

= Rock with U =

" Rock with U " is a song by American recording artist Janet Jackson , from her tenth studio album , Discipline (2008) . It was written by Ne @-@ Yo , Jermaine Dupri , and Eric Stamile , and produced by the last two . The song was released as the album 's second single on February 5 , 2008 , by Island Records . " Rock with U " is a pop song that was created for the gay community , as Jackson felt the necessity to do something for its members .

" Rock with U " received positive reviews from music critics , with the majority lauding its retro , but futuristic sound , and commending the song 's elements of house music . The song had minimal success , only being able to reach the Bubbling Under Hot 100 Singles and the top @-@ twenty of the Hot Dance Club Songs , Although it did manage to make the Top 5 of the UK R & B Chart . Saam Farahmand directed the long take music video , which features Jackson having a party inside a club , with red and white rays of light entering the room . " Rock with U " served as the title for Jackson 's Rock Witchu Tour the same year , where the song was also performed .

= = Background and writing = =

In July 2007 , it was announced that Jackson had signed a recording contract with Island Records , after her five @-@ album deal with Virgin Records was fulfilled with the release of her album 20 Y.O. (2006) . Jackson 's tenth studio album , Discipline , which was an acknowledgment of Jackson 's commitment , focus and dedication to her career , was released on February 26 , 2008 under the supervision of label head L. A. Reid . She did not write or co @-@ write any songs on the album , a departure from her usual practice of co @-@ writing and producing all of the songs on her albums . " Rock With U " was written by Shaffer Smith , Jermaine Dupri and Eric Stamile , with Dupri producing it , while Stamile co @-@ produced it . In an interview for NewNowNext , Jackson explained that the song was created for the gay community , saying ,

" Honestly the song was created for the gay community . I kept stressing to Jermaine [Dupri , the song 's co @-@ writer] , ? I got to do something for the kids . ? I had talked about it on the last album ? and there was a song that I had , and it wasn ' t quite completed . And I talked about it to the papers , gay magazines , and it didn ' t wind up on the album with the cut @-@ off date . I felt really badly about that . So he just handed me a CD and said , ? Here are 10 tracks for the kids ; tell me which one you like the best . ? I fell in love with ' Rock With U ' . "

After the song was released , Jackson was awarded the Vanguard Award at the 19th annual GLAAD Media Awards , honoring her contributions in promoting equal rights among the gay community . The organization 's president commented , " Ms. Jackson has a tremendous following inside the LGBT community and out , and having her stand with us against the defamation that LGBT people still face in our country is extremely significant . "

= = Music and lyrics = =

" Rock with U " is a " digitized form " of pop song which draws influence from Euro disco . According to Jackson , it still reminiscent of " Together Again " or " Throb " from The Velvet Rope (1997) and Janet . (1993) , respectively . " It 's still classic me but with a different twist to it ? a modern twist " , she said . Jim Farber from New York Daily News noted the song 's riffs , which he considered greater when they first appeared in Madonna 's 1985 song " Into the Groove " . The song was compared to Michael Jackson 's " Rock With You " (1979) , due to its disco themes .

" Rock with U " also contains vocodered whispers and murmured vocals . The song opens with the line , " Strobe lights make everything sexier , " while it talks about an erotic proposition which was reportedly dedicated to the gay community .

= = Release and reception = =

" Rock with U " was made available for sale through the US iTunes Store on February 5 , 2008

along with a pre @-@ order offer for her tenth studio album , Discipline . The song was serviced to rhythmic crossover radio stations on February 11 , 2008 and was released to Top 40 radio stations on February 26 , 2008 .

" Rock with U " was met with general critical acclaim from most music critics , with most praising its style and retro vibe . Picking the song as one of the album 's best tracks , Andy Kellman of Allmusic named it " an irresistible , grade @-@ A dancefloor track , " calling it " swift and swooning . " Bryan Borzykowski of Now newspaper called it a " bouncy house track , " while Nick Levine from Digital Spy called it " cosmic , sleek , catchy and bracingly modern " , writing that " it wouldn 't disgrace itself as a Kylie [Minogue] single . " Dan Gennoe of Yahoo ! Music was extremely positive , writing that the song marries Jackson 's sweet and stomping side for an 1980s influenced song , which we called both genuinely exciting and " sounds 100 per cent like Janet Jackson " .

Ann Powers from Los Angeles Times enjoyed the track , calling it " the gentlest time travel ever accomplished . " Powers also wrote , " Playing on memory and melancholia , Janet 's ' Rock With U ' is nowhere as great as the original , but as a bit of intimate meta @-@ pop it 's utterly poignant . Jackson has long been the bearer of her brother 's secrets , and on this song she shows that she can still crave something other than sexual fulfillment . Something like innocence . " Michael Arceneaux of PopMatters praised the track , calling it " a sensual gem " and " almost euphoric " , effectively complimenting Jackson 's " whispery delivery . " Arceneaux added , " It ? s a digitized form of pop music Janet should look into for future recordings . " Tom Young from BBC was negative in his review , saying that its lyrics would not seduce anybody .

= = Promotion = =

The accompanying music video for " Rock with U " was directed by Saam Farahmand and choreographed by Gil Duldulao . It premiered on Access Granted on March 5 , 2008 . Jackson described Farahmand as an excited , passionate and creative person . He wanted to make the video as a long take video , like the music video for previous single " Feedback " , which he also directed . According to the singer , the makeup looks and fashion of the video were a " futuristic version of the Blitz Kids from the 80 's " . Duldulao commented " I just wanted sort of bring Janet into the visionary style she 's had in the past and I wanted to bring to like , video , and bring it back " . He also mentioned that it took him at least a day and a half to finish its choreography .

The long take video begins with many people dancing on a hallway , until a girl comes and opens a door which leads to a room . There , other dancers are dancing to the song in midway of white rays of light , until the camera shows Jackson in the corner of the room and they start performing a dance routine . While the singer disappears from vision , people dance until she appears again dancing to the song . Then she goes to a hallway and enters a red @-@ lighted room , accompanied by dancers , where entertainer Mimi Marks is seen . There she dances another routine along with her dancers . After dancing , she enters in another hallway where she gets alone with a man , until they share a kiss . Then , people who were in the previous room enter to the hallway to connect to another room , with Marks taking Jackson with her . The video ends with people coming closer to Jackson .

Jackson included the song on her similarly titled Rock Witchu Tour in 2008 .

= = Credits and personnel = =

Janet Jackson ? vocals

Shaffer Smith ? songwriter

Jermaine Dupri ? songwriter , producer , vocal production , mixing

Eric Starnile ? songwriter , co @-@ producer

Manuel Seal ? vocal production

Ian Cross ? vocal production , mixing assistant , vocal recording

John Horesco IV ? guitar , recording

Josh Houghkirk ? engineer

Steven Barlow ? assistant engineer

Chris Soper ? assistant engineer

Angie Teo ? assistant engineer

Credits and personnel adapted from Discipline album liner notes .

= = Charts = =