

= Cherish (Madonna song) =

" Cherish " is a song by American singer Madonna from her fourth studio album Like a Prayer (1989) . It was written and produced by Madonna and Patrick Leonard , and was released by Sire Records as the album 's third single on August 1 , 1989 . " Cherish " was built around the themes of love and relationship , with William Shakespeare 's Romeo and Juliet being one of the major inspirations . The track also included a line from " Cherish " by the 1960s band The Association . Musically constructed as a doo @-@ wop style pop song , it is regarded as a light @-@ hearted track by critics and includes instruments such as drum machine , percussions , keyboards and a saxophone . Lyrically , it speaks of Madonna 's devotion to her lover , and her promise to be always by his side . " Cherish " was included on Madonna 's greatest hits compilations The Immaculate Collection (1990) and the two @-@ disc edition of Celebration (2009) .

After its release , the song received positive feedback from reviewers , who were surprised by the change of content and the lighter image of Madonna 's music , unlike her previous singles from Like a Prayer which incorporated themes such as religion and sexuality . They compared the lyrics of the song to words spoken by Juliet , in William Shakespeare 's play , Romeo and Juliet . " Cherish " was a commercial success , reaching the top @-@ ten of the charts in Australia , Belgium , Canada , Ireland , Italy , United Kingdom and the combined European chart . On the Billboard Hot 100 , " Cherish " became Madonna 's 16th consecutive top @-@ five single , setting a record in the history of the Billboard Hot 100 chart .

A black @-@ and @-@ white music video of the song was directed by photographer Herb Ritts at the Paradise Cove Beach in Malibu , California . In the video , Madonna plays herself , while three co @-@ actors dressed as Mermen swam in and out of the sea . Academics noted that the Mermen became symbols for the homosexual community and the oppression it faced . Madonna performed " Cherish " on her Blond Ambition World Tour (1990) , where the performance included her dancers dressed up as Mermen . Its symbolism was seen to de @-@ sexualize men , relegating them to objects of desire .

= = Background = =

" Cherish " was written and produced by Madonna and Patrick Leonard , and released as the third single from Like a Prayer (1989) . The song is built around the themes of love and relationships , with William Shakespeare 's Romeo and Juliet one of its major inspirations . Madonna was reading Romeo and Juliet during the breaks during rehearsals for Speed the Plow , a Broadway show in which she was starring in 1988 . On the third day of the Like a Prayer recording sessions , she presented Leonard with the lyrics of " Cherish " , and explained that she had written the song " one sunny afternoon by the beach " , but later confessed that it was actually written in her make @-@ up room . Leonard introduced one line from the similar titled song by the 1960s band The Association , " Cherish is the word I use " , after which Madonna decided to include it on Like a Prayer . The B @-@ side of the single release of " Cherish " was a previously unreleased track called " Supernatural " , composed during the recording sessions of her third studio album , True Blue (1986) . In 2009 , during an interview with Rolling Stone , Madonna confessed that she had never been able to predict if her songs would be successful , irrespective of her personal opinion of them . As an example , she cited " Cherish " as one of the most " retarded " songs she had written , but noted it became a commercial success . The song was also included on the 1990 compilation album The Immaculate Collection and the two @-@ disc edition of her 2009 compilation Celebration .

= = Composition = =

" Cherish " is a doo @-@ wop style pop shuffle song and opened the second side of Like a Prayer . It begins with the sound of synths and keyboard and Madonna repeatedly singing the words " cherish , cherish " . This is followed by the sound from drum machine , as percussion and guitars accompany her voice . During the bridge , Madonna sings the line " Cupid please take your aim at

me " , as the keyboard sound becomes pronounced . The drum changes its rhythm and Madonna moves into the chorus , " Cherish the joy , of always having you here by my side " , accompanied by background vocals and a bass guitar . The second verse continues in the same way , with Madonna singing the line " Romeo and Juliet , they never felt this way I bet , So don 't underestimate my point of view . "

