

BEYOND THE HALF-TIME

Bad Bunny's Super Bowl LX Halftime Show Rhetoric Resistance

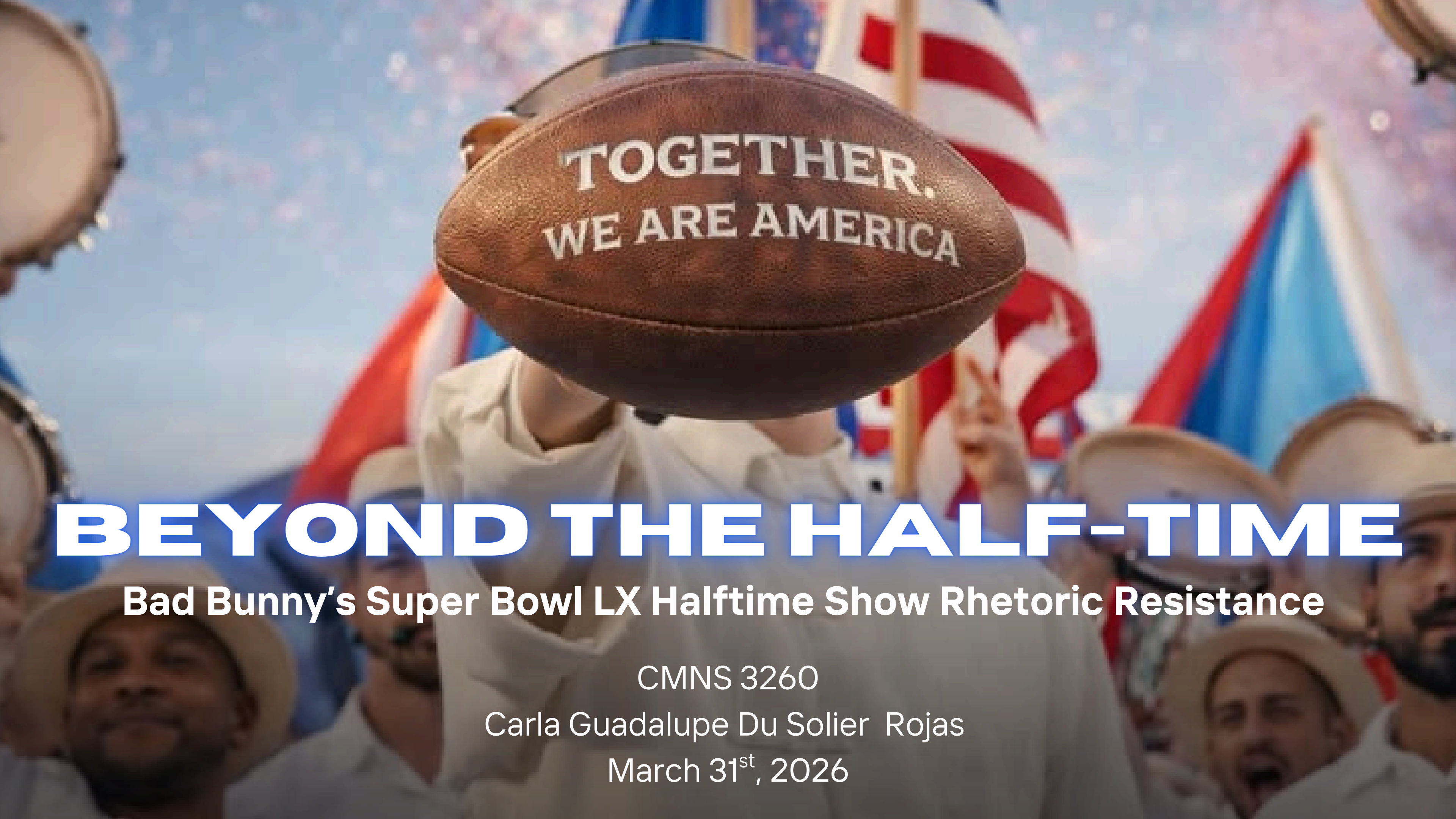
CMNS 3260

Carla Guadalupe Du Solier Rojas

March 31st, 2026

Presentation Video Link:

[https://drive.google.com/file/d/1oThkK5wN61LJY9HFI3iL99aMnm83Aafl/view?
usp=sharing](https://drive.google.com/file/d/1oThkK5wN61LJY9HFI3iL99aMnm83Aafl/view?usp=sharing)



TOGETHER.
WE ARE AMERICA

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SANTA CLARA SPANISH NIGHT

- **The Event:**

- On February 8, 2026, at Levi's Stadium, the Super Bowl halftime show LX.

