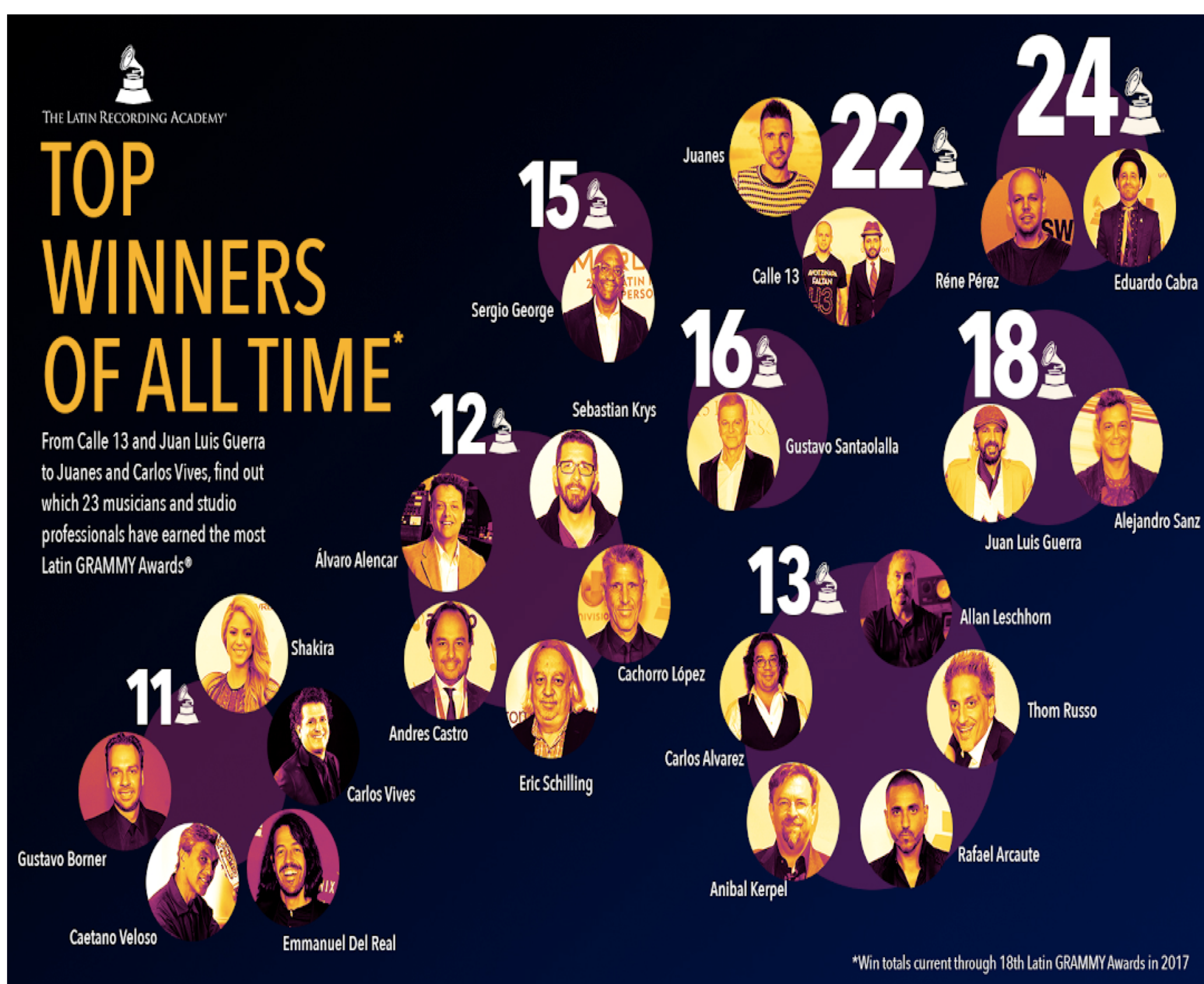


# Latin Influence and Scope of Impact on American Music

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## Abstract

This research presentation will discuss the history of Latin American influence in American music. There is a rich history of sound, style, instrumentation, and cultural influences from across the globe. "Latinos have helped bring these sounds to the U.S. audiences,-- and just like European Americans and African Americans,--they have contributed new musical flavors that sprang from their experiences on U.S. soil."(*The Story: How Latinos Influenced Popular Music in the U.S.* americasabor.org/story.) Researchers will analyze and share stories from regional music hubs such as New York, Los Angeles, San Francisco, and San Antonio. Artist biographies will highlight the musical history and story that will lead into discussions about the impact in Latino award presence or lack of representation in recognitions outside of "Latino" categories.



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## Historical Context

Beginning in the 40's to present day the Latin influence has been growing and has become a huge part of modern day American Culture. The Influence was occurring throughout the entire Country, but the impact was most noticeable in: New York City, Los Angeles, Miami, San Antonio and San Francisco.

