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BACHILLERATO EN CIENCIAS

MONOGRAPH

**“THE SOCIAL IMPACT AND EVOLUTION IN AMERICA AND THE U.K IN
MUSIC THROUGH DECADES AND ITS INFLUENCE IN ECUADORIAN MUSIC”**

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Gratitude

First of all, I would like to thank all the people who have supported me in all aspects of my life, mainly my parents who have always been there for me, teaching me values, how to be a better person and offering me all their knowledge. Also to my teachers who have always been pressuring me for better academic and personal performance.

Summary

In the following monographic work contains information about how music was given and developed in these different times, how it influenced people in various fields such as politics, social, cultural and how they gave rise to different historical events such as activist movements, claiming their human rights, promoting the value of peace and tranquility for society and is emphasizing the situation that the world lived in those decades as well as labor exploitation, endless wars, the fall of the berlin wall and so on among others. We can also reflect how the new musical genres were created based on or belonging to the same branch of the genre, and how they were received and accepted in an optimistic way by listeners, and not only reflecting it in the musical sense but beyond as a lifestyle, for example changing clothes, ideologies, wanting to raise the voice in a nonviolent way if not transmitting the message through music. It became known more to the musical culture, as today is accepted and validated in a better way than in previous times, how now the Ecuadorian promotes musical education, this becoming a professional career and so gradually inculcating the musical culture as a profession with the same professional quality. A little bit of the history of Ecuadorian music from its roots is also made known. There is talk of independent bands and artists that have evolved over the years and support that has been given more and more to the music scene here in Ecuador. There is also talk of the places on the Ecuadorian coast where this type of movement is supported so that people become more educated and support Ecuadorian talent more.

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Introduction

This monographic work is represented as an investigation about *The social impact and evolution in America and the U.K in music through decades and its influence in Ecuadorian music*, the same one that has as purpose, to make known the musical culture and how this caused effect in the life of the human beings in the epoch of the 70, 80 and 90, also to analyze the importance that the music had and has in the present time after all the lived and developed events to pass of the years, and the influence of it in the society.

The specific study of the topic has a great importance since it gives us necessary information about the music, how it influenced the world, and served as a great example to change the previous ideology, which was macho, oppressive and denigrating towards others. It was also researched how the music of those decades is a great resource for today's music that has a message beyond sound. As Ecuadorian talent is increasingly supported by people listening to them and how specific places have been born for this type of movement. Several of the authors who have dealt with this subject such as Guillermo Vizcaino referring to his undertaking and musical collaboration, he tells us that it is "a movement that promotes the talent of independent artists from the intimacy of a patio". The existence of the musical movement of this monograph has a history of 50 years to the present day and developed in several countries such as the United States, England and Ecuador.

Chapter I

Decades

1.1 The 70's

The '70s was a time of great upheaval and movement in the world. This era began during political conflicts, as well as was a time of great changes such as the evolution of music, social movements, and fashions. In the '70s, the rebellion against the authorities and the personal liberation were key themes, people were looking for individualism through new perspectives of culture and religion.

1.1.1 Social and cultural impacts.

Music will always have a very important impact on society because it is a universal means of communication that transcends cultures and also a means to express what you think and even becomes a means of fighting against the problems that exist in the world. In the decade of the 60s the hippie movement emerged which was a counter-cultural and pacifist movement which lasted significantly in the 70s, the desire for revolutionary changes and the need to adopt radical attitudes, avant-garde and break with the system, were the distinctive notes of the culture of a large part of society this year.

The spirit of this movement was the opposite of consumerism, dissatisfied with the tendencies of the system. Music played a fundamental role in this movement as people used it as a tool to combat the violence and futility of the Vietnam War, in other words, it was a spokesman for the masses. This movement supported the struggles for equality, sexual and personal freedom and as the main objective to promote love and peace. His expression of independence from social norms was made known through acts of rebellion, sustained by

the consumption of drugs that allowed access to other states of consciousness. The hippies were in favor of the development of cooperative enterprises with a free press and implemented actions of anti-capitalist characteristics.

