Outline of the informative essay

I. TITLE

Latin music in the last decades in the USA

II. INTRODUCTION

A. Thesis

Latin music has always been popular with the Hispanic community in the US, but in

Recent years the popularity of this genre has risen so much that Latino artists now

are recognized and invited to American musical events, representing a

Great phenomenon in a country where Spanish-speaking people are a minority group.

B. Summary of main ideas or support

1. There are several artists who introduced Latin music to the US, and they opened the

way for today's artists

2. Thanks to music streaming services, the Latin music genre

It has recently gained a lot of popularity in the US

3. Latin music is flourishing in the US and Latino artists are now part of

american music events

III. DEVELOPMENT

A. Latin music has gained much more popularity in the US in recent years.

a. Latin music took 9.4% of the 2018 music market as the fifth

genre largest, displacing country music to sixth place.

b. As for total video streams, Latino music videos

took second place with a 21.8% share (hip-hop took first

place with a 22.8% participation).

c. Of the 100 most viewed videos in 2018 on YouTube, half were from acts

Latinos.

i. Forbes Staff. "Latin music continues to add ground in the United States

United". Forbes Mexico. January 10, 2019. https://www.forbes.com.mx/lamusica-latina-sigue-sumando-terreno-en-estados-unidos/

B. There is a revolution in the consumption of Latin music in the US due to the broadcast in

Latin video and audio line.

a. Latin music consumption grew 41% from 2017 to 2018, according to an analysis

by Nielsen Music.

b. You see the revolutionary change when you have great and popular artists

like Drake or Beyoncé saying they want to work with Latino artists.

c. 18.4% of all music videos played in streaming in 2018

They were from Latin music. This genre is second in popularity in

USA, only behind hip-hop.

i. N.a. "There is a 'revolution' in the consumption of Latin music in the United States

United, according to Nielsen. " Infobae. April 23, 2019.

https://www.infobae.com/america/entretention/2019/04/23/hay-unarevolucion-en-el-consumo-de-musica-latina-en-estados-unidos-segunnielsen/

C. Latino artists have grown so much in popularity that they are now part of events

American musicals like the Coachella Festival.

a. J. Balvin and Bad Bunny are among the main attractions of the Festival of

Coachella, where there is also a place for Mon Laferte, Rosalía, Tomasa del

Real, Javiera Mena and Las Robertas.

b. Despacito has been 52 weeks as number one on the Latin songs list

Billboard magazine best sellers.

c. Some albums by Latino artists have received unanimous applause from critics.

Anglo-Saxon.

i. Alba, Rafael. "Latin music has seen its best moment in the US". Alnaví:

round-trip news. January 8, 2019.

https://alnavio.com/noticia/16666/firmas/la-musica-latina-vive-su-mejormomento-en-eeuu.html

D. Some artists from one or two or three decades ago opened the way for artists

of today.

a. Selena Quintanilla, Gloria Estefan, Jennifer López, and Shakira have been the women

Hispanics with the most albums sold.

b. Selena Quintanilla was baptized as "the queen of Tex-Mex, queen of cumbia and

the queen of Latin music ”.

c. Selena Quintanilla was named the most influential Latin artist of the decade

90s by Billboard magazine.

d. In 1995 the Governor of Texas, George W. Bush, declared that the anniversary of the

Selena's birthday would become Selena's Day because it represents “the

essence of the culture of South Texas ”.

i. López, Alberto. "Selena Quintanilla: queen, icon and myth of TexMex music". The country. October 17, 2017.

https://elpais.com/cultura/2017/10/17/actualidad/1508221616\_003991.htm

E. Latin music has been recognized by companies that publish articles on

Global businesses like the Financial Times for their recent popularity.

a. Latin American audiences are key influencers in the realms

digital, generating great interest and hundreds of millions of instant views

and I like'".

i. Gavasa, Juan. “Latin music and the keys to its success in the world

Anglo-Saxon ”. Panamerican World. January 2019.

https://panamericanworld.com/revista/viajes-y-cultura/la-musica-latinaexito-anglosajon/

IV. CLOSING

Latin music has no borders: in recent years it has gained so much popularity that

American music events also include Latino artists. This has been

achieved in part because some artists two or three decades ago opened the way.

V. BIBLIOGRAPHY