

= Cockiness ( Love It ) =

" Cockiness ( Love It ) " is a song by Barbadian recording artist Rihanna , from her sixth studio album Talk That Talk ( 2011 ) . The song was written by Rihanna , Candice Pillay , D. Abernathy and Shondrae Crawford , with production helmed by Mr. Bangladesh . Conceptualized by Mr. Bangladesh , the producer revealed in an interview with MTV that the song had undergone many different versions before the final cut was included on the album . He stated that while he was writing and developing the song , Rihanna was the principal artist whom he wanted to record it .

" Cockiness ( Love It ) " is a dubstep and dancehall track . Instrumentation is provided by vocal whoops , drums and horns . The lyrics of the song revolve around declaring the singer 's desire for sex . " Cockiness ( Love It ) " received mixed reviews from music critics . Whilst some praised the song 's memorability and compositional structure , others criticized its overtly sexual lyrical content . Upon the release of Talk That Talk , the song charted in lower regions on the singles charts in South Korea , the United Kingdom , and the United States .

= = Background and conception = =

" Cockiness ( Love It ) " was written by Candice Pillay , D. Abernathy , Shondrae Crawford and Robyn Fenty , with production helmed by Crawford under his stage name Mr. Bangladesh . In an interview with MTV , Mr. Bangladesh revealed that Rihanna was the principal artist who he wanted to record " Cockiness ( Love It ) " . The producer continued to say that the song had undergone " many different guises " before the final version including on Talk That Talk ( 2011 ) , saying " ' Cockiness ' , it 's layers of things I had sampled for a long time , never really messed with it too much . " Mr. Bangladesh continued to describe " Cockiness ( Love It ) " ' s development and song @-@ writing process , saying :

I was in LA , and I had just pulled it out , chopped it up , made it a beat . My artist Candice Pillay , my other writers , Dem Jointz , they wrote the song . It wasn 't ' Cockiness ' at first , it was something else . They had the ' I love it ' part . ... [ They ] came up with that part first , and that wasn 't even on that track . It was just an idea . I was going to make a whole new beat out of it , what they wrote to it that day , it wasn 't really all the way done . A couple days later , they revisited it and came up with the ' Cockiness ' .

After revealing that the song was finished , Mr. Bangladesh stated that he wanted to wait until the right artist came along to record the song . He later decided that it would be Rihanna , saying , " I was like , ' That 's dope . That 's Rihanna all day ' . They sent the song back , and I finished producing it . I put the ' I love it ' on it that they had already had ... She loved it , and that 's what it was . "

= = Composition and lyrics = =

As a dubstep and dancehall song , " Cockiness ( Love It ) " features dancehall stylised vocals and a rap bridge by Rihanna . Claire Suddath of Time Entertainment noted that the speed in which Rihanna delivers her vocal is so fast that it blends in with the composition , which she wrote " becomes the basis for the beat . " The instrumentation of " Cockiness ( Love It ) " consists of vocal whoops , cracking drums and bawling horns .

Throughout the song , Rihanna sings in a taunting nature , taking pleasure in being able to tease the listener . T 'Cha Dunlevy of The Montreal Gazette compared Rihanna 's " [ taunting ] " vocals in the lyrics " Suck my cockiness / Lick my persuasion " to the style in which Britney Spears sings on her 2009 single " If U Seek Amy " ( Circus , 2008 ) . Jason Lipshutz of Billboard magazine noted that Rihanna 's vocals in the lyrics " I love it , I love it , I love it when you eat it " offer " coos " about wanting sex , whilst sarcastically writing that " we 're pretty sure she 's not talking about the chicken pot pie she left for dinner . " James Montgomery of MTV noted that the lyrics " Suck my cockiness / Lick my persuasion " , are , in his opinion , the best " come @-@ on " line of 2011 alongside Lady Gaga 's " Heavy Metal Lover " ( Born This Way , 2011 ) lyrics " I want your whiskey mouth / All over

my blond south " .

= = Critical reception = =

The song received mixed reviews from music critics . Andy Kellman of Allmusic praised the song and its memorability , writing " ' Cockiness ( Love It ) , ' [ is ] one of the most hypnotic and wicked beats of the last decade " . Priya Elan of NME described the lyrics " Suck my cockiness , [ lick ] my persuasion " as " cringey " , but complimented the song 's compositional structure , writing that it provides a " genuine elastic thrill , twisting into all sorts of jaw @-@ dropping musical shapes " . Randell Roberts of the Los Angeles Times described " Cockiness ( Love It ) " and another track from the album , " Birthday Cake " , as the " breast and booty " of Talk That Talk but noted that they failed to capture the raunchiness that they set out to achieve . Melissa Maerz of Entertainment Weekly also wrote that " Cockiness ( Love It ) " and " Birthday Cake " were the most provocative songs on the album , describing them as " I @-@ like @-@ it @-@ rough tracks " , but criticized them for being album fillers designed to get the listener out of the bedroom and on to the dance floor .