1.1.1.1 Trends and fads.

The decade of the 70s was a period marked by the juvenile liberation from dressing or makeup as one wanted when one wanted. This fashion can be divided into two periods, this begins in 1970 until 1974, which was the evolution of fashion from the 60s, jeans, miniskirts, platforms, and very colorful designs was the beginning of this trend in the 70s. Long hair came, trousers on the hip and bell, among other things, but this was due as a result of the hippie movement behind his way of dressing, his ideals were to enact freedom, anti-capitalism and equality. In 1975 the hippie fashion gave a more rebellious change and this was replaced by punkies. It was a musical movement initially because the young people who were called punks were followers of the rock genre, and their precepts were very pessimistic

1.1.1.2 Musical movements of the '70s.

The '70s was the beginning of new musical movements. The decade of the 60's left many influences so that in the '70s these could develop. At the end of the 60s ``The '70s marked the triumph of rock music, destined in the same decade to discover harder sounds, and then in part decline in more melodic forms towards the beginning of the eighties''(Melas, 2018, p.2). The derivatives of rock that have seen the birth in recent years are hard rock, pop

rock, and soft rock. At this time people heard a lot of soft rock, psychedelic rock, folk, disco music and the new punk movement that occurred in the mid-1970s. Country rock appeared and heavy metal was at the end of this year with their most influential bands like AC/DC and Def Leppard.

2.1 The 80's

The '80s was a decade marked by pop culture, music and various fashions that are returning today. The music was the most representative in the popular culture of the '80s, the pop genre was the one that reigned this decade, and the disco music of the 70's had gone out of fashion.

2.1.1 Social and cultural impacts.

In the 1980s there was the tension of the Cold War between the United States and the Soviet Union, where the world was on the verge of a nuclear threat. There were many conflicts worldwide at this time.

2.1.1.1 Trends and fads.

Like all times, the 80's had a trend and fashion very bold and crazy, lived with many different styles, the heavy style consisted of a dark dress, used leather, wristbands, belts with spikes, black t-shirts with names of bands more important of that time as Black Sabbath, Metallica, among others. The shaven hair with very striking colors, makeup very marked and dark was another trend of this era and this was the punk fashion. The time of the 80s marked much in fashion, this one obtained a success that did not have precedents. An era that looked at the world with another perspective, it is not easy to talk about the fashion of this time and like every year many trends come out but you can say that the basic

styles of the 80s were such as sportswear, which does not look like what we use today, at this time highlighted the body with neon colors, and the bands that were used on the forehead.

For work or daily clothing was usual to see people with pants or skirts with a wide jacket, also saw much casual style with high thallus jeans broken that was what made it look more rebellious, with all this could not miss the very large earrings and many bracelets. Just as it was mentioned that the very striking colors were part of this era, there was also a fashion a little more relaxed that was the combination of black with denim fabric garments, which has now become very fashionable. It was normal to see people wearing shorts, short dresses, miniskirts, and glasses. Another very important fashion of the eighties were hairstyles with a lot of volumes, blond dyed or fringes. In terms of the makeup of this time was hard and aggressive in all aspects, the eyes with very strong colors and also used lipsticks in dark tones and matte.

2.1.1.2 Musical movements of the 80's.

A very prodigious time with songs and bands that have gone down in history. A very important interpreter was Michael Jackson known as the king of pop, his music and style were what made him unique at the time and to this day. College rock or also known as alternative rock was another genre that remained in the 80's. In the late 70's and early 80's a genre called synthpop or techno pop was born, the origin of this genre goes back to the development of electronic music and synthesizers.

The synthesizer was an invention that transformed music in the 80s. At the end of 1963, Robert Moog met the composer Herbert Deutsch who in search of new electronic sounds

inspired Moog to create a synthesizer, called the Moog Modular Synthesizer. Thanks to this invention of the synthesizer, new subgenres of rock were developed. Some of the most representative bands of the 80s were Depeche Mode, A-ha, among many others, but these bands were the ones that started using electronic synthesizers.

3.1 The 90's

The 1990s were a great help to our political and cultural formation. At this time, the world began to live a cultural revolution giving more freedom and openness thanks to technological advances and this was of great help for what we have today. In the '90s, there was a musical search for new things in all styles, technological innovations, and the development of the internet allowed musical globalization and thus helping the development of new genres and sounds.

According to **Van der Hoeven (2014)**, Remembering the popular music of the 1990s: dance music and the cultural meanings of decade-based nostalgia. *International Journal of Heritage Studies*.

3.1.1 Social and cultural impacts.

With the decline of communism in Europe, represented by the fall of the Berlin Wall and the political crisis that led the Soviet Union to its disintegration, at the end of 1991 the Cold War came to an end, giving rise to newly independent states.