- **The Significance:**

- In a time of heightened political tension, the performance served as a 13-minute narrative intervention into the Puerto Rican and Latin American cultural landscape.

- **Special Guests:**

- Lady Gaga and Ricky Martin. Reinforcing a message of cross-cultural unity and resistance.



HISTORICAL CONTEXT OF SET UP

(Chow, 2026)

Colonial Legacy

- 1898 Spanish-American War, Puerto Rico has existed as an "unincorporated territory," defined by the Supreme Court's Insular Cases as "foreign in a domestic sense".

Sovereignty Struggle

- The performance included the light blue Puerto Rican flag as a reminder of the Gag Law in 1948.

Trump Era Impact

- Under the second Trump administration, tension among citizens has become more intense, and Latin Americans have been victims of "racialized nationalism." Bad Bunny's presentation was a call for Puerto Rican independence.

(Cancilla, 2026)

PERFORMANCE NARRATIVE

Sugar Cane Field

The intro and the show were in a sugarcane field. Representing colonial exploitation of Puerto Rico.

(Sim, 2026) (The Canadian Press, 2026)



Ricky Martin & Hawaii

Martin sang the poignant song against gentrification and the relation of Hawaii's history to Puerto Rico's.

(Cancilla, 2026)



Lady Gaga & Wedding

Lady Gaga performed a salsa version of "Die with a Smile." The real wedding on stage, Lady Gaga and Bad Bunny as witnesses.

(Callahan, 2026) (Chow, 2026)



"El Apagón"

It is more than a song. In 2017, Puerto Rico had no electricity for nearly a year after Hurricane Maria. The song is against LUMA and government corruption in Puerto Rico.

(Cancilla, 2026)



(Olinger & Olinger, 2026)

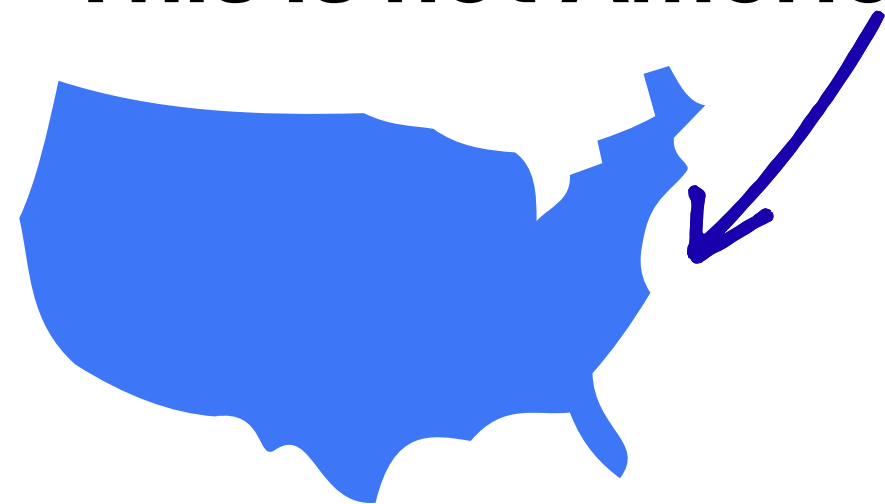


“Together We Are America”

