

= Techno Cumbia =

" Techno Cumbia " is a song recorded by American recording artist Selena for her fourth studio album , Amor Prohibido (1994) . It was posthumously released as the b @-@ side track to " Dreaming of You " through EMI Latin on August 14 , 1995 . " Techno Cumbia " was written by Pete Astudillo and co @-@ written and produced by Selena 's brother @-@ producer A.B. Quintanilla . The song is a techno @-@ pop cumbia recording with influences of dancehall , rap , Latin dance , and club music . Lyrically , Selena calls on people to dance her new style the " techno cumbia " and calls out those who can 't dance .

" Techno Cumbia " garnered acclaim from music critics , who believed it to be one of the better recordings found on Amor Prohibido . Musicologists believed " Techno Cumbia " predated the Latin urban music market and found that Selena spearheaded a new style of music . The song posthumously peaked at number four on the United States Billboard Hot Latin Songs and Regional Mexican Airplay charts . The recording received the Tejano Music Award for Tejano Crossover Song of the Year in 1995 and received nominations for Single of the Year at the Broadcast Music Inc . ' s pop awards and Music Video of the Year at the 1996 Tejano Music Awards .

= = Background and release = =

" Techno Cumbia " was written by Selena y Los Dinos backup dancer and vocalist Pete Astudillo . The song was co @-@ written by Selena 's brother @-@ producer A.B. Quintanilla who arranged the piece and served as producer . In 2002 , A.B. spoke on how Amor Prohibido (1994) was experimental music @-@ heavy and commented on how " Techno Cumbia " was an example of his ideas of keeping the band 's image modern . During the recording sessions , Selena added rap verses to the song ; A.B. believed it to be first of its kind for the genre . Selena was shot and killed by Yolanda Saldívar , her friend and former manager of the singer 's Selena Etc. clothing boutiques , on March 31 , 1995 . The song was included on the track listing of the posthumously released album Dreaming of You (1995) . A.B. flew to Manhattan to meet up with R & B group Full Force who remixed " Techno Cumbia " along with updating their remix version of Selena 's 1992 song " Missing My Baby " . San Antonio Express @-@ News writer and Billboard Latin music correspondent , Ramiro Burr believed the addition of " Techno Cumbia " were " remastered , injecting extra percussions to spice them up . " The album 's remix version and radio edit of " Techno Cumbia " was released as the b @-@ side track to the lead single " Dreaming of You " .

= = Composition = =

" Techno Cumbia " is a Spanish @-@ language uptempo techno @-@ pop cumbia song . It draws influences from Latin dance , dancehall , rap , and club music . Musicologists Ilan Stavans and Harold Augenbraum called it a hip @-@ hop fusion song . Billboard magazine Latin music correspondent , John Lannert wrote the liner notes of Dreaming of You and called " Techno Cumbia " a " dancehall thumper " . Musicologist James Perone found the recording to be the " richest track " off of Amor Prohibido because of its " rhythmic and textural contrast " . Perone compared it to the ' 90s American dance music scene and commented on how the " techno aspect of the piece is muted ; however , Selena 's voice is electronically processed for part of the recording . " " Techno Cumbia " incorporates " rhythmic shifts from accentuation on off @-@ beats to accentuation on the beat " . The " hey , ho " is a reference to American soul singer Ray Charles ' call and response 1950s single " What 'd I Say " , used under a " Latin @-@ style drumbeat " .

Texas Monthly editor , Joe Nick Patoski believed " Techno Cumbia " contained the " most popular rhythm [at the time] coursing through the Latin music world " . Patoski further wrote that the track " honored " it by " updating it with vocal samples , second line drumming from New Orleans , and horn charts inspired by soca from the Caribbean . " This was echoed by word for word from author Deborah Paredez on her book on Selena 's fandom . Patoski further wrote that the remix version " may have been laced with such exotica as a reggae toastmaster talking over a teeth @-@ rattling

bass line " , and called it a " electronic mishmash " , and a " pan @-@ Caribbean attack that included soca and Hi Life from the Trinidad " . Written in the key of G minor , the beat is set in common time and moves at a moderate 91 beats per minute . The remix version on Dreaming of You has a key signature set in C minor and moves at a moderate 90 bpm . The remix employs a piano , güira , tambourine , French horn and drums . Lyrically , Selena calls on people to dance her new style the " techno cumbia " dance and " humorously " calls out people who can 't dance cumbia . Italian essayists Gaetano Prampolini and Annamaria Pinazzi described the lyrics of " Techno Cumbia " that " summons everyone to the dance floor " . Patoski found it to resemble the " nonsensical novelty " song by Shirley Ellis ' 1964 single " The Name Game " .

