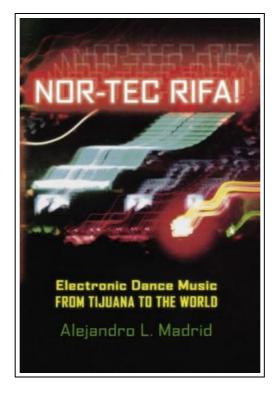
# Nor-tec Rifa!: Electronic Dance Music from Tijuana to the World (Paperback)



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## Reviews

Totally among the best ebook I have ever go through. It can be rally exciting throgh looking at period. Its been printed in an extremely straightforward way which is just soon after i finished reading this pdf by which actually transformed me, change the way i believe. (Mr. Mervin Walsh)

## NOR-TEC RIFA!: ELECTRONIC DANCE MUSIC FROM TIJUANA TO THE WORLD (PAPERBACK)



Oxford University Press Inc, United States, 2008. Paperback. Condition: New. New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*\*. At the dawn of the twenty-first century, the Nor-tec phenomenon emerged from the border city of Tijuana, and through modern Internet technology quickly conquered a global audience. Marketed as a kind of ethnic electronic dance music, Nor-tec samples sounds of traditional music from the north of Mexico, transforming these sounds through computer technology used in European and American techno music and electronica. Mostly middle-class artists in their thirties, and with few exceptions all from Tijuana, Nor-tec musicians tend to avoid the mainstream music industry s channels, distributing works instead through the underground, global means of the Internet, enabling a loyal international following to grow rapidly. Perched on the border between Mexico and the United States, Tijuana has media links to both countries, with peoples, currencies, and cultural goods -perhaps especially music- from both sides circulating intensely within the city. Tijuana s older residents and their more mobile, cosmopolitan-minded children thus engage in a constant struggle with identity and nationality, appropriation and authenticity. Nor-tec music in its very composition encapsulates this city s struggle. It resonates with issues felt on the global level, while holding vastly different meanings to the variety of communities that embrace it. In Nor-tec Rifa!, Alejandro L. Madrid crafts a fascinating account of this music and the city that fostered its birth. With an impressive hybrid of musicology, ethnomusicology, cultural and performance studies, urbanism, and border studies, Nor-tec Rifa! offers compelling insights into the cultural production of Nor-tec as it stems from ortena, banda, and grupera traditions. The book is also amongst the first to offer detailed accounts of Nor-tec music s composition process.

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