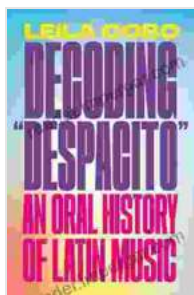


Decoding Despacito: An Oral History of Latin Music

The world was taken by storm in 2017 when "Despacito" by Luis Fonsi and Daddy Yankee featuring Justin Bieber became a global sensation. The song reached number one in over 90 countries, became the most-streamed song of all time on Spotify, and won multiple Grammy Awards. But "Despacito" was not just a one-hit wonder; it was the culmination of decades of evolution in Latin music.



Decoding "Despacito": An Oral History of Latin Music

by Leila Cobo

★★★★☆ 4.4 out of 5

Language : English
File size : 29949 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
X-Ray : Enabled
Word Wise : Enabled
Print length : 304 pages



"Decoding Despacito" is an oral history of Latin music, told by the artists, producers, and executives who shaped it. From the early days of Afro-Cuban rhythms to the modern-day reggaeton explosión, this book tells the story of how Latin music has become one of the most popular and influential genres in the world.

Chapter 1: The Roots of Latin Music

The roots of Latin music can be traced back to the African and European cultures that came together in the Caribbean and Latin America. African slaves brought their polyrhythms and call-and-response vocals, while Spanish and Portuguese colonizers brought their own musical traditions. The fusion of these cultures created a new and unique sound.

Some of the earliest forms of Latin music include son, rumba, and bolero. These genres were popular in the Caribbean and Latin America throughout the 20th century, and they continue to be influential today.



Chapter 2: The Rise of Salsa

In the 1960s, salsa emerged as a new genre of Latin music that fused elements of son, rumba, and bolero with jazz and rhythm and blues. Salsa quickly became popular in New York City and other major cities around the world, and it helped to introduce Latin music to a wider audience.

Some of the biggest stars of salsa include Celia Cruz, Rubén Blades, and Héctor Lavoe. These artists helped to popularize salsa and paved the way for other Latin music genres to gain mainstream success.

