*The worst song ever*

Come & Get It by Selena Gomez has some redeeming qualities. As you know, I hate Disney Pop; I believe it is very trashy and cliché. This song, though, can be listened to over and over again by many other people; clearly someone likes this music. I attribute this to the people behind creating this song.

One element in this song that I feel is well orchestrated is the drums and rhythm. They vary and carry the song through its different phases. This song’s structure is purely Verse-Chorus. During the verses, the drums are relaxed. This makes sense because the melodic and sonic content of the verses has an airy and seductive character to it. This carries through the verses until there is a chorus. At this point, the song has a classic “drop” and smashes into the Chorus. The Chorus has an added sub-bass drum as well as a snare that is not present in the Verses. This adds a ton of energy, which was definitely a goal of the producers.

A second element that I feel the team behind this song achieved is “electrifying” the song. One of the genres that have been permeating the pop world is Electronic Dance Music (EDM). EDM is characterized by a punchy bass drum and screaming synths. In conjunction with the rhythm change, the Chorus of this song has a synth full of harmonic content in the background behind Selena Gomez’s singing. This definitely makes this track feel like an EMD-Pop hybrid (which I believe is now called Electro-Pop). The “drop” is also a key characteristic of EDM; every Chorus in the song is preceded by one bar of silence and a snare crack on the 4th beat of the silence. This could be considered a cookie-cutter “drop”. A third characteristic that adds to this songs EDM element is its electronic sound bites. Usually, these little blips are used rhythmically in EDM. Here, the song uses them as token pieces to the EDM picture they are trying to portray. The beat makers use the sound bites pleasingly, but very predictably. Personally, I don’t like how they are used in the song; they seem superfluous. I do concede, though, that the purpose the sound bites serve in characterizing the song is done without it being cheezy. The addition of the synth, the drops, and the sound bites all help to characterize this song as Electro-Pop, and the creators behind this definitely achieved that.