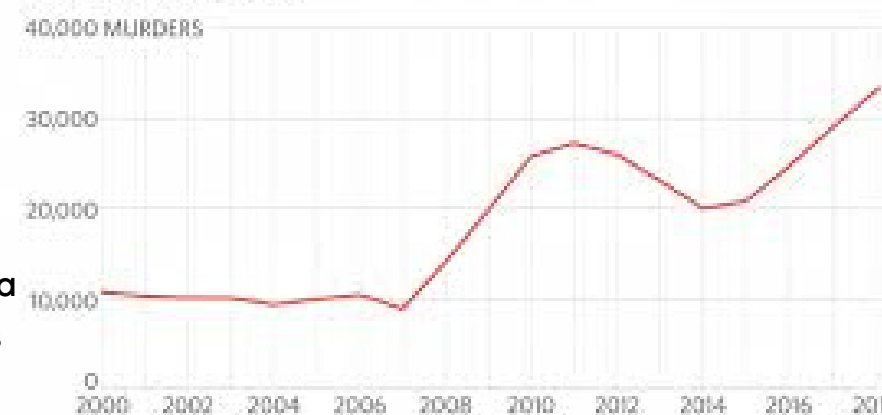
\$18 to \$39 billion

That's the top estimated amount Mexican and Colombian drug trafficking organizations make in wholesale profits annually, according to a 2009 Justice Department report.*

*The Justice Department said in a 2011 report that Mexican traffickers direct most of the cocaine, heroin and foreign-produced marijuana and methamphetamine in the U.S.

Mexico: Total Murders by Year

In 2018, the number of murders in Mexico, many of them drug-related, reached its highest level ever.



Source: Instituto Nacional de Estadística y Geografía (INEGI)

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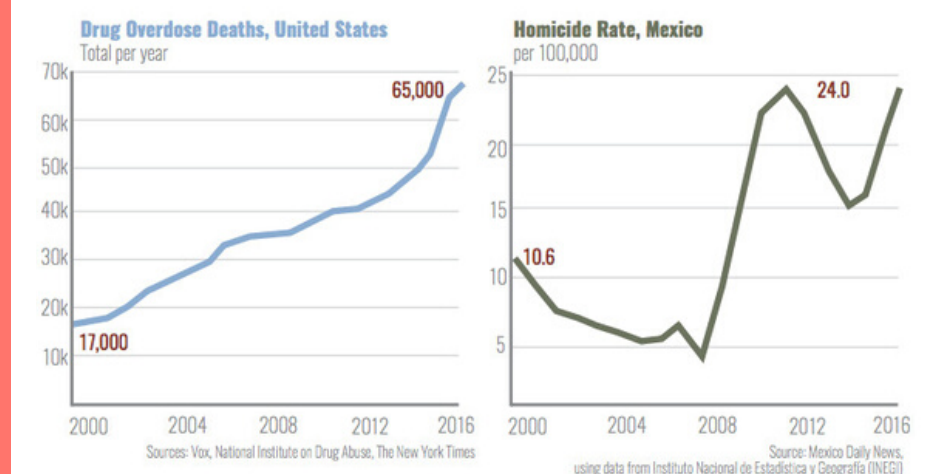
CONCLUSION:

"Stockholm syndrome"

feelings of trust or affection felt in many cases of kidnapping or hostage-taking by a victim toward a captor.

The situation Latin America is facing is not ideal but it is a system created out of desperation. People will endure anything to escape poverty even, if that means turning a blind eye to organized crime.

America has declared a war on drugs while consuming the media that puts money right into the dealers money. We envy their glamorous lifestyle while putting down the communities that are affected by the over saturation of drugs and and drug violence.



FURTHER INFORMATION:

This is a topic that is important within the Mexican community. I have seen the effects that the desire for this lifestyle has had on people that I know and it has landed them in dangerous situations.