



# Influence of Latin American Music: Past, Present, and Future

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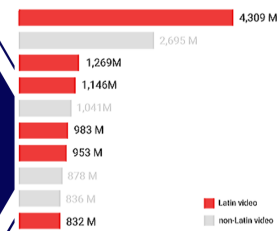
## Introduction

Latin American music serves as an important link between Latin American culture and the rest of the world. It not only shares our culture with other parts of the world, but also brings elements of other cultures into our own through the ways Latin American music has changed and adapted. Extensive studies have been done looking at the history of some genres within Latin American music that have either influenced or been influenced by genres popular within the United States. Technology specifically has a great influence on this as it makes the music accessible to a wider audience. Some of the most important styles related to my research are salsa, an iconic style of music in the United States in the 60s and 70s, and the modern growth of reggaetón. Through my research, I will analyze the styles of the past and the history of Latin American music in the United States, but I will also take a look at modern Latin American music and artists to see how much more significant it has become in the overall American music scene. Studying the history and future of Latin American music highlights one of the many benefits of being a country that is not only diverse but celebrates the beauty of other cultures.

Question: What influences have technology had on the growth of Latin music outside of Latin America?  
What effects has this had on the rest of the world?

## Results

- Top 10 music videos 2017
- daily views of top Latin artists grew 75% (2 years)
- Ozuna was YouTube's most viewed artist (2018)
- Followed by J Balvin and Bad Bunny



"Youtube for Artists."

## Conclusion

Technology has had a tremendous effect on the growth of Latin American music across the globe. The rapid advancement of technology in recent years can be correlated with the rapid spread of Latin American music in recent years. Through platforms such as YouTube, Spotify, other social medias, etc. The music ranging from old classics by Pedro Infante to the new album from Bad Bunny has taken the world by storm. Through this music we are able to share our ways of living with the rest of the world.

## Background

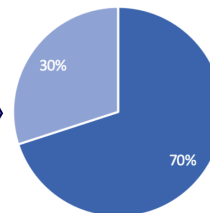
- Music spread through growing migration and technology
- Puerto Rican wave 1950s (in West Side Story)
- Circulation of Cuban records 1920s
- WKAQ, based in San Juan, fifth broadcasting station worldwide
- Artists start on WKAQ and progress to TVs in New York
- Afro-Cuban music spread with growth of jazz (40s)
- Salsa originated from African music, evolved in the Caribbean, and eventually gained popularity in New York



Associated Press

- JLO repping the flag of Puerto Rico during Superbowl 2020
- Performed with Shakira and had guest artists J Balvin and Bad Bunny
- Growth of Latinx artists performing at major events
- Important moment for Latinos across the nation

- Graph of data from my survey
- Reached a total of 113 Non-Hispanic people
- 70% listened to Spanish music on a regular basis



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