3.1.1.1 Trends and fads.

Heller (2017) said:

It's impossible to talk about how great the '90s were without paying homage to the fashion trends that were popular back then. And it just so happens that many of those trends — like chokers, denim on denim, and overalls — are having a moment now, too. (p. 1)

In the beginning of the 90s, the fluorescent clothes were the dominant. A rap style became very fashionable and sport style, people wore baseball jerseys, baseball caps, and Nike air Jordan.

3.1.1.2 Musical movements of the 90's.

In the '90s new styles emerged, thanks to the technology that had advanced at that time, electronic music conquered the world. A genre and movement that was born at this time was the grunge, this influenced much in the culture United States mainly in young people. There were very emblematic groups but the main one was Nirvana, this genre was the return of rock, but with changes and sounds more dirty and little polished.

Chapter II

Evolution of music genres

2.1 New Era

Times change, and music too; today is reflected with much harshness the use of new technology, experimentation with new sounds and effects. Everything is being modernized, and perhaps music is the most remarkable mark left by the passage of time, because if times move on, music changes with it; that's why each culture has developed its own musical styles that represents a different history.

2.1.1 New genres

Today we can find an endless number of musical styles as music has revolutionized over time and thus have emerged new subgenres based on the classic genres we know. There are genres that are considered the most popular as Pop, Rock, House, Funk, Techno, Blues, among others.

2.1.1.1 Indie / Indie rock.

The Indie as a style of music was born in the United Kingdom in the 1970s. The term "indie" comes from the "independent" word, and all music that reaches the public by its own means falls into this category because they don't have a record label to support them. They are groups that focus on underlining their own style, showing the music they like to create without depending on global trends or a brand that locks them into a certain genre. Their music could fall into the cult category, as they only reach those fans that go beyond the commercial.

Many of the bands we hear today started within the indie movement, like "Foster the people", but they are so successful that they are absorbed by a label and lose their independent character. Currently there are many bands that play this type of music such as Foals, Two Door Cinema Club, Empire of the sun, Franz Ferdinand, Arctic Monkeys, among many others.

2.1.1.2 Alternative rock.

One of the key styles in the history of rock is the so-called alternative rock, which marked many generations from the eighties, when it dates its origin. This is due to the fact that the main characteristic of alternative rock is that of using unconventional elements, thus contributing to the rebelliousness and underground style that sought to fight against the rock stereotypes of the great recording labels and the mainstream culture of the music business.

Although its origin dates back to the rock of the 80s, its rise and popularization all over the world occurred in the 90s, with bands that left their own page in the history of rock. When it comes to the sound of alternative rock, one can find aesthetic coincidences with post-punk with sounds that are less harmonic, less melodic, depressive, heartbreaking, devoid of any joyful or festive sound.

Composition and musical creation tend to concentrate on the overall sound of the work rather than on the display of a single instrument or musician. It matters more the lyrics of the songs in alternative rock than the demonstration of skill in the instrument, as in other rock genres. Unquestionably, these alternative bands of the nineties marked a generation that grew between under and mainstream. Nirvana, Smashing Pumpkins, Pearl Jam,

Radiohead, Stone Temple Pilots, Pixies, R.E.M, Rage Against the Machine, Sonic Youth, Soundgarden, Blur.

2.1.1.3 EDM.

EDM, dance music or electronic music, is a term that groups musical genres such as techno, trance and house among others. Music generated by software, mostly on a track of repetitive percussion and melodies played by synthesizers. Although the term EDM and its associated genres may sound relatively new, its origins date back to the late 1970s with disco music.

Technically maybe it all started with the Minimoog, a kind of analog synthesizer initially popularized for its application in so-called progressive rock but which would eventually find its use in disco music, pop and electronic music.

“Electronic Music is one of the achievements of the twentieth century as the possibilities of making music using electronic media came and developed during the recently concluded century, and affected musical creation in different ways” (Anton, 2001, p. 87).

There was a lot of evolution of this music genre, in the 70's the popular disco music laid the foundations of the EDM with the implementation of synthesized rhythms. In the 80's the development of synth pop is marked at the same time as house, a product of the decline of disco music at the beginning of the 80's. The introduction of MIDI evolved the way of making music and marked a new era in EDM with the integration of computers in the process. From the year 2000 EDM was gaining followers in the main markets of the music industry. The influence of international DJs and producers such as Daft Punk, Tiesto and David Guetta.