As the second chorus ends , a saxophone starts playing as Madonna softly asks the listener , " Who ? You ! Can 't get away , won 't let you " , followed by Leonard 's The Association inspired line . Background vocals continue repeating words over a horn , playing in B ? minor . The drums and the percussion start again and the chorus is sung twice , before fading out . According to the sheet music published by Alfred Publishing Co . Inc . , " Cherish " is composed in the time signature of common time , with a moderately fast tempo of 130 beats per minute . Set in the key of D major , " Cherish " has Madonna singing between the tonal nodes of A3 to D5 . The song follows the sequence of G / D ? D ? Em7 ? D in the beginning as its chord progression , which changes to D ? Dm ? C ? Em7 during the verses and shifts to G ? D / G ? A ? D / F ? in the chorus .

The lyrics of " Cherish " makes it a simple love song , where Madonna talks about devotion and having her lover by her side , whom she would never leave . According to semiotician Thomas Sebeok , the backbone of " Cherish " is constructed by incorporating titles of previous romantic pop hits . Songs such as " Cupid " (Sam Cooke) , " You Are My Destiny " (Paul Anka) and " I Can 't Let Go " (The Hollies) are used within the first verse , while other verses use the words of such song titles as " Burning Love " (Elvis Presley) and " Two Hearts " (Bruce Springsteen) . Other instances include The Association song reference and Shakespeare 's Romeo and Juliet . Richard Burt , author of Shakespeare After Mass Media , deduced that the lines on Romeo and Juliet and " I Can 't Let Go " makes the speaker alternate between assertiveness and dependency . Sal Cinquemani from Slant Magazine felt that although " Cherish " was a " radiant " song invoking the pop music of the 60s , " in the grand pop scheme , [it] pales only in comparison to their glorious counterparts , making Like a Prayer one of the quintessential pop albums of all time . "

= = Critical reception = =

Wayne Robins from Newsday believed that the song exemplified the " kind of random pop we 'd get if [postmodern author] William Burroughs were the program director of a Top 40 radio station . " Burt compared the song and Madonna 's delivery of the lyrics with the dialogues spoken by Shakespeare 's Juliet , and found similarity in the , " Sweet so would I , Yet I should kill thee with much cherishing " from the play , with the lyrics of " Cherish " . Allen Metz , one of the authors of The Madonna Companion , felt that " Cherish " as the opening song of the B @-@ side of Like a Prayer , reaffirmed the sweet and happy romanticism that was missing from the A @-@ side of the album . " As much a child of pop " he says , " as of the church , Madonna is restored by music 's healing power , in this case with a mixture of classic sweet soul and L.A. pop moderne . " Lucy O 'Brien , author of Madonna : Like an Icon , felt that the song was typical of Madonna 's previous musical endeavors , and would have been more suitable for her third studio album , True Blue , whose songs mainly dealt with romance and relationships . Music critic J. D. Considine , while reviewing the Like a Prayer album for Rolling Stone complimented the song for creating an effective balance , contrasting its lighthearted nature with the trauma of " Oh Father " , the next song . Considine also found retro @-@ rock references in the song .

Freya Jarman @-@ Ivens , one of the authors of Madonna 's Drowned Worlds , felt that the song was one of the last works on pure romanticism by Madonna . " She should come back to the formula from time to time , but I guess she has moved beyond all of that " , Jarman @-@ Ivens added . Carol Clerk , author of Madonnastyle noted that the " refreshing " nature of the song was particularly noticeable if one follows Madonna 's catalog chronologically , especially embedded between the anthem like nature of the previous release , " Express Yourself " , and the lament of the succeeding release , " Oh Father " . Scholar Maria Raha wrote in her book Cinderella 's Big Score : Women of the Punk and Indie Underground that the song was full of " trite " lyrics . Andy Goldberg from The Jerusalem Post said that " Cherish " took " Madonna back to her old stomping grounds , the lively