**New York City, NY:** New York City was dubbed the center of the recording industry. During the 50's, many Latin American musicians started getting drawn to the Big Apple. Cuban music styles such as Rumba, Mambo, and Cha Cha Cha became popular. Puerto Ricans also played an important role in the music industry. Their population and music had a simultaneous fast boom. Both Cuban and Puerto Rican cultures made their music popular, not only in their respective countries, but all over the world as well.

**Los Angeles, CA:** Los Angeles had a huge Latin American base with many cultures, Mexico being the largest. During the Great Depression, a mass deportation (Repatriation) of Americans with Mexican origins affected the boom that the Latino music scene had created. After WWII, the children of Mexican American Veterans, played a huge role in bringing back the phenomenon that it was once impacting: R&B, Rock & Roll, Punk, and Hip Hop.

**San Antonio, TX:** Throughout the past couple of decades, San Antonio has had a mixture of cultures creating different types of musical genres that have contributed to the Latin music industry in the United States. Music styles such as: polkas, rancheras, corridos, jazz, blues, and country, are the elements that set the foundation for today's music. Although there are many other cities in Texas that contribute to the music industry, San Antonio stands out the most, and at one point was compared to, Nashville and Los Angeles.

**Miami, FL:** Miami, just like New York City, is known as the center for the recording industry. Miami is more based on Latin music rather than any other genres. Cuban-Americans in Miami have influenced the "Miami Sound" which consist of, rock, pop, disco and funk.

## Methodology

Throughout our research we conducted a literature review that analyzed the history of Latin Music in the United States, specifically on cities that have the greatest influence in the music industry.

Apart from the literature review we also did a comparative analysis between the Grammy's and Latin Grammy's.

