

= Beat Goes On ( Madonna song ) =

" Beat Goes On " is a song recorded by American singer @-@ songwriter Madonna for her eleventh studio album , Hard Candy ( 2008 ) . The song features American rapper Kanye West and background vocals by Pharrell Williams . It was co @-@ written by West in collaboration with its producers , Madonna and The Neptunes . The song was leaked in August 2007 , featuring only Williams and different lyrics than the album 's version , which was released a year later , having additional vocals by West . " Beat Goes On " is a disco song with hip @-@ hop influences , featuring instrumentation from bells , handclaps and whistles .

Lyrically , " Beat Goes On " encourages people to say whatever they like and do whatever they feel . The song received generally favorable reviews from music critics , who commended the disco environment , while also praising Williams ' production . However , some felt that the leaked version was better than the final version featuring West . " Beat Goes On " was certified platinum in Brazil for selling over 100 @,@ 000 digital downloads . It also charted inside the top @-@ twenty in Finland and on the Canadian Hot 100 chart . The song was performed live during the Sticky & Sweet Tour , featuring Madonna and her dancers on a 1935 Auburn Speedster , while Williams and West appeared in the video being displayed on backdrops . The live version was also included on the Sticky & Sweet Tour album .

= = Background and composition = =

In early 2007 , it was reported that Madonna was recording songs with American singer @-@ songwriter Justin Timberlake for her upcoming album . Later , it was also announced that record producers Timbaland and Pharrell Williams were working with her on the album , and Timbaland confirmed that a song titled " Candy Shop " was being produced by Williams . A month later , a song called " The Beat Goes On " , featuring Madonna 's vocals and production by Williams , leaked online . The song started with Madonna saying , " Let 's do something different , let 's change things up , " followed by DFA handclaps and cowbells , Bee Gees @-@ like falsettos on the chorus and " Williams background interjections sprinkled throughout the track , " as noted by Maura Johnson from Idolator . During the pre @-@ chorus Madonna sings the line , " Always a bridesmaid , never the bride " , followed by " I 'll throw you some rope , if it 'll give you hope . " In December 2007 , it was announced that a new version of the song was being developed with American rapper Kanye West as featured guest .

" Beat Goes On " was re @-@ recorded in October 2007 by Spike Spent , Andrew Coleman and Alex Dromgoole at Sarm Studios , London , and at the Record Plant Studios , California . Spent and Coleman also mixed the track at the Record Plant . Williams ' production team , The Neptunes , produced the track , with Madonna . The song was written by Madonna and Williams , with rap vocals by West , and the title is a reference to The Whispers ' disco track " And the Beat Goes On " ( 1980 ) . " Beat Goes On " is a disco song , with funk and hip @-@ hop influences , drum beat and bell chimes , as well as Williams ' shimmering , thumping production , which according to Bradley Stern from Idolator , " offers Madonna the perfect groove to wax bombastic about the cathartic pleasures of dancing . " Lyrically , " Beat Goes On " is a song about the freedom to dance , where people are urged to say whatever they like and do whatever they feel .

= = Reception = =

" Beat Goes On " received generally mixed to positive reviews from music critics . Caryn Ganz of Rolling Stone felt that the usage of bells and whistles as instrumentation , along with the disco sounds made the track connect to two of Madonna 's inspirations , that of Chic , and Donna Summer . Ganz went on to criticize West 's appearance , calling it " uninspired " . In a similar review , Thomas Hauner of PopMatters wrote that the song " continues the Donna Summer touch , this time opting for ' beep beep ' vocals on a surprisingly sweet track . " Sal Cinquemani of Slant Magazine believed that compared to the demo , the final version had lost an individuality , but complimented

the addition of West , feeling that it " transports [ the song ] from 2001 to 1979 " . Talia Soghomolian of musicOMH praised " the variations in its tempo " , making it " the perfect dance floor tune , merging old school and modern takes on urbanity . " Stern wrote a positive review for Idolator that " by the time West shows up unexpectedly for his rap at the end , you have no choice but to heed his call to get down , beep beep , and get up outta your seat . "

Miles Marshall Lewis of The Village Voice was not favourable to West 's verses , calling them as " playfully tepid lines " , while a reviewer from Blender panned his contributions . Jaime Gill of Yahoo ! Music echoed the same thought , calling West 's rap as " awful " and his addition to the track as redundant . Joan Anderman of The Boston Globe was mixed in his review of the song , praising Madonna 's endeavors in " Beat Goes On " while questioning West 's appearance in it . Conversely , Tony Robert Whyte of Drowned in Sound called him " a decent guest " . Allan Raible of ABC News summarized the track as a " standard disco number " . He complimented Madonna 's vocals but added that the song felt rejuvenated with the addition of West 's vocals .

" Beat Goes On " was certified platinum by the Associação Brasileira dos Produtores de Discos , for exceeding 100 @, @ 000 digital downloads . In Finland , the song debuted and peaked at number 15 in August 2009 . In Canada , the song also made its debut , peaking at number 82 on the Canadian Hot 100 chart . In the US , the song made an entry on the Billboard Pop 100 ( now discontinued ) chart for a week , at number 97 .

= = Live performance = =

" Beat Goes On " was performed during the Sticky & Sweet Tour ( 2008 ? 09 ) as the second song of the opening segment , " Pimp " . After descending the throne during the first song , " Candy Shop " , Madonna and her dancers are featured on a 1935 Auburn Speedster to the performance of the song . Both Williams and West appeared in the videos being displayed on the backdrops . Sarah Liss of CBC News called the performance " pulsating , " noting that " her studio collaborators ? Pharrell Williams and Kanye West ? present in spirit and countenance ( their virtual likenesses grimaced from those massive screens ) if not in body . " Michael Roffman of Consequence of Sound praised the performance , writing that " by the second song , ' Beat Goes On ' , it was clear that this was going to be one hell of an innovative show . " Roffman also pointed out that " a digital Kanye West joined Madonna on stage , rapping along as the singer flipped and bounced on the floor . " During a Chicago concert , Paul Schrodtt of Slant Magazine wrote that " a song about the freedom to dance ( " Beat Goes On " ) becomes an anthem for political frustration , and it 's the only moment that 's generated any real controversy , but she doesn 't say anything about either the Republican or the Democratic candidate that she hasn 't said before . The power of any great Madonna song is implicit : ' Say what you like / Do what you feel / You know exactly who you are ' . " The live performance of the song at River Plate Stadium of Buenos Aires , Argentina , was recorded and released on the live CD @-@ DVD album , Sticky & Sweet Tour ( 2010 ) .

= = Credits and personnel = =

Madonna ? writer , vocals , co @-@ producer

Pharrell Williams ? writer , background vocals , producer

Kanye West ? writer , vocals

Chad Hugo ? producer

Spike Spent ? mixing , recording

Andrew Coleman ? mixing , recording

Alex Dromgoole ? recording

Credits and personnel adapted from Hard Candy album liner notes .

= = Charts and certifications = =