

Abstract
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Mexican immigrants to the United States have used music to cope with the struggles of living in a new society, to maintain a connection with their homeland, and to create unified immigrant enclaves for as long as the border between the two countries has existed. But just as trends in immigration fluctuated, so too have the styles, content, and popularity of music in immigrant communities. Studying the changes in the music of Mexican immigrants reveals varying degrees of cultural mixing and assimilation, evolving economic and social struggles, attempts at establishing a cohesive immigrant community, and even the development of a new Mexican-American identity. The city of Atlanta, with its exploding Mexican immigrant population, vibrant musical tradition, and historically active minority population, provides a unique and relatively unstudied locale for exploring the effects of music on Mexican immigrant identities in a rapidly globalizing society. My three primary methods of conducting such research are to examine the styles and content of popular song lyrics from the late 1980's onward, to read the Atlanta newspaper *Mundo Hispánico* from the same period, and to interview music industry professionals in Atlanta, such as record store owners and radio station managers, about the evolution of Mexican music and changes in the listening audience. This approach reveals a multi-faceted and dynamic Mexican-American identity, rooted in a sense of shared history and developed through shared experiences, that reflects the changes of a globalizing culture.