2.1.1.4 Hip Hop.

Hip Hop is an artistic movement that emerged in the United States in the late 1960s in the African American and Latin American communities of New York's working-class neighborhoods such as Bronx, Queens and Brooklyn, and is made up of four elements that shape and sustain its ideology: rap, breakdance, DJ and graffiti. The most widespread belief in society is that Hip Hop is a musical current based on rhyming at high speed on a rhythmic basis. But, in reality, this is only one of its many facets. Actually, Hip Hop is the culture that encompasses different street currents and goes far beyond singing.

Rodriguez (2014) affirms:

The success of this musical and cultural trend has been greatly expanded. Moreover, it has ceased to be an "underground" movement to become part of the cultural music industry, which means that people linked to hip hop, and in particular rap, have distant and sometimes conflicting interests. (p. 166)

As mentioned above, this subculture is defined through four main manifestations; the DJ is who creates and reproduces musical tracks on a mixing board. In the 1970s, the practice of mixing music began to be experimented with. DJ production is a fundamental part of rap, as it serves as the basis for the MC rhyme.

Graffiti developed before the emergence of Hip Hop as a culture. It consists of using aerosol paint to draw and color texts and eye-catching images on a wall. Its purpose is to visually impact and act as a wake-up call in the same way rap does. MC is the name given to the person who performs the musical genre known as rap, which was born influenced by soul, funk and even some Latin rhythms.

Rappers or MC's use fluid lyrics to convey their social discontent and nonconformist in a context of class struggle inherited from their beginnings. Breakdance is the way in which b-boys, as people who practice this activity are known, have to dance rap. The young people who practice it are grouped in groups and dance one by one or in pairs in front of the rest.

2.2 Music in Ecuador

Today there are any variety of bands in Ecuador, people are growing culturally and supporting Ecuadorian talent.

2.2.1 Brief history about music in Ecuador.

Music is an allegory that can represent a whole country. If we talk about the history of Ecuadorian music, the corridor is the first thing I think about because in Ecuador it is considered the most representative genre, either by its exponents that in the twentieth century stood out national and international.

This genre that tells stories of heartbreak events, unfortunately this genre is not valued according to **Wilma Granda (2004)**, the cultural manifestation is so ours and at the same time it is very rare since we devalue it or simply ignore it. Some of the artists that stood out and were a fundamental part of the national musical development were Julio Jaramillo, Jesús Fichamba, Fausto Miño, Silvana Ibarra, Nicasio Safadi, Carlota Jaramillo, and among others. Unquestionably, the '60s was the golden age for the corridor. This genre was the one that represented and left a national history, with singer-songwriters as one of the most important representatives of this genre, Julio Jaramillo and composers like Luis Humberto Salgado. This time was the cradle of gold in the music industry of Ecuador, as well as

reflecting the talent of the artists, also reflected the musical producers, being Fediscos one of the most crucial.

Domingo Feraud Guzmán, a man with great initiatives and passionate about music since he was a child, because of his vision as a businessman formed in 1964 one of the most important Guayaquil companies of the 20th century, Fediscos, a music production company. In 1916 he began to work on his own and devised a system for the production of rolls of music and thus preparing for the wave of artists who wanted to be heard through the production of Fediscos providing sound technology and assembling a record production. The influence of this record label was so great that many important local exponents like Julio Jaramillo and international exponents like Wilfrido Vargas, Alci Acosta and Héctor Napolitano came to record. Fediscos was so important at this time that in the year 83 came to record the national anthem of Ecuador; The record label went bankrupt in 1997. Fediscos tried for several years to revive its brand with a new face with Fausto Feraud by creating events like ``Tomorrow is Monday`` and inviting new local artists but in the end, they couldn't get up and close definitively on October 6, 2017. According to Hilda Murillo (2017), it is sad to know of the closure of this cultural space in which the artists took part, including themselves, and that there won't even be a memory of what was once a big label.

2.2.2 Fusion in Ecuador.

In Ecuador the musical culture has grown a lot, bands have arisen that approach the flavor of the folklore and the typical music mixed with contemporary sounds that achieve a perfect combination attracting more people and thus supporting the national music.

These bands go through a series of projects framed in psychedelia, indie, rock and folk. We have bands like Da Pawn, a Quito indie and folk band with experimental tints and Lo-Fi, which began as a personal project without ambitions created and promoted by Mauro Samaniego. Da Pawn has become a wave that transpires more rock and psychedelia, achieving an unquestionable sound attraction.

