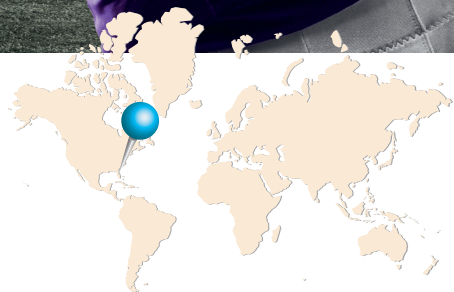




# HALFTIME SHOW

What is the greatest annual music show in the world? Ok, this is clearly subjective, but the number of people who watch this particular show elevates it to the top. It is watched in over 130 countries, and only in the USA (where the event takes place) 103 million people watched it on February 2, 2020. Could the amazing musical artists attract so much attention in one concert? Maybe, or maybe not. The fact is that the event is only the halftime show of a much larger event. The true show is the American football championship, the Super Bowl. Due to its popularity, artists dream of performing there, and they do it for free!

Because of the huge amount of exposure the musical artists get from the 12–15-minute performance, they pull out all the bells and whistles to make it memorable. This performance



will most likely remain in your memory longer than any game, even though the actual football game is usually quite exciting. It is this extensive amount of attention they get that leads artists to willingly put on a free performance. Sales of the artists' songs from the performances on February 2, 2020, surged over 1000% that day.

One can easily say that this show is not a normal performance. The minutes are packed full of action, music, and visuals. The lighting, fireworks, special equipment, and other features drive the bill for such a performance to cost millions of dollars. The 2020 halftime show cost the National Football League (NFL) about 13 million dollars, which is almost a million dollars a minute!



For this show, two incredibly influential artists were the headliners. Shakira Isabel Mebarak Ripoll, known simply as Shakira, was one of the two. She was born and raised in Barranquilla, Colombia, yet she has both Lebanese and Italian roots. Shakira means “grateful” in Arabic. Shakira recorded her first album in Colombia when she was only 13 years old. Ten years later, she made her first album in English, and this one sold over 13 million copies. Shakira has made a name for herself worldwide. She is a singer-songwriter, a record producer, and a dancer. She has even performed three times at the FIFA World Cup.

The other headliner was Jennifer Lynn Lopez, better known as J. Lo. She is the daughter of Puerto Rican parents, although she was born in the Bronx, in New York City. At the age of 16, J. Lo made her acting debut in a film called “My Little Girl”. She then worked for a year as a dancer on a popular television show. After a few roles in television programs, J. Lo’s acting career began to take off, and she has starred in a long list of blockbuster films since then. In 1999, J. Lo decided to tackle the music industry as well. Her first single, “If You Had My Love” topped the Billboard Hot 100, which is an accomplishment that few can claim.

The Hard Rock Stadium in Miami Gardens, Florida, was the location for the Super Bowl in 2020. Musical artist Jay-Z’s company, Roc Nation, was hired by the NFL to produce the halftime show. With Shakira and J. Lo as headliners, how could they go wrong?

Surrounded by a troupe of dancers, Shakira kicked off the performance with an impressive song and dance. She appeared in a red, glittering dress, much like the dancers around her. Having previously been in a rock band, Shakira showed off her guitar skills in her second song. Before she was finished, she gave a belly dance performance, and switched to a more Latin vibe in her music.

J. Lo's performance was no less impressive, although she focused more on dance, including a pole dance performance. Beginning in a black leather outfit, she later revealed a shimmering, silver bodysuit underneath as she began her pole dance scene. J. Lo's 11-year-old daughter, Emme, was also included in the show. She, and many other young girls, appeared on stage in glowing cage-like props, singing one of her mother's songs. J. Lo and Shakira then joined the girls, Shakira on the drums and J. Lo singing. J. Lo made quite an entrance wearing a large feather American flag coat, which reversed into a giant Puerto Rican flag.



To tie it all together, the duo had a final song and dance performance mix of J. Lo's song "Let's Get Loud", and Shakira's song "Waka Waka (This Time for Africa)". The unforgettable display of silver, white, and gold colors, with dancers being thrown in the air, was concluded with Shakira and J. Lo shimmying to the music. An impressive fireworks display filled the sky as a finale.

In the last five years, headliners such as Maroon 5, Justin Timberlake, Lady Gaga, Coldplay, and Katy Perry, have dazzled the world in their Super Bowl halftime show performances. However, the 2020 year's performance, with the co-headlining duo, raised the bar for any future performers.



## Questions

1. Why would an artist be happy to perform at the Super Bowl halftime show for free?
2. Who were the co-headliners for the halftime show on February 2, 2020?
3. What does Jay-Z have to do with this performance?
4. How does belly dancing connect with Shakira's background?
5. Whose daughter appeared singing from a cage?

## Explore

1. Explore into the past Super Bowl halftime shows. Which one would you have liked to see live, and why?
2. Explore Puerto Rico's connection to the USA. Find 5 facts.
3. Explore into Spanglish. What is it and where does it come from?
4. Explore into the Super Bowl itself. Find 5 facts about the event.
5. Find out more about Jay-Z's company, Roc Nation. Explore into what else they have produced.
6. Explore into why the girls appeared in cages during the halftime performance in 2020.