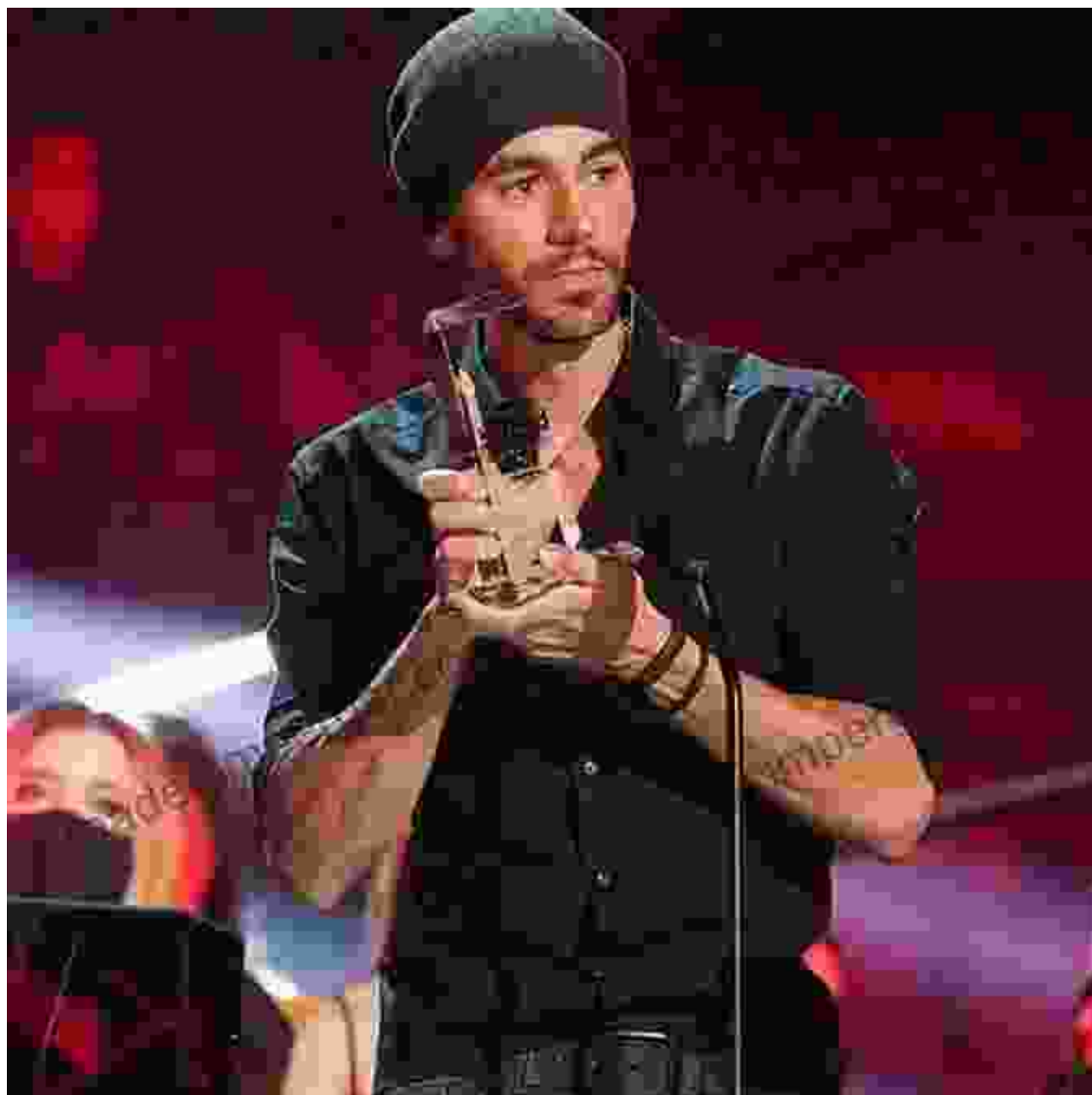


Celia Cruz is one of the most iconic figures in Latin music history.

Chapter 3: The Latin Explosion

In the 1990s, Latin music exploded onto the global stage. Artists like Ricky Martin, Enrique Iglesias, and Shakira became international superstars, and Latin music became more popular than ever before.

The Latin Explosion was fueled by a number of factors, including the rise of cable television and the internet, which made Latin music more accessible to a wider audience. Additionally, the growing Latino population in the United States helped to create a demand for Latin music.



Chapter 4: The Birth of Reggaeton

In the early 2000s, a new genre of Latin music called reggaeton emerged from Puerto Rico. Reggaeton is a fusion of Jamaican dancehall, Latin American rhythms, and hip-hop. It quickly became popular in Puerto Rico and other Latin American countries, and it eventually became a global phenomenon.

Some of the biggest stars of reggaeton include Daddy Yankee, Don Omar, and Wisin & Yandel. These artists have helped to popularize reggaeton and make it one of the most popular genres of music in the world.



Daddy Yankee is one of the most influential figures in reggaeton history.

Chapter 5: Despacito: The Global Phenomenon

"Despacito" was released in January 2017 and quickly became a global smash hit. The song was praised for its catchy melody, infectious rhythm, and romantic lyrics. It was also the first Spanish-language song to reach number one on the Billboard Hot 100 chart.

"Despacito" was a watershed moment for Latin music. It showed the world that Latin music could be both popular and critically acclaimed. It also

helped to break down barriers between different cultures and languages.



"Despacito" was more than just a song; it was a cultural phenomenon that helped to change the face of Latin music. "Decoding Despacito" tells the story of how Latin music evolved from its humble beginnings to become one of the most popular and influential genres in the world.

This book is a must-read for anyone who loves Latin music or who is interested in learning more about the history of this vibrant and dynamic genre.

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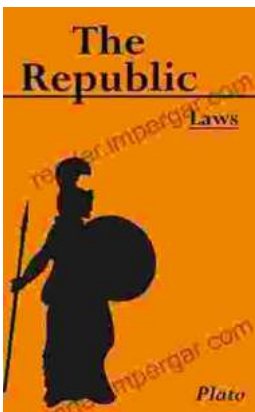
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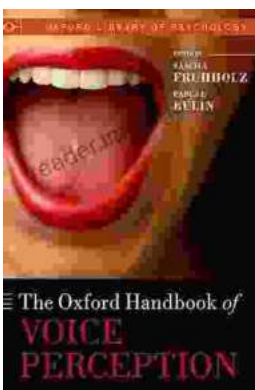


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