An outstanding band is La maquina Camaleón which is an Ecuadorian pop rock and indie rock group formed in 2012 in Quito with echoes of psychedelic rock and a notorious influence of Argentine rock. Another band that mixes many types of genres are Los Corrientes, is a band originally from Guayaquil, Ecuador. Their work reflects the mixture and fusion of rhythms such as ska, rock, bossanova, pop, cumbia, pasillo, reggae and hip-hop. The tropical rhythm is also present in his works, due to the influence of the music heard in his city.

Invasores is a group that was born in music classrooms of the Universidad Católica Santiago de Guayaquil. The style they identify with is pop rock, but they call it soft rock, because it has other small influences from R&B, which is a musical genre that combines rhythm and blues, and jazz.

Cadáver Exquisito, another Guayaquil native band created in 2008, became known through social networks, the band is characterized mainly by mixing pop rock and indie, in other words, many guitars, many synthesizers and sticky vocal harmonies very typical of standard pop. So many bands have been formed in Ecuador, looking for new styles and growing musically.

Chapter III

Music places on the coast of Ecuador

2.1 Increase musical culture

In Ecuador, there are many people with some musical talent that sometimes it is not possible to stand out either because there is no support from people. In Guayaquil has grown this type of moment that was born to promote the talent of independent artists or Ecuadorians bands to focus on talent and that this culture continues to grow according to **Fernanda V (2018)**, the idea is to create a concert totally focused on talent. It is quite an experience.

In the subject that we are talking about, there are certain well-known bands, such as Cadaver Exquisito, Da pawn, La iguana invisible and so on among other bands.

2.1.1 Places

As we know in Ecuador this culture of implementing musical art in the lives of people has grown exceptionally, and some people have wanted to establish some dynamic-artistic places that are within reach of most people whether in bars, cafes, concerts, festivals, among others and so we can appreciate it in the best possible way, then let's talk about these incredible places:

- Diva Nicotina
- Paradero, Arte, Cafe
- Párame Bola
- The Festivalito

- Music at the patio
- Paradox Institute

2.1.1.1 Diva Nicotina.

Diva Nicotina is a mythical restaurant bar where live presentations of Ecuadorian music and covers of various artists are made, as we can see diva nicotina is one of the few other bars that focuses on the musical culture of people, not only in singer-songwriters but also in those who have the courage to raise their voices to sing covers, this particular bar we can appreciate more the genre of rock, along with pop, as it has a more rock and roll, this is located in the Barrio Las Peñas, Escalón 10, Diego Noboa; Guayaquil, the date on which this bar was founded was December 16, 2000, and since then is at the order of all those who feel comfortable sitting eating and enjoying Ecuadorian pride.

2.1.1.2 Paradero, Arte, Café.

Paradero Arte, Café is a cultural cafeteria that gives us live shows of independent Ecuadorian artists, of all musical genres from rock, rap, jazz to tropical, thus helping them to grow in a scenic way and that each time they become more known in the medium, the interesting thing about Paradero, Arte y Café, which not only focuses on the musical artistic world, if not also opens the doors to those who are also interested in the world of poetry, Paradero is established in an orderly and equitable manner, on Tuesdays there is a space called " Letters and Pizza" , Wednesdays is a special day for jazz, and the following days is already more focused on independent bands and musicians , consisting of a comfortable atmosphere.

This project was founded on February 18, 2018, is located in Guayacanes and Victor Emilio Estrada, despite the short time that Paradero is at the service of others will undoubtedly continue to grow and help Ecuadorian artists to progress as musicians.

2.1.1.3 Music at the Patio.

Music at the Patio is a movement that promotes independent artists to excel in their own, as this work is globalized in its artistic growth, music at the patio is a project created and promoted by a company called Grow me, is the first company Growth Hacking in Ecuador, represented by its founder Guillermo Vizcaino, this project offers the comfort and joy of live presentations from the intimacy of a patio.

Vizcaíno (2018) affirms:

Music at the patio is a movement born to promote the talent of our independent Ecuadorian artists from the intimacy of our patio, the idea is to create a concert completely focused on the talent of the artist, is all an experience, people come completely with the idea of listening to the artist, listening to new music, good music. (p. 2)

This has grown fantastically and has caused great impact on listeners, lovers of Ecuadorian music, is at its inception lay in workshop coworking, in the courtyard of the house of Guillermo, but the growth of it, today every time there is a music event at the patio will take place in different places and wider, so you can enjoy Ecuadorian music, events are given once to twice a month every Thursday.

