



Artistas Hablan: Latin-x Artists and Media Platforms

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Research Question

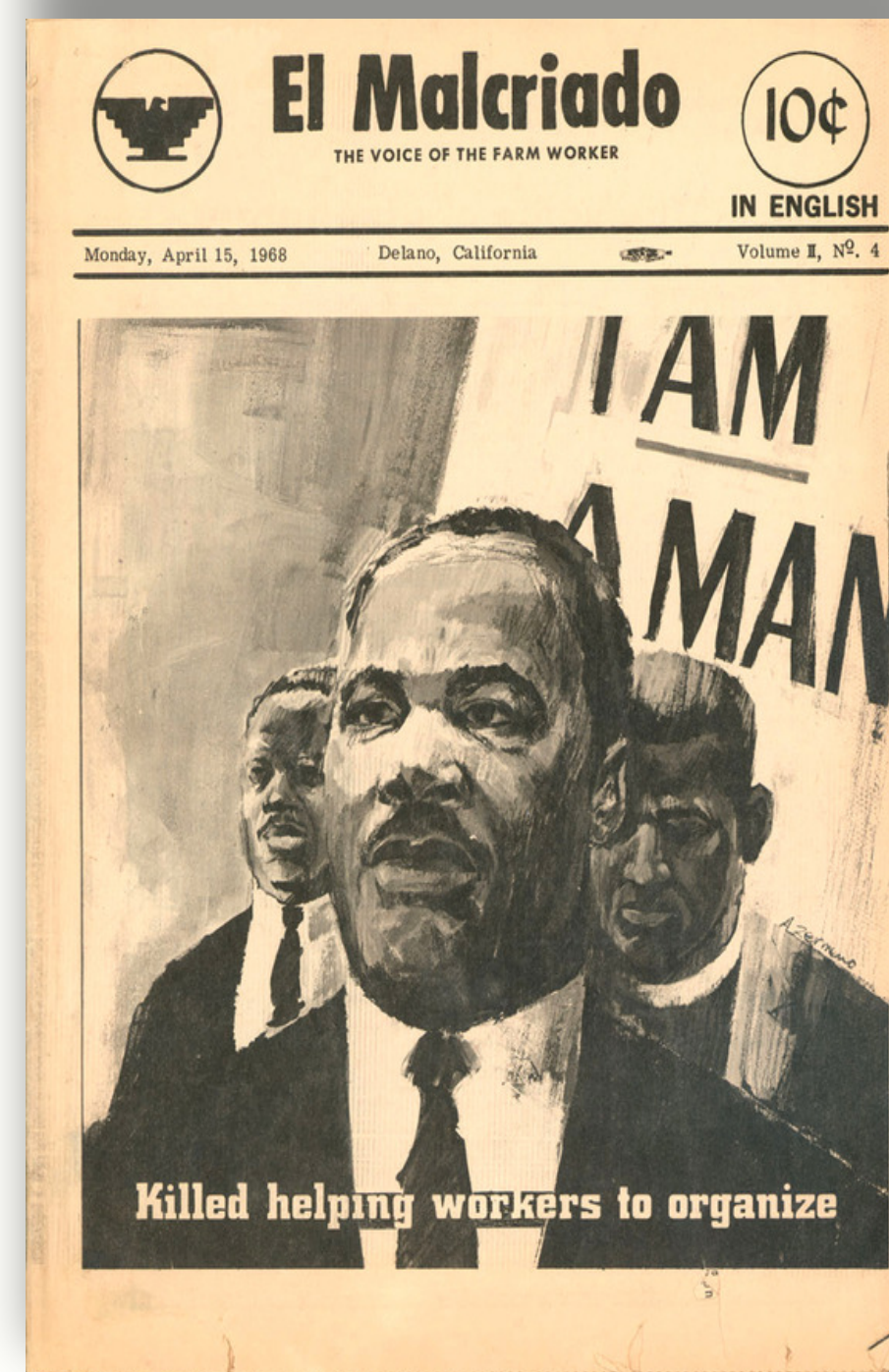
How do Latin-x artists use social media platforms to bring awareness to issues facing their community?

Abstract

Through the late 20th century Latin-x artists were limited to using newspaper, public spaces, television and radio to communicate with the public about political injustice. The evolution of technology during the 21st century, especially the internet, has caused a major difference in the amount of attention the artists receive. My research displays the use of media by Latin-x artists to bring awareness to issues that effect today and have effected in the past the daily lives of citizens.

Methods of Inquiry

This research was conducted through analysis of journal articles and books discussing Latin-x artists who used media to promote change due to political injustice.



Artists: Unknown (USA) (1968)

Results of Research

- Topics brought up by these artists were political injustice, corruption and mismanagement of their cities.
- Artists pushed the limits of available media to spread information, form protests, bring awareness to the issues and strive for a change.
- “The idea, in a way, was to kind of impersonate the enemy.” Artist Juan Obando used a podcast to discretely speak about the new generation in Colombia defined by consumption and commercialism.



Juan Obando *Drug Lord Cartel* (Colombia) (2010)



Tucuman Arde, publicity campaign, Rosario, Argentina 1968. Tucuman Arde arose during a time of military control in Argentina. The artists during this time were courageous to stand up against the repression and socioeconomic inequality.

Conclusion

- During my research I was surprised to learn about the different reasons as to why artists were using media to speak to the public.
- For future research I would suggest researching the effect of present-day Latin-x artists artwork through social media on their audience.
- I believe the effort of past Latin-x artists should be acknowledge because of the efforts they made to try and help their communities.

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