

OBSCURA: BOMBA ESTEREO

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I like listening to music. No, I love listening to music so much so that whenever someone recommends a band or artist, my instinct is to log onto Spotify and listen to their songs. Visiting my past playlists, I found a band that appeared quite a lot: Bomba Estereo.

A Colombian-born band, Bomba Estereo creates an irresistible rhythm. This mix of cumbia, hip-hop and carnival-type beats make for a high-energy party sound that begs listeners to move along. It's first release, "Volumen 1," which came out in 2006, set the stage for what the duo had to offer.

Although not very popular with the

public at first, Bomba Estereo's second album released in 2008, "Estalla," caused more heads to turn their way — especially in the U.S. In 2010, one of MTV's outlets for global artists named Bomba Estereo the best new band in the world. Following this recognition, the band caught the ears of producer Ricky Reed, who helped them in releasing their newest album, "Ayo," in 2017. Consisting of 10 tracks, this album stays true to the duo's Colombian roots but also introduces electronic pulses throughout the tracks. This tropical album features party-fueled "Money, Money, Money," a track that boils down to one word: intense.

Creating generally feel-good tracks, Bomba Estereo has danced into the soundtracks of award-winning movies

such as "No Manches Frida" and "Overboard" as well as classic shows such as the Miami-based "Dexter."

Although they have not disclosed their discography plans for the future, the band is currently touring the nation.

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(Photos/Aupium, YouTube and Genius)
(Graphics/Bella Ramirez)

VIRAL NEW MEDIA

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Just like laughing, it's contagious. No, not the newest strain of the flu: viral media. The use of social media, led Generation Z into a mad search for fame. However, this viral media creates both a dark and light side.

"You think you're in your own little bubble, here in Texas, but you are not. On one of my TikTok videos, all of the comments are in Japanese," Brittany Tomlinson, viral "Kombucha Girl," said. "[For creators,] it is their platform. Some personalities are better on TikTok; some are better on Instagram. You just have to find your niche. Find where your fans are."

Still, there is a dark side to being in the spotlight, media personas such as Tomlinson face hate online every day.

"There is no mercy online. We tend to put our identities in the self worth of strangers," Tomlinson said.

Beyond cancel culture, general bullying online can change people. After Rebecca Black's viral music video "Friday" picked up attention, Black faced bullying both in

"TikTok has a bigger influence than we think. It really is the new Vine."

Brittany Tomlinson

life and online so intensely she had to leave her school.

Besides cancel culture and comedy, social media such as TikTok created a platform for indie music to thrive and gain recognition. Rapper Lil Nas X's record-breaking

and chart-topping song "Old Town Road" grew in popularity through TikTok's cow-boy challenge.

In a press release, TikTok reflected on its influence in pop culture.

"TikTok users are constantly searching for the next big song or trend to go viral, leaving plenty of room for new, inspired artists to break out on the platform. Use the app to promote your creativity and who knows, you might be the next artist to reach our growing audience and spark a career," the release said.

Still, viral media isn't going away any time soon. TikTok was the most downloaded app in March and has 1 billion users as of June. Even then its competitors on the App Store are just fellow social media apps.

TikTok Top Hits



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