2.1.1.4 Paradox Institute.

The Paradox Institute is an educational entity directed and focused on different areas of the arts and entertainment industry, is globalized to strengthen the development of artistic and

cognitive activities to help the student to perform in a creative and professional within the field of the music industry.

“The general purposes of our institution are to create a new generation of enterprising professionals in the business and entertainment industry, with knowledge and values superior to those of past generations” (Salazar, 2019, p. 1).

The paradox institute besides being an educational center of arts, this one opens a space for the accomplishment of live concerts of Ecuadorian artists or they belong here of Guayaquil or of any locality, for example, last year in January of 2018 a concert was realized titled the “ Boom Fest” this one was carried out in the facilities of the institute where many bands were presented among them: La Máquina de Camaleon, Les Petit Batards, Tripulación de Osos, Espumita, the soloist Toño Cepeda, El General Villamil, and so on.

2.1.1.5 Parame Bola and Festivalito.

Both events are concerts organized by the same owner of ringleader Pancho Feraud, these are also artistic spaces where several independent Ecuadorian musicians and more Guayaquileños are presented, these events are more, for fans of the most sounded bands of the medium, whether they are the invisible iguana, Tayos tayos tayos, Cadáver Exquisito and so on among many others.

2.2. Diversity of Spaces

We can conclude that in Ecuador over the years the music industry has grown in different areas either by raising awareness of Ecuadorian culture to establish meeting spaces for the satisfaction of them, what we can appreciate of all this, is how this has contributed to the growth of musical art, at the national level, the help to those independent artists not heard

before, since in earlier times there was no such thing today, as we see Ecuador is advancing in a versatile way, and no longer focuses so much on just sports skills such as football or athletics, which were previously the focus of Ecuadorian achievements, if we continue like this Ecuador will become a multicultural country in the music section, just say that Ecuador continues to sow artists for tomorrow and new Ecuadorian pride.

Conclusions

At the end of this monographic work it is concluded that:

- Music is a great universal influence because of the impact and the exchange of the different genres.
 - Nowadays musical genres are more than people think.
 - The importance towards music is not lost.
 - Music today is used not only for fun but also to transmit messages and undertakings like sadness, happiness, madness, etc.
 - Nowadays the musical culture of the country should be inculcated more in the schools since children have capacity of being aware of the music environment and the importance of native music.
 - Promote places where music can be appreciated.
 - Music is considered a third-level profession.
 - There was a drastic change in the music market from the 1970s until today.
 - This work can go a long way in bringing out of ignorance those who believe that music does not have the same value or respect.
 - Due to these influences, Ecuador has a lot of musical cultural diversity but there is not the diffusion that makes these groups be heard.
 - In these times were marked all the rhythms that exist, now uses rhythms from before and there is nothing really created, all are variations or fusions in music.
 - It's difficult and unsustainable to be a musician because of the lack of information to the people of this country.
 - This influence led to a lot of tributes from American and English musicians.
 - As a conclusion of this research, we can define that the influence of music from the United States and the United Kingdom on Ecuadorian music is due to the globalization of music through media such as: radio, internet, and television.
- However, many of the independent artists in the genres find it very difficult to

succeed because there is so much demand and people prefer to listen to what they find within their reach and do not support national art.

Recommendations

At the end of this monographic work it is recommended:

- Have separate information about the history of music before criticizing the topic to know
- Caution is advised to readers of this monographic work as it contains explicit topics that can be understood in an offensive manner.

- Read carefully to be able to understand the subject and the problems to know, to know how to relate the reason for its development.
- To make people aware of the way in which they manifested themselves through music, to claim their rights and to relate to today how this can influence society.
- To generate awareness in adults that music is not only used to enjoy it in a way focusing on fun or other vices, but also to generate financial income.
- To make known and know how to assimilate that music does not influence young people in the wrong way for the development of bad habits.
- Appreciate the musical history in Ecuador and how it began.
- To visit the tourist places reflected in the music to understand and to be filled with knowledge about the Ecuadorian musical culture.
- Attend music festivals to enjoy the talent of independent artists and local bands and feel Ecuadorian pride.

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Qr Code