bass line and lilting melodies of hit albums past . " Kevin Phinney from Austin American @-@ Statesman was surprised by Madonna 's contribution to the song and confessed that he " [found] it difficult to be believe that she even wrote this ? " Phinney continued that he wanted Madonna to go in a more mature direction and compose songs musically similar to " Cherish " . Writing for The Washington Post , Richard Harrington explained that " while songs on Like a Prayer dealt with matters opening her heart , with ' Cherish ' Madonna dealt with matters which were close to her heart . " This view was also shared by Ian Blair from Chicago Tribune who categorized the song as being sung for the " happy @-@ go @-@ lucky lovers and dreamers " . The Dallas Morning News ' Lennox Samuels appreciated the light @-@ hearted theme of the song and complimented Madonna and Leonard for not sticking with personal subject matters only on the album . Dale Anderson from The Buffalo News opined that the song would become one of Madonna 's most forgettable releases , but was also hopeful that it would not . This opinion was shared by Don McCleese of Chicago Sun @-@ Times , who added that " Cherish " was not something expected from Madonna at that point of time . McCleese was disappointed that Madonna went back to the " happy @-@ go @-@ lucky , lovey @-@ dovey " kind of songs , which did not match her self @-@ image . Dan DeLuca from The Philadelphia Inquirer , while reviewing Madonna 's Drowned World Tour in 2001 , compared " Cherish " with songs by Chris Robinson , humorously adding that " only if he was gay he would sing something like that . "

= = Chart performance = =

In the United States , " Cherish " debuted at number 37 on the Billboard Hot 100 singles chart . The next week it moved to number 28 on the chart , becoming the week 's " greatest gainer " song . After three weeks , as " Cherish " entered the top @-@ five of Billboard Hot 100 , music industry prognosticators theorized that the song would become Madonna 's eighth number @-@ one song on the Hot 100 . However , the song started facing competition from fellow singer Janet Jackson 's single " Miss You Much " , which also moved into the top @-@ ten the same week . The popular media pitted the two women against each other and tried to create rivalry between them . The song eventually peaked at number two on October 7 , 1989 , the same week " Miss You Much " topped the Hot 100 . " Cherish " became Madonna 's sixteenth consecutive top @-@ five single , a record in Hot 100 chart history . It was present on the Hot 100 for a total of 15 weeks . Unlike previous Madonna singles , " Cherish " was not a dance hit and did not make an appearance on the Hot Dance Music / Club Play chart , but was able to top the Hot Adult Contemporary chart , her third after " Live to Tell " and " La Isla Bonita " . " Cherish " also helped Madonna to win the " Top Adult Contemporary Artist " trophy at the 1989 Billboard Music Awards . On the year @-@ end charts of Billboard , " Cherish " ranked at number 59 on the Hot 100 and number 31 on the Adult Contemporary chart . In Canada , " Cherish " debuted at number 80 on the RPM Singles Chart on August 14 , 1989 . In its ninth week on the chart , the song reached number one , staying there for two weeks . The song was present on the chart for 17 weeks and was the ninth best @-@ selling Canadian single for 1989 .

On September 1 , 1989 , " Cherish " was released in the United Kingdom and entered the UK Singles Chart at number 16 . The next week , the song moved to its peak position of number three , becoming Madonna 's 21st top ten single in the United Kingdom . According to the Official Charts Company , the song has sold 200 @,@ 000 copies there . " Cherish " entered the Australian Singles Chart at number 17 on September 17 , 1989 , and reached a peak of number four , staying on the chart for 16 weeks . In the Netherlands , " Cherish " debuted at number 24 on the Dutch Top 40 chart , and reached a peak of number 15 , the next week .

= = Music video = =

" Cherish " was accompanied by a black @-@ and @-@ white music video that was directed by Herb Ritts and was filmed on July 22 , 1989 at Paradise Cove Beach in Malibu , California . Its world @-@ premiere took place on MTV on August 28 , 1989 . Ritts was one of Madonna 's preferred