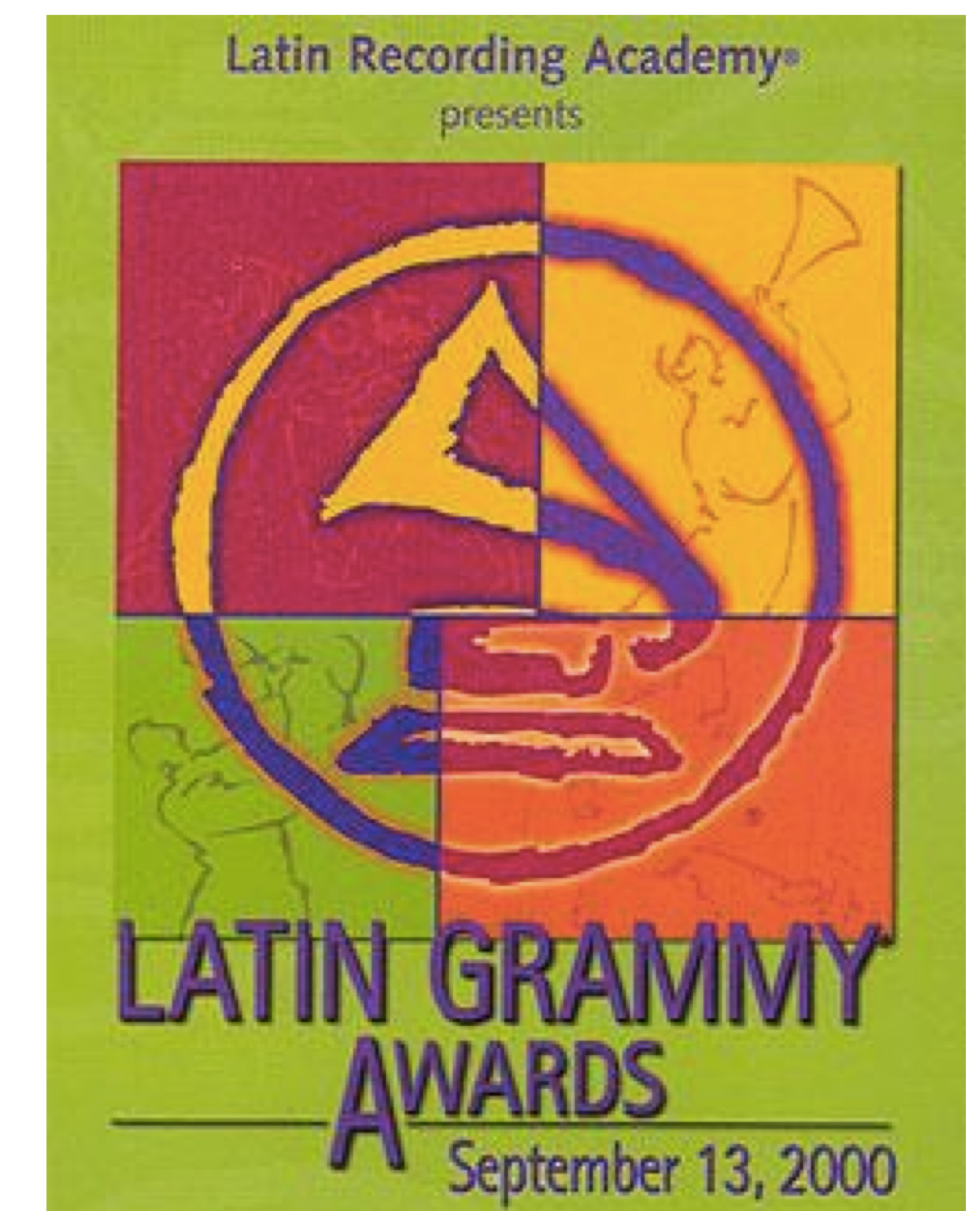
## Findings

Throughout the 1900's the rise of artists with Latin decent was not too small or too large, but it was the right amount to be noticed. With artists such as: Ritchie Valens, Selena Quintanilla, Tito Santana, Los Lobos, Celia Cruz, Gloria Estefan, and Juan Luis Guerra having the biggest music careers. Today the growth of artists with Latin descent is rising at a faster rate with artists such as: Selina Gomez, Becky G, Frankie J, Akwid, 6ix9ine, Demi Lovato, Luis Coronel, Camila Cabello, Kap G, Jlo, Lil' Pump and many more.

The previously stated artists with Latin roots, have not only had an impact in mainstream music, have also had a big influence in collaborating with American artists with songs such as: *Despacito* by Luis Fonsi, ft. Daddy Yankee and Justin Bieber. As well as *La Modelo* by Ozuna ft. Cardi B. Romeo Santos also has had many crossovers with various artists such as Drake, Usher and Nicki Minaj. The importance of these collaborations is that Latin American artists do not get the recognition in North America like they do in Latin America until the collaborations happen.

## Findings (Continued)

The misrepresentation of Latinos in the Grammy Awards led to the Latin Recording Academy to create the Latin Grammy's in 2000. Although the Grammy Awards have a total of 82 categories, only 4-7 categories pertain to Latin music. The Latin Grammy's has a total of 51 categories that award successful Latin and Portuguese producers and artists. These 51 categories are broken down to only 4-7 categories at the Grammy's.



## Citations

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QUICK REFERENCE GUIDE		FIELDS AND CATEGORIES		55th GRAMMY AWARDS	
GENERAL FIELD	1. Record Of The Year (S/T)	COUNTRY FIELD	26. Country Solo Performance (S/T)	REGGAE FIELD	50. Reggae Album
	2. Album Of The Year (S/T)		27. Country Duo or Group Performance (S/T)	WORLD MUSIC FIELD	51. World Music Album
	3. Song Of The Year (S/T)		28. Country Song (S/T)	CHILDREN'S	52. Children's Album
	4. Best New Artist (S/T)		29. Country Album	SPOKEN WORD FIELD	53. Spoken Word Album (Includes Poetry, Audio Books and Storytelling)
POP FIELD	5. Pop Solo Performance (S/T)	NEW AGE FIELD	30. New Age Album	COMEDY FIELD	54. Comedy Album
	6. Pop Duo or Group Performance (S/T)	JAZZ FIELD	31. Improved Jazz Solo (S/T)	MUSICAL THEATER FIELD	55. Musical Theater Album
	7. Pop Instrumental Album		32. Jazz Vocal Album	MUSIC FOR VISUAL MEDIA FIELD	56. Song Written For Visual Media (S/T)
	8. Pop Vocal Album	DANCE/ELECTRONICA FIELD	33. Jazz Instrumental Album	FIELD	57. Instrumental Composition (S/T)
	9. Dance Recording (S/T)		34. Large Jazz Ensemble Album	COMPOSING/ARRANGING	58. Instrumental Arrangement (S/T)
	10. Dance/Electronic Album	TRADITIONAL POP FIELD	35. Latin Jazz Album		59. Instrumental Arrangement Accompanying Vocals (S/T)
	11. Traditional Pop Vocal Album	GOSPEL/CONTEMPORARY CHRISTIAN MUSIC FIELD	36. Gospel/Contemporary Christian Music Performance (S/T)	AMERICAN ROOTS MUSIC FIELD	60. American Roots Album
ROCK FIELD	12. Rock Performance (S/T)		37. Gospel Song (S/T)		61. Americana Album
	13. Best Rock Music Performance (S/T)		38. Contemporary Christian Music Song (S/T)	PACKAGING FIELD	62. Recording Package (A/S)
	14. Rock Song (S/T)		39. Gospel Album		63. Best Special Limited Edition (A/S)
	15. Rock Album		40. Contemporary Christian Music Album		64 = Category allows Album entries
ALTERNATIVE FIELD	16. Alternative Music Album	LATIN FIELD	41. Latin Pop Album		65 = Category allows Single entries
	17. R&B Performance (S/T)		42. Latin Rock, Urban or Alternative Album		(T) = Category allows Track entries
	18. Traditional R&B Performance (S/T)		43. Regional Mexican Music Album (Including Norteño)		
	19. R&B Song (S/T)		44. Tropical Latin Album		
	20. Urban Contemporary Album		45. Rap Album		
	21. R&B Album		46. Rap Performance (S/T)		
RAP FIELD	22. Rap Performance (S/T)		47. Rap Song Collaboration (S/T)		
	23. Rap Song (S/T)		48. Folk Album		
	24. Rap Album		49. Regional Roots Music Album		