Record Nr. UNINA9910781196403321 Autore Pacini Hernandez Deborah Titolo Oye como va! [[electronic resource]]: hybridity and identity in Latino popular music / / Deborah Pacini Hernandez Philadelphia,: Temple University Press, c2010 Pubbl/distr/stampa **ISBN** 1-282-50591-2 9786612505911 1-4399-0091-4 Descrizione fisica 1 online resource (238 p.) Disciplina 781.64089/68073 Soggetti Hispanic Americans - Social aspects Popular music - Social aspects - United States Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Description based upon print version of record. Nota di bibliografia Includes bibliographical references and index. Nota di contenuto Contents: Preface: 1 Introduction: Hybridity, Identity, and Latino Popular Music: 2 Historical Perspectives on Latinos and the Latin Music Industry; 3 To Rock or Not to Rock: Cultural Nationalism and Latino Engagement with Rock 'n' Roll; 4 Turning the Tables: Musical Mixings, Border Crossings, and New Sonic Circuitries; 5 New Immigrants, New Layerings: Tradition and Transnationalism in U.S. Dominican Popular Music; 6 From Cumbia Colombiana to Cumbia Cosmopolatina: Roots. Routes, Race, and Mestizaje; 7 Marketing Latinidad in a Global Era; Notes; Selected Bibliography; Index Listen Up! When the New York-born Tito Puente composed ""Ove Como Sommario/riassunto Va!"" in the 1960's, his popular song was called ""Latin"" even though it was a fusion of Afro-Cuban and New York Latino musical influences. A decade later. Carlos Santana, a Mexican immigrant, blended Puente's tune with rock and roll, which brought it to the attention of national audiences. Like Puente and Santana, Latino/a musicians have always blended musics from their homelands with other sounds in our multicultural society, challenging ideas of what ""Latin"" music is or

ought to be. Waves of immigrants...