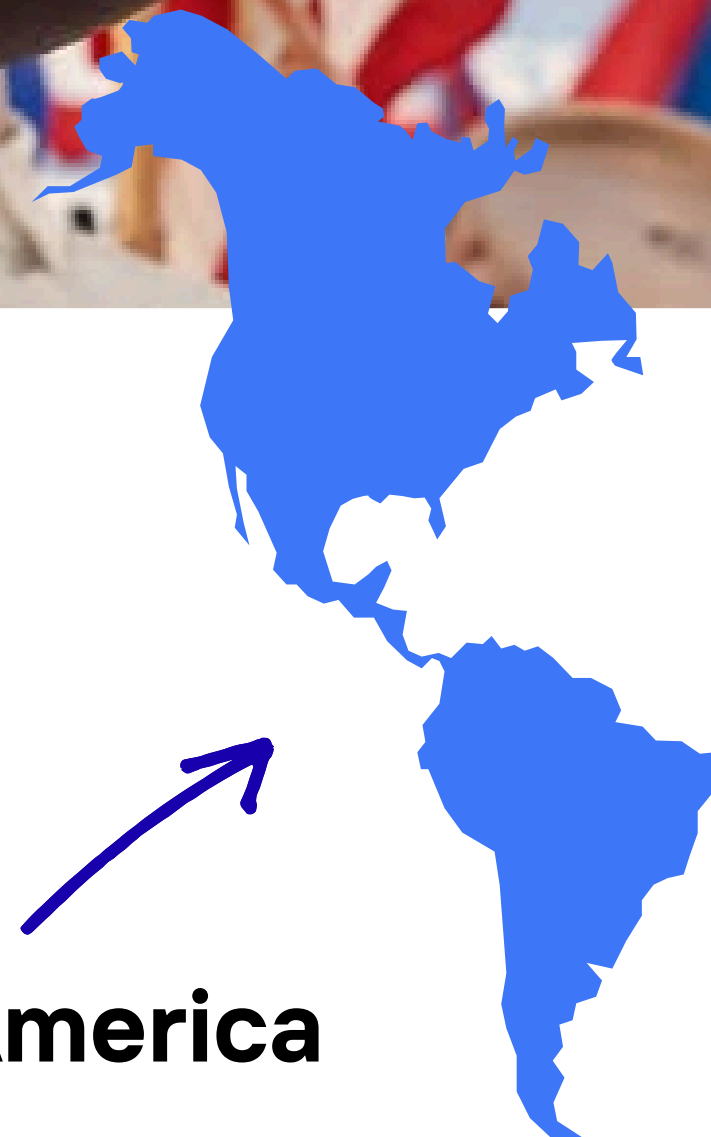
A straightforward resistance against Trump’s era. Bad Bunny carried a football with that message.

Bad Bunny mentions most of the American countries, stating that America is not The United States but the entire continent.

This is not America



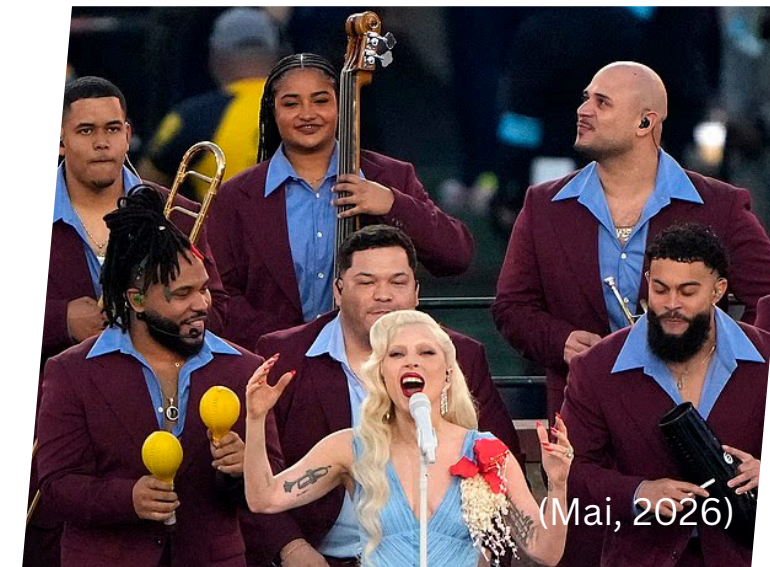
This is America



**GRAND
FINALE**

PRESENCE TO IMMERSIVITY

Stages of Transportation



Narrative Transportation

(Zacks & Magliano, n.d.)

The audience was taken into Bad Bunny's textual world. Adapting to a dominant Spanish world with idiosyncratic laws.

Imaginative Involvement

(Zakrzewski, 2026, p. 48)

The audience was able to observe the history of Puerto Rico and the reality of many Latin countries. The stage was a conceptual lesson.

Entrancement

(Wolfe et al., n.d.)

The wedding scene was added to have a high-energy vibe and as a distraction from the external political weather.

Multisensory World

(Coëgnarts 2017)

The show used sparks, fireworks, bright colors, exotic dance moves, and, for some parts, live music. This show created an immersive environment for the audience in the stadium and people at home watching the halftime.

RHETORICAL POWER OF NARRATIVE SEDUCTION

(Murray, 2009)



