

= Glory and Gore =

" Glory and Gore " is a song by New Zealand singer Lorde from her debut studio album , Pure Heroine (2013) . The song was released on 11 March 2014 as the album 's fifth single by Lava Records and Republic Records . The track was written by Lorde and its producer , Joel Little . " Glory and Gore " is an electropop song influenced by chillwave and hip hop music . It speaks about modern society 's fascination with violence and celebrity culture . The song was met with a mixed reception from critics , and reached numbers sixty @-@ eight and nine on the United States Billboard Hot 100 and Hot Rock Songs , respectively . In 2014 , " Glory and Gore " was used in an advertisement for the second season of the History television series Vikings .

= = Composition = =

As with the rest of Pure Heroine , " Glory and Gore " was written by Lorde and Joel Little , recorded at Golden Age Studios and produced , mixed and engineered by Little . " Glory and Gore " is a chillwave and hip hop @-@ influenced electropop ballad , instrumented by pulsing synthesisers . According to the sheet music published at Musicnotes.com by EMI Music Publishing , it is set in a moderate tempo of 72 beats per minute . It is written in the key of F minor , and follows the chord progression A ? ? Fm ? Cm ? B ? m . Lorde 's vocals range from E ? 3 to E ? 5 . Throughout the song , she uses black satire to express disdain towards modern emphasis on violence , and compares celebrity culture to gladiatorial combat . This is exemplified in the lyric " Glory and gore go hand @-@ in @-@ hand / That 's why we 're making headlines . " It continues the derision of popular culture of " Team " , the preceding song on Pure Heroine . " Glory and Gore " also portrays an empowerment theme ; PopMatters ' Evan Sawdey described it as a " dark " version of Katy Perry 's " Roar " (2013) .

= = Release = =

" Glory and Gore " was sent to United States modern rock radio by Lava Records and Republic Records on 11 March 2014 as the fourth US single from Pure Heroine , following " Royals " , " Team " and " No Better " . A US adult album alternative (AAA) release followed on 7 April 2014 . " Glory and Gore " serves as the fifth single overall from Pure Heroine , as " Tennis Court " was released outside the US in 2013 . Originally , " Tennis Court " was going to be the third US single , but the record labels changed to " Glory and Gore " instead after it was featured in History 's promotional campaign for the second season of its historical television series , Vikings . However , the 8 April 2014 US contemporary hit radio (CHR) scheduled release of " Glory and Gore " was cancelled , and " Tennis Court " eventually impacted US CHR on 22 April 2014 .

= = Critical reception = =

In a review of Pure Heroine , Larry Day from The 405 called the track " single @-@ worthy " . Billboard 's Jason Lipshutz called Lorde 's vocals during the song 's hook " contagious " . Jon Hadusek of Consequence of Sound wrote that " Glory and Gore " did not fit in with the minimal production found in the majority of Pure Heroine . Pitchfork Media 's Lindsay Zoladz criticised the song for having too many lyrics forced into each line . John Murphy from musicOMH was critical of the latter half of Pure Heroine , writing " by the time ' Glory and Gore ' and ' Still Sane ' roll around , the template 's starting to sound a bit tired . "

= = Commercial performance = =

Following the release of Pure Heroine , " Glory and Gore " appeared at number seventeen on the New Zealand Artists Singles Chart dated 7 October 2013 . Prior to its single release , the song entered the United States Billboard Hot 100 chart at number 88 on the week of 8 March 2014 , with

sales of about 32 @, @ 000 copies that week ? almost double the sales of the previous week . The following week " Glory and Gore " sold 47 @, @ 000 copies (up 46 %) and became the Hot 100 's " Digital Gainer " as it moved up to number 68 on the chart . The song peaked at number 30 on the US Digital Songs chart , number seventeen on the US Alternative Songs , and number nine on the main Hot Rock Songs . As of April 2014 , " Glory and Gore " has sold 307 @, @ 000 digital downloads in the US .

= = Live performances = =

On 24 September 2013 , Lorde performed the track , among others , at The Fonda Theatre in Los Angeles , California . On 3 October 2013 , Lorde held a concert at the Warsaw Venue in Brooklyn and performed the song among other tracks from the album . Lorde performed " Glory and Gore " at Silo Park , Auckland on 29 January 2014 as part of her make @-@ up show for the 2014 Laneway Festival , with The New Zealand Herald 's Chris Schulz calling the performance a " highlight " . In 2014 , Lorde opened her show at Roseland Ballroom and her Coachella Festival set with the song , and performed it at Lollapalooza in São Paulo , Brazil .

= = Charts = =

= = = Weekly charts = = =

= = = Year @-@ end charts = = =

= = Release history = =