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Cuban Research Institute

Steven J. Green School of International and Public Affairs



The Cuban-American Sound Machine: Nostalgia and Identity in the Music of Celia Cruz, Gloria Estefan, and Pitbull Lecture by Horacio Sierra

Thursday, April 18, 2019 | 12:00 PM | FIU Modesto A. Maidique Campus | Deuxième Maison (DM) 353

Dr. Horacio Sierra's presentation will examine how the musical careers of Celia Cruz, Gloria Estefan, and Pitbull have defined and expanded Cuban-American identity over the last sixty years. With the use of music clips and GIFs, Dr. Sierra will explain how the rhythms and imagery of Cruz's and Estefan's nominally apolitical work evoke nostalgia for a Cuba that is unreachable because it is history and fantasy at once. In contrast, Pitbull engages more explicitly with the hardline politics of Cuba because he was born and raised in the exile community of Miami wherein such discourse is commonplace. Despite their differences in terms of gender performance, racial identity, and immigration status, these three artists have carefully negotiated their place in the mainstream music market by utilizing Cuban-American narratives to trade in the universal themes of pride, nostalgia, loss, and hope.

Dr. Horacio Sierra is an Associate Professor in the Department of Language, Literature, & Cultural Studies at Bowie State University in Bowie, Maryland. He earned his B.S. in Communication from the University of Miami and his Ph.D. in English from the University of Florida. His academic and journalistic work has been published in *The International Journal of Cuban Studies*, *Comparative Drama*, *Women's Studies*, *The Washington Post*, and *The Baltimore Sun*.

This lecture is free and open to the public.

To confirm your attendance and for more information, please call (305) 348-1991 or write cri@fiu.edu



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