El Super Tazón: Bad Bunny's Soft Power Moment

19 MARCH 2026

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How his record-breaking halftime show projected Latin American identity on a global stage

Timeframe: 08/02/2026 – 30/04/2026

United States of America · Conflict Resolution

Key Insights

- The briefing assesses how Bad Bunny's 2026 Super Bowl performance operates as an intervention in hemispheric power relations. It contends that his deployment of Spanish language, decolonial aesthetics and pan-Latino symbolism constitutes a form of counter-hegemonic soft power. It concludes that the performance reconfigures soft power as resistance from subaltern positions and reasserts Latin American agency within a neocolonial context.

Definition

Counter-hegemonic soft power denotes the use of cultural expression to contest prevailing geopolitical hierarchies and articulate agency from structurally subordinate positions.

> *Bad Bunny turns the Super Bowl into a bold act of Latin American soft power, reclaiming an 'All-American' stage as a stunning display of decolonial resistance*

Documents: ▯ Full Publication (PDF) ▯ Source Document

EPIS