

The Worldwide Popularity of Latin Music

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Latin music is one of the most listened and played music across the world. This type of music is characterized by exotic instruments and a distinct rhythm that captures the attention of many people worldwide. With the advancement of technology and incorporation of music in marketing and advertising campaigns, organizations use Latin Music to command the attention of its target market. Various organizations use Latin Music in TV shows, commercials, and movies to increase popularity in the market and boost their sales potential (In Torres, 2013). Even if most people are still ignorant about its origin, it is still popular both locally and internationally. They take little interest in trying to know the origin of Latin Music and why it incorporates mixed styles and sounds to ensure that it has gained its popularity.

Latin Music has its roots from the Caribbean south in the United States. However, during slavery and slave trade, some of the Africans who were transported to the U.S. significantly contributed to its sound and style. The popularity of this type of music is enhanced by a mixture of indigenous Americans and African slaves in the music industry. Because of the syncretic nature of the Latin American music, it includes different types of influential genres such as rumba, meringue, son, bossa nova and tango. All these genres can be differentiated by their unique beats and rhythm. Latin Music has also led to the rise of modern music such as jazz, reggaeton, rock music, and Latin pop.

Latin Music includes different beats, sounds and rhythms that were obtained from African American slaves, Spanish and the Latin Americans. The unique styles of Latin Music differentiate it from other types of music. Some genres such as Flamenco and La Zarzuela have their roots from Spain and are folkloric. However, they slightly differ. The La Zarzuela originates from the Spanish opera while the flamenco has its origin in Spain but is significantly

influenced by the gypsy and Arabic melodies. El Tango is another type of Latin Music that is characterized by a soft and slow rhythm. Additionally, there is another genre of the Latin Music called El meringue (Plastino, 2013). This type of style features tropical rhythm and fast beats. The popularity of these types has made it possible for Latin Music to become prominent in the world, making it possible for various organizations to use them in their marketing and advertisement campaigns.

Latin Music has been evolving over the years, and this has made it possible for musicians to include different rhythms in their work to come up with a unique piece of artwork for entertainment. The musicians now use unique beats and sounds that have a significant influence in many cultures. As a result, they make Latin Music melodic for one to listen to and dance. In the current society, Latin Music is used across the world for entertainment and enjoyment in different types of events. It can be concluded that Latin Music is now reaching every corner of the world because it has diversified in style and rhythm. There has been evolution of Latin Music from one type of genre to another. For instance, from son and mambo in early 1930's to New York Salsa that was popular in 1970's and 80's. Furthermore, we now have some favorite genres such as meringue rap, techno meringue, and salsa rap. The ability of musicians to come up with different types that fit different situations and generations has tremendously led to the worldwide popularity of Latin Music.

References

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