

What is the impact of female Latin singers on American music?

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The music is part of the daily routine of every person, it doesn't matter the genre or the place in the world. A large amount of entertainment is related to it because the music can make you feel emotions, bring memories, and create moments that will have a place in your life. Nowadays Latin music is better known in the world. The different Latin genres have made an impact and have opened their place in the charts at a global level. In the U.S.A this music has gained a place in people's choice. American culture is known for its pop music, but Latin music has made a statement. This industry is a male-dominated environment, but different female artists have shown they are capable enough to be at the same level. The impact of these women in the world and the music industry must be recognized. Several people enjoy this music. It can be possible by female artists, and knowing their journey and hard work is the first step to getting them the recognition they should have.

The music has been influenced by women since the beginning without getting the recognition needed. They were silent and left at the back of compositions and music attributions. The new world is better known for the feminist movement which has affected the music industry giving the female artists their first step into this business. But this movement didn't have a part in the music industry until 30 years later it started. (González, 2018, Chapter 7) "This delay may also be due to a particular conundrum that faces musicology's attempt to situate music within the broader realm of the humanities." With this, in the Latin environment are very well-known examples that people choose to forget. As Julyssa Lopez explains in her article, the well-known songs of Agustin Lara back 1930's wouldn't be the same without Toña La Negra's voice (2018). Since the beginning, the talent of women has apport to the industry but also has been hidden from the public eye.

Back in the day, artists had to work harder to get to fame and recognition. In actuality, the new platforms have made their career easier. It's probably that all the women who were forgotten in the back of the different music pieces, these days would have been successful and able to tell their part in those songs. Another powerful tool is the facility to get the charts and numbers of all the artists. With this, it is easy to see the male-dominated environment. Spotify, one of the platforms more used by the fans has a public side where you can see the charts with daily updates. The global weekly charts of top artists (week of December 4th), show 40 Latin singers from 200 artists and only seven of them are Latin women. In the U.S.A. chart happens something similar. Over 200 artists only nineteen are Latin singers and just three of them are women. (*Spotify Charts - Spotify Charts Are Made by Fans*, n.d.). Even though now is another world with more facilities women's work is still in second place in many cases.

Latin music has grown over the years in the U.S., being more popular than music from North America, Asia and Europe. But women's talent journey is something to be aware of. In the most Latin Grammy Award-winning of all time, only three women have got to this ranking from eleven of the most Grammy Awards winners (*Shibboleth Authentication Request*, n.d.). These last years have been a great advance for this. Female artists have created a wave in U.S. music. One of the biggest representatives of this is Karol G who is the only Latin singer in the album soundtrack of the famous Barbie movie and is the first woman to get to the Billboard 200 with an all-Spanish album (Aniftos et al, 2023). This has impacted the American culture showing the power of Latin music and all the different genres that can be sung for women.

For no one is a secret the sexism in most of the songs in these genres. For men, it is celebrated the misogynist lyrics but for women when they sing about their free sexuality and empower consent, they are discriminated for what they sing. “Male reggaeton singers rarely receive criticism for their lyrics that reduce women to sex objects, but female artists continue to face hostility for freely singing about consensual sex and pleasure.” (Eberhart, 2020) Another goal of Karol G is to break this stereotype and show the world the freedom and awareness of female sexuality. In the American culture, this has shown a big change in how women are seen, and how they have the same value as men. All this movement started in the early 2000s with Ivy Queen, a reggaeton and rap singer who showed the power of women in the sexist industry of the Latin-music.” But Afro-Latina singer Ivy Queen made a name for herself in the early 2000s as a reggaeton artist who helped pave the way for the genre.” (Eberhart, 2020).

After all, Latin music is mostly produced in the U.S. And that has been a big influence of those genres over American society. The different awards work more than events where artists can be recognized but also as a look at society and people’s choices. We can see that the range of Latin women’s music has opened doors and impulse American and European artists to join this movement. Artists like Nicki Minaj, Cardi B, Beyoncé, and Camila Cabello have featured female Latin songs and show their impact on them and their society. The impact of Latin music is an incredible step for all the Latin people around the world, but we cannot forget the hard work of every female singer in this journey, how hard social media works for them and the difficulties they must face in their careers. Now, in all the American awards look at every winner and nominated and see how many female artists there are and how much you know about them.

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