Jon Caramanica of The New York Times wrote that Rihanna appeared to be channelling Swedish singer @-@ songwriter and rapper Neneh Cherry on " Cockiness ( Love It ) " in a " pseudo @-@ melodic " impersonation . Caramanica continued to praise the song and called it a " triumph " , writing that the singer " [ eases ] out come @-@ ons as if she were lapping up milk " . Despite raising concerns for younger audiences with regard to the song 's overt sexual lyrics , a reviewer for Flavour magazine praised Mr. Bangladesh 's production on " Cockiness ( Love It ) " . Pip Ellwood of Entertainment @-@ Focus noted that " Cockiness ( Love It ) " , along with " Birthday Cake " , " leave you under no misunderstanding that Rihanna is as sexual as she ? s ever been throughout her career . " Arwa Haider of Metro wrote that the song is " predictably filthy " . Nathan S. of DJ Booth noted that " Cockiness ( Love It ) " is " by far the album ? s most explicit offering , " and listed the song , along with " Watch n ' Learn " as his top two songs from Talk That Talk .

Lindsay Zoladz of Pitchfork Media was critical of the song , writing " Rihanna 's always been singing about sex ? she 's just never shown such an unfortunate proclivity for cheesy lyrics and dessert metaphors . ' Suck my cockiness / Lick my persuasion , ' [ Rihanna ] commands on the embarrassingly literal ' Cockiness ( Love It ) ' , hoping the boldness of the delivery will distract you from thinking about what a clunky line it is ( it won 't , though Bangladesh 's beats might ) . " Tuyet Nguyen of The A.V. Club commented that although Rihanna evokes a " raunchy " appeal during the verses , he criticized the singer for providing " stony , deadpanned [ vocals ] . " Simon Price of The Independent shared the same opinion as Nguyen with regard to Rihanna 's vocal performance , writing , " It 's a shame that [ Cockiness ( Love It ) ] , like every Rihanna vocal , is delivered in a voice which sounds as bored as a sex @-@ line worker filing her nails . " Adrian Thrills of the Daily Mail labelled the song as " hardly subtle " as Rihanna asks the listener to be her " sex slave " . Mike Diver for the BBC was critical of the song 's inclusion on the album , writing " A forgettable vocal from Jay @-@ Z on the title @-@ track foreshadows an awful exercise in quasi @-@ erotic wordplay on Cockiness ( Love It ) . "

= = Chart performance = =

Upon the release of Talk That Talk , " Cockiness ( Love It ) " debuted on multiple world charts . The song debuted on the South Korea Gaon International Chart at number 62 on November 26 , 2011 , with sales of 6 @, @ 918 digital downloads . In the United Kingdom , " Cockiness ( Love It ) " debuted at number 33 on the UK R & B Chart on November 27 , 2011 . It also debuted on the UK Singles Chart at number 121 in the chart issue December 3 , 2011 . In the United States , the song debuted on the US Billboard Bubbling Under Hot 100 Singles chart at number 17 in the chart issue December 10 , 2011 . The song failed to enter the Billboard 's Hot 100 .

= = Live performance = =

Rihanna performed " Cockiness ( Love It ) " for the first time at Radio 1 's Hackney Weekend on May 24 , 2012 , as the fourth song on the set list . She also performed the song at the 2012 MTV Video Music Awards which placed on September 6 when she opened the award show alongside ASAP Rocky and closed her performance with " We Found Love " . The song was later included as part of the setlist on her Diamonds World Tour during the first act .

= = Track listing = =

Album version

" Cockiness ( Love It ) " ? 2 : 58

Digital remix single

" Cockiness ( Love It ) [ Remix ] " ( featuring ASAP Rocky ) ? 3 : 39

= = Credits and personnel = =

Recording

Recorded at Sofitel Paris Le Faubourg , Room 538 .

Personnel

Credits adapted from the liner notes of Talk That Talk , Def Jam Recordings , SRP Records .

= = Charts = =

= = Certifications = =

= = Remix = =

" Cockiness ( Love It ) " was officially remixed featuring a guest appearance from American rapper and music video director ASAP Rocky , rapping the first verse . The song was digitally released on September 7 , 2012 , as the sixth and final single from Talk That Talk . On September 4 , 2012 , via her Twitter account Rihanna streamed the official remix of " Cockiness ( Love It ) " through her MTV page . On September 6 , 2012 , Rihanna and ASAP Rocky performed the remix at the 2012 MTV Video Music Awards in a medley with " We Found Love " .

= = = Chart performance = = =

The single failed to attain chart success . It peaked at number two on the Bubbling Under Hot 100 Singles . The remix has sold 54 @ , @ 000 digital copies in the US .

= = = Charts = = =