

= Ai no Uta (Words of Love) =

" Ai no Uta (Words of Love) " (Japanese : ??? (words of love) ; , " Love Poem (words of love)) is a song recorded by Japanese recording artist Haruka Chisuga , taken from her debut studio album Try ! (2016) . It was released as the fifth single from the album by Victor Entertainment and their subsidiary label Flying Dog on April 27 , 2016 . The lyrics were written by Yamada Toshiaki and the music was composed and produced by Swedish electronic dance musician Rasmus Faber . Musically , " Ai no Uta (Words of Love) " is an electronic dance song , influenced by four on the floor that features synthesizers and string arrangements in its instrumentation .

Upon its release , it received positive reviews from music critics . Some complimented the composition , noting a departure from her previous J @-@ pop influenced music , and commended the songwriting . Commercially , the song fared better in Japan than her previous releases , peaking at number 47 on the Oricon Singles Chart . An accompanying music video was directed by Nozomi Tanaka , which featured Chisuga in a large aquarium surrounded by bright lights . To promote the single , Chisuga appeared on radio stations throughout Japan including Rajira Sunday and Hiroshi Kamiya 's All Night , and was used as the closing theme song for the second season of Japanese anime television series , The Asterisk War .

= = Background and release = =

On October 4 , 2015 , it was confirmed through Anime News Network that Chisuga was to voice over the character Sylvia Lyyneheym for the second season of Japanese anime television series , The Asterisk War . However , Chisuga did not comment about a potential theme song recording for the show . Then in February 2016 , Chisuga confirmed that a new song , titled " Ai no Uta (Words of Love) " , would serve as the show 's ending theme song . " Ai no Uta (Words of Love) " was written by Yamada Toshiaki and produced by Swedish electronic dance musician Rasmus Faber . Musically , it is an electronic dance song , influenced by four on the floor and incorporates " elegant strings " sections , as described by a staff member at CD Journal .

The single was released as the album 's fifth single by Flying Dog , a subsidiary label owned by Victor Entertainment , on April 27 , 2016 . It was released on a CD single in Japan , which included the track , two B @-@ side songs " Lonely Feather " and " Ai no Taiyou " , and an acapella version of " Lonely Feather " . It also included the instrumental versions of the first three tracks . The digital EP included the four recordings but omitted the instrumental versions . Through CDJapan.com , pre @-@ ordered versions of the CD single included a large B2 @-@ sized poster and a scanned hand @-@ written letter by Chisuga herself , which was then signed .

= = Reception = =

Upon its release , it received positive reviews from music critics . A staff member at Amazon.com complimented Faber 's production and arrangement , who believed he was able to " expand " Chisuga 's sound outside of J @-@ pop . The reviewer also complimented the songwriting and her vocal performance . In a similar review , a CD Journal staff member praised Chisuga 's " free " and " vigorous " vocal performance , alongside its " glossy " production . The review concluded with the reviewer calling it a " high degree of completion " .

Commercially , the song fared better in Japan than her previous releases . It debuted at number 47 on the Oricon Singles Chart , her highest selling entry and first top 50 single since " Planet Cradle " / " Wandering " in 2013 ; it sold 1 @, @ 462 units . Despite falling outside of the top 50 the following week , it lasted eight weeks inside the top 200 . As of June 2016 , " Ai no Uta (Words of Love) " is her second best selling single according to Oricon Style .

= = Promotion = =

To promote the single , Chisuga appeared on several radio stations in Japan including Rajira

Sunday and Hiroshi Kamiya 's All Night radio show through Nippon Broadcasting System . She also held a live event to promote the single in Osaka , Japan , May 2015 . Then throughout early @-@ mid May 2016 , Chisuga visited the Japanese music store Animate in cities Yokohama , Nagoya , Kyoto , Sannomiya , and Osaka , and signed autographs . She then followed up by visiting stores Namba Shop and Akiba Sofmap in Japan . On July 9 , Chisuga will perform " Ai no Uta (Words of Love) " for the first time , in order to promote the single . An accompanying music video was directed by Nozomi Tanaka . It was shot in an aquarium , and included Chisuga sitting down and observing several fishes . Along with this , she was surrounded by several glow lights and spot lights . It was released on YouTube by Victor Entertainment , Chisuga 's parent label , and premiered through Japanese music television on April 8 , 2016 .

= = Personnel = =

Credits adapted from the CD liner notes of " Ai no Uta (Words of Love) " .

Recording and management

Recorded in 2016 . Management and record label Flying Dog and Victor Entertainment .

Credits

Haruka Chisuga ? vocals , background vocals

Yamada Toshiaki ? songwriting (track 1)

Y?ho Iwasato ? songwriting (track 3)

Rasmus Faber ? songwriting (track 2) , production , arranging , composing

Nozomi Tanaka ? music video director

= = Track listings and formats = =

= = Charts = =

= = Release history = =