= = Critical reception and chart performance = =

Because of its mixture of different cultural music genres , " Techno Cumbia " reminded authors Sara Misemer and Walter Clark of Chicano performance artist Guillermo Gómez @-@ Peña 's suggestion that " cultures are being superimposed " . According to Ed Morales who wrote in his book The Latin Beat , " Techno Cumbia " is easily " forgettable throwaways " among the average listener , but found the recording " catchy " and " sticks in your gut " . Author Michael Corcoran wrote in his music guide on Texan music that " Techno Cumbia " has " Michael Jackson @-@ like trills " . Patoski believed " Techno Cumbia " was aimed towards the Spanish international market , calling it " the most compelling tune " . Author Norma Elia Cantú called " Techno Cumbia " , " La Tracalera " (1990) , and " La Carcacha " (1992) the " auditory of Tejano music " . Morales believed the song " may have been an indirect influence on the fin de siècle collective of disc jockeys from the borderlands around Tijuana called Nortec " . Stavans and Augenbraum called " Bidi Bidi Bom Bom " , " No Me Queda Más " , and " Techno Cumbia " to have been the " key hits of [Amor Prohibido] " . Lannert wrote in the Dreaming of You liner notes that Selena " amazingly and quickly reverses field [from the previous track " Tú Sólo Tú "] to reveal a playful cooing growl " .

" Techno Cumbia " debuted at number 13 on the United States Billboard Hot Latin Tracks chart on October 7 , 1995 . In its second week the song rose to number nine , receiving airplay honors that week . On October 21 , 1995 , " Techno Cumbia " jumped to number five and subsequently debuted at number seven on the U.S. Regional Mexican Airplay chart . The following week the recording gained more airplay spins at radios , however it remained at number five on the Hot Latin Tracks chart while the song moved to number six on the Regional Mexican Airplay chart . On November 4 , 1995 , " Techno Cumbia " reached its peak at number four on the Hot Latin Tracks chart . In the issue dated November 11 , 1995 , " Techno Cumbia " received increased airplay spins from the previous tracking week and peaked at number four on the Regional Mexican Airplay chart .

= = Cultural impact and legacy = =

" Techno Cumbia " is believed by musicologist to have predated the Latin urban music genre ? which became one of the most popular subgenres of Latin music in the 2000s decade ? and to have spearheaded a new style of music . During a 2002 interview , Astudillo spoke on how the success of " Techno Cumbia " and its cultural impact on Latin music " has set a new trend " . He further said that at the time of recording the song , he didn 't envision the track to be as successful or impactful as it has been . Following Selena 's death , A.B. formed his own group the Kumbia Kings and released " Boom Boom " from his album Shhh ! (2001) ; believed by Billboard to be the direct " descendants of Techno Cumbia " . Author Charles Tatum , found " Techno Cumbia " along with Selena 's 1992 single " La Caracaha " and " Bidi Bidi Bom Bom " to have revolutionized the Tejano cumbia music scene . Music analyst Guadalupe San Miguel wrote that " Techno Cumbia " , " Como la Flor " (1992) , and " La Carcacha " were Selena 's " biggest cumbia hits " . Selena popularized the technocumbia genre during her career . Vibe magazine reported that Full Force was awarded gold and platinum discs for Selena 's 1992 song " Missing My Baby " and " Techno Cumbia " .

The music video of " Techno Cumbia " was released posthumously and used the remix version found on Dreaming of You . The video was choreographed by Kenny Ortega , who later

choreographed the music video of Selena 's posthumously released " A Boy Like That " single in 1996 . The music video featured live performances of Selena singing the song at the Houston Astrodome concert on February 26 , 1995 , outtakes from her music video for " Bidi Bidi Bom Bom " , and performances of the singer during her tour for Amor Prohibido (1994 ? 95) . Cecilia Miniucchi served as the director of the video and found the project to be rather challenging to do . " Techno Cumbia " was awarded the Tejano Music Award for Tejano Crossover Song of the Year in 1995 . During the awards ceremony , presenter Raul Yzaguirre mistakenly read the Tejano Crossover Song of the Year award as being Shelly Lares . The mistake was corrected during the awards " lengthy break " and Lares gave the award to Selena who was seen in tears and refused to accept the award from Lares , despite Jose Behar (president of EMI Latin) urging the singer to do so . The song was nominated for Music Video of the Year at the 1996 Tejano Music Awards , and Song of the Year at the 1997 Broadcast Music Inc . ' s pop awards . Mexican group Liberación recorded the song for the tribute album Mexico Recuerda a Selena (2005) . AllMusic 's Alex Henderson commented on how Liberación gave " Techno Cumbia " a " grupero treatment " . Mexican group Banda El Recodo performed and recorded the track for the live televised tribute concert Selena ¡ VIVE ! in April 2005 . "

= = Charts = =

= = Credits and personnel = =

Credits adapted from Dreaming of You liner notes .