Preventing Interpretation

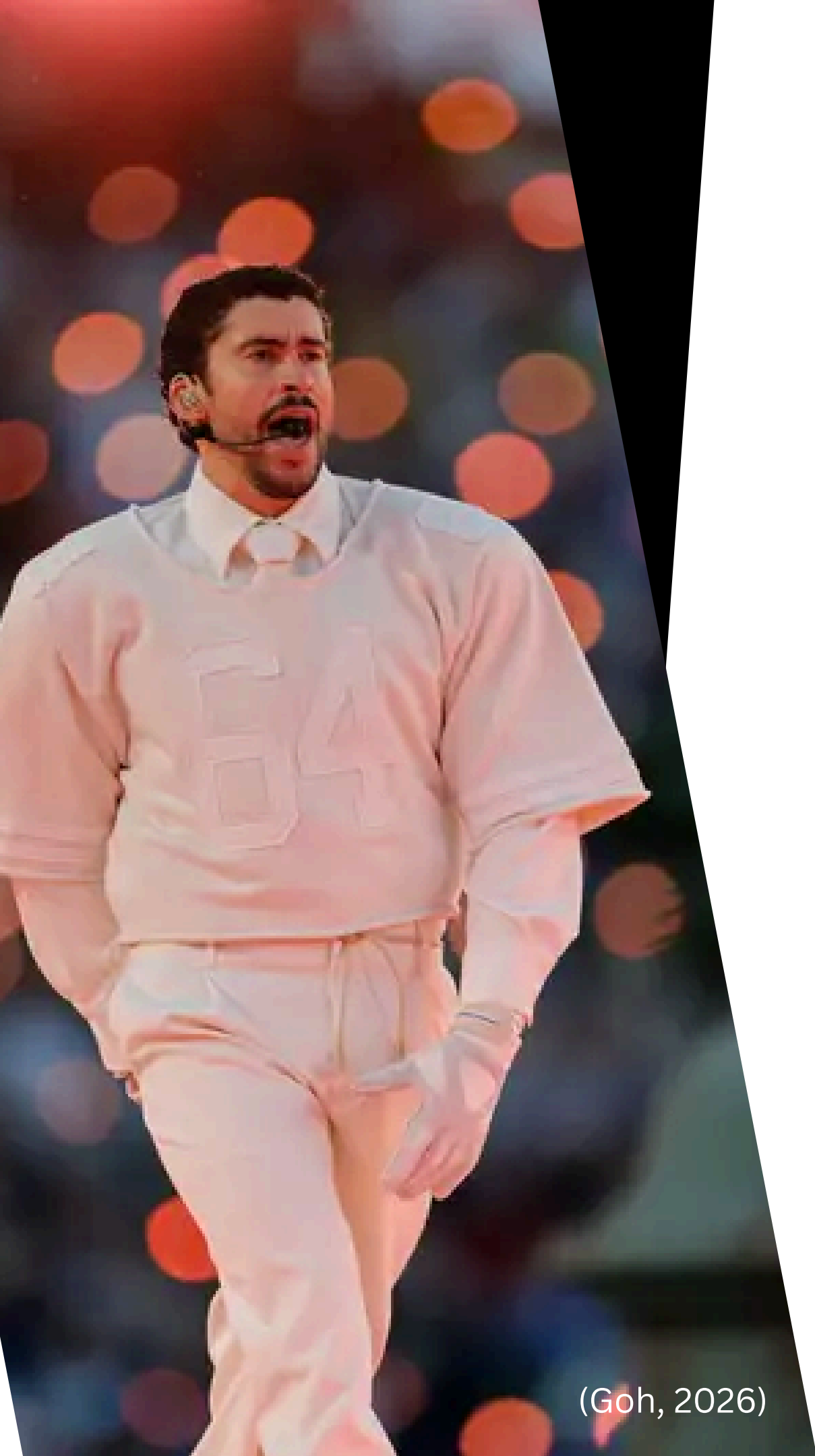
Vibrant visuals of dominoes, bodegas, and salsa "seduce" the audience, making it difficult for critics (like Trump or Jake Paul) to deconstruct the show without attacking the universal tropes of family and love.

Affective Power

By leading with affect (joy, dance, music), Bad Bunny bypasses the viewer's critical "logic" to instill a sense of cultural validity through non-discursive communication.

The Ball as a Seductive Tool

The use of a classic American USA symbol (the football) to deliver a subversive message ("Together We Are America") is a masterclass in narrative seduction.



CONCLUSION

- **Inversion of Power Dynamics:**
 - Media practitioners must recognize that performing in Spanish is an "inversion of linguistic power," challenging the subordination of non-English languages in U.S. media.
- **Multimodal Meaning-Making:**
 - Successful communication in a polarized climate requires "multimodal rhetoric" combining discourse, music, and physical objects (like the ball) to deliver complex social messages.
- **Ethical Narrative Construction:**
 - The show demonstrates how to "recenter" marginalized voices by moving from logical reporting to immersive, narrative storytelling.

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THE ONLY THING MORE
POWERFUL THAN HATE IS LOVE

LEVI'S STADIUM

THANK YOU

Carla Guadalupe Du Solier Rojas

(Duarte, 2026)

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