

Briahna Charles Option #3

ESWE- On September 20th 2020 the third anniversary of Hurricane Maria's landfall in Puerto Rico, Bad Bunny visited the Bronx. His music and message makes his (predominantly hispanic) audience feel free to embrace who they are (culturally). His music brings people together and his fans all share(d) the same dream that he once had. This makes the audience feel understood and in a humble way unlike most celebrities he once also had that dream.

Personal- Bad Bunny talks about relatable topics in his music. Some might be light hearted while some are more serious and sad. He has become really influential and humble about his beginnings. He stays true to his roots and embraces it. He also encourages his fans to also embrace who they are as well. Overall, he shows his fans that he sees and understands them. He also shows that he once was like them and his fame did not change who he is and his values.

New Audience- Everyone should listen to Bad Bunny, even non-hispanic people. Bad Bunny's music is for anyone to listen to. He can broaden perspectives that people never knew about. Bad Bunny's fans are predominately hispanic and his fans do come together when it comes to his music. This means that most of his fans already know the things he's talking about in his music and relate to it. While some non-hispanic people may also relate to the things he talks about, there are also non-hispanic people that can't relate at all. That's why it's good for everyone to listen to him because regardless the message is being sent and heard.