photographers at that time and so she asked him to direct the " Cherish " video . Ritts reportedly tried to talk her out of it saying , " But I 'm a still photographer . I don 't know anything about film . " Undaunted , Madonna replied simply , " Well you have a few weeks to learn . " The video was conceptualized by Ritts , who wanted to portray Mermen in their natural habitat , but Madonna balked at the idea since she wanted to be portrayed as herself , but keep the Mermen also . Four male performers were signed for this , one of them being Tony Ward , who would become Madonna 's boyfriend later , with the other three being water polo players from nearby Pepperdine University . There were four Merman tails created by Global Effects in North Hollywood , California , for the video . Three full size tails for the mermen were cast in a solid highly flexible rubber , each weighing around 40 lbs . This was necessary to make them neutrally buoyant in water as lighter tails would have floated , causing the swimmers to be head down in the sea . Once in these tails , the polo players needed to be carried to and from the water and once inside , they had tremendous swimming power and agility . This was partly due to a plastic spring like armature cast into the flipper of each tail . One of the reasons that this video was shot in black and white was because the water was very cold , causing Madonna 's already pale complexion to look even whiter .

Fouz deduced a relationship between the music and the images in the video for " Cherish " , saying that they complement each other ; the author felt that this in turn encouraged the viewer to watch the video repeatedly . Fouz talked about the balancing of height and depth occurring in the video . The visual depictions of the Mermen and the lighting used in the video was influenced by Ritts ' still photography known as " The Male Nude Bubble " , which showed nude male models inside a giant water tank , with a white cloth entwined around them . Many of the qualities in the photos , including the floating nature of the models , were used in the swimming and the posing of the Mermen . Carol Vernallis , author of *Experiencing Music Video* , found homoerotic connotations between Madonna and the Mermen . The Mermen in the video exist in a self @-@ contained world of their own , where they procreate with their own kind , both biologically and socially . The fact that the Mermen did not seem to possess genitalia led Vernallis to believe that it associated them with Ritts ' other works , homoerotic sculptural images without penis . Their tails drew different meanings , including sexual ones and Christian symbolism . Since in contemporary art , the images of Mermen are rare and Mermaids are prominent , they are sometimes called fairies partly because it is not known how they came to be . Vernallis believed that the mysteriousness and the elusiveness of the mermen in the video played a crucial role . They never address the camera directly and are often shown disappearing from view . Vernallis believed that since invisibility is a central theme in the homosexual community , this actually portrayed oppression and also the desire to watch but never be seen .

= = Live performance and covers = =

Madonna has performed " Cherish " live only during one tour , on her 1990 *Blond Ambition World Tour* . Onstage , the performance mirrored the sequence from the music video , with the appearance of three of Madonna 's dancers , dressed as mermen . Author Carol Clerk noted in her book *Madonnastyle* that the outfit worn by the singer during this sequence was the simplest and the softest costume of the show . It consisted of a black mini @-@ dress trimmed and stitched with a stuffed West African stork , called the marabou . Madonna gyrated around her dancers , while playing with a harp . During the chorus , the dancers lifted their prosthetic fish @-@ tails and joined them with each other . Guilbert felt that the performance de @-@ sexualizes men , since they are relegated to objects of adoration , like the three merman dancers . This view was shared by Mark Bego , author of *Madonna : Blonde Ambition* , who said that " Madonna and her girls go into a very girlish mode , but they give the feeling that they are in charge , be it playing with the mermen , or teasing them . " Two different performances were taped and released on video , the *Blond Ambition Japan Tour 90* , taped in Yokohama , Japan , on April 27 , 1990 , and the *Blond Ambition World Tour Live* , taped in Nice , France , on August 5 , 1990 .

The late Brazilian singer Renato Russo included an acoustic cover of the song on his 1994 album *The Stonewall Celebration Concert* . His version was appreciated by Alvaro Neder of Allmusic . The

2000 compilation album Virgin Voices : A Tribute To Madonna , Vol . 2 contains a cover by worldbeat group Loop Guru . An alternative rock cover of the song by The Prayers was included on the 2007 Madonna tribute compilation Through the Wilderness .

= = Track listing and formats = =

= = Credits and personnel = =

Madonna ? songwriter , producer

Patrick Leonard ? songwriter , producer , remixer , arranger

James Guthrie ? mixing

Herb Ritts ? cover art photographer

Jeri Heiden ? calligraphy , artwork design

Credits and personnel adapted from Like a Prayer album liner notes .

= = Charts and certifications = =