

= Diva (Beyoncé song) =

" Diva " is a song by American singer and songwriter Beyoncé . The song was written and produced by Shondrae " Bangladesh " Crawford , Sean Garrett , and Beyoncé herself for her third studio album I Am ... Sasha Fierce (2008) . It was released as the album 's third overall single in the United States alongside the third international single " Halo " . " Diva " is an R & B song , which is set in a hip hop groove , and carries a stuttering beat . Its lyrics deliver messages of independence and female empowerment . The song boasts a beat and a bassline similar to those of another Bangladesh 2008 production , " A Milli " by American rapper , Lil Wayne ; critics coined " Diva " as a " female companion " to the latter .

" Diva " received mixed to positive reviews from critics , who had polarized opinions concerning its affiliation with " A Milli " . Despite being released to rhythmic and urban radios only in the US , the song peaked at number 19 on the US Billboard Hot 100 chart , topped the US Hot Dance Club Play chart , and attained a high point of number three on the US Hot R & B / Hip @-@ Hop Songs chart . " Diva " was certified gold by the Recording Industry Association of America (RIAA) , denoting shipment of 500 @,@ 000 copies . Although it was only officially released in the US , the song appeared on the singles charts in Australia , Ireland , the Netherlands , New Zealand , and the United Kingdom .

The accompanying music video for " Diva " was directed by Melina Matsoukas . It shows the singer and backup dancers in a warehouse , and presents a choreography similar to that of her previous single " Single Ladies (Put a Ring on It) " (2008) . Beyoncé also appears in different Thierry Mugler couture pieces . The video received mixed response from critics , who were not pleased by its concept as they believed it portrayed Beyoncé 's alter ego Sasha Fierce ineffectively . It was ranked at number 13 on BET 's Notarized : Top 100 Videos of 2009 countdown . Although Beyoncé did not perform the song in any televised appearances , it was a part of her set list on the I Am ... World Tour (2009 ? 10) and her revue show , Revel Presents : Beyoncé Live (2012) .

= = Background and release = =

" Diva " was written and produced by Beyoncé , Shondrae " Bangladesh " Crawford , and Sean Garrett . According to an interview that Bangladesh gave with Rap @-@ Up , the song was originally intended to be included on the track @-@ listing of his own mixtape after choosing a female artist to contribute vocals to " Diva " . However , he decided to play the song to American R & B singer Keyshia Cole , who liked the beat , but not the whole track . She eventually declined to record the song , but later said she would sing the song , however , this time Beyoncé also wanted it for her then upcoming album . Bangladesh ultimately gave " Diva " to Beyoncé and composed another song for Cole . About one month after the release of I Am ... Sasha Fierce , American R & B singer Ciara , who was working on her third studio album , Fantasy Ride (2009) , remixed " Diva " , which was supposed to be included on her Fantasy Ride Mixtape .

" Ego " and " Halo " were initially planned for simultaneous release in the US , following the 2008 dual lead singles " If I Were a Boy " and " Single Ladies (Put a Ring on It) " . However , the release of " Ego " was scrapped and replaced with " Diva " , which was taken from a different disc of I Am ... Sasha Fierce to " Halo " ; the intention was to demonstrate the concept that Beyoncé has conflicting personalities . " Diva " added to urban contemporary radio and rhythmic contemporary radios playlists , while " Halo " was sent to contemporary hit radio on January 20 , 2009 . In Germany , " Diva " was featured as the B @-@ side to " Halo " single . Upon its release , contemporary music critics noted many similarities between Beyoncé 's " Diva " and Lil Wayne 's 2008 song " A Milli " ; both feature a similar beat produced by Bangladesh . In an interview with MySpace , Beyoncé agreed that " Diva " is the woman 's equivalent to " A Milli " . However , she stated that it was not consciously . " Diva " eventually became to be known as the feminine companion to " A Milli " .

= = Composition and lyrical interpretation = =

" Diva " is an R & B and hip hop song , which is composed in a moderate tempo in the key of E major . It carries a stuttering beat , which is accompanied by a slow @-@ rolling and heavy bass @-@ pumping groove with a jerky rhythm . The song marks a change of direction for Beyoncé ; she raps in candaces over a Roland TR @-@ 808 machine , kick drums , and less instruments than her usual tracks . As stated by Andy Kellman of Allmusic , " Diva " aurally resembles Beyoncé 's own 2006 songs " Freakum Dress " and " Ring the Alarm " . Spence D. of IGN Music further compared its hip hop composition to Missy Elliott 's earlier songs . Adam Mattera of The Observer noted " Diva " could be " a perfect independent women anthem " ; its lyrics reflect a message of courage and determination . Similarly , Houston Chronicle 's Joey Guerra called the song an " ode to female fabulousness " .

" Diva " features Beyoncé as the female protagonist speaking about being a diva . Chipmunked vocal samples and overdubs aplenty make up the song 's foundation . According to Nick Levine of Digital Spy , Beyoncé 's alter ego Sasha Fierce also salutes her earning power and proclaims herself as the " number one diva in the game " . " Diva " begins with metallic kick drum complemented by Beyoncé 's robotic sly vocal stutters as she sings : " I 'm a , I 'm a , a diva " . She then starts the first verse , chanting the dictionary definition of a diva . She references her millions of dollars , and raps , " I done got so sick and filthy with benjis , I can 't spend it " , channeling her alter ego . After repeating the introductory lines , Beyoncé employs breathy drawls and robotic shouts to chant the chorus , where the lines , " Now diva is a female version of a hustla . Of a hustla . Of a , of a hustla " , are looped . In the second verse , she finds love in the club , where she warns " Better have a six @-@ pack in the cooler ... If you ain 't gettin [g] money , then you ain 't got nothin [g] for me " , and asks , " Where yo Boss at ? " After singing the third verse and the chorus for the third time , Beyoncé adopts her initial chipmunked vocals to end the song , chanting , " I 'm a , I 'm a , a diva " .

= = Critical reception = =

The song received mixed to positive reviews , with critics either praising or criticizing it being a female companion to " A Milli " . Matos Michaelangelo of The A.V. Club said that " Diva " is a flagrant attempt to write a female version of " A Milli " . Leah Greenblat of Entertainment Weekly wrote that " Diva " can make a good feminine companion to " A Milli " thanks to their use of similar music instruments . " Noting its similarity to " A Milli " , Andy Kellman of Allmusic picked out " Diva " as one of the three standout tracks from the album . J. Freedom du Lac of The Washington Post chose it as one of the best songs on I Am ... Sasha Fierce , calling it a " fun , [and] tuneless , gender @-@ twisting play " . Colin McGuire of PopMatters picked " Diva " as the highlight of the album , noting its " Lil Wayne @-@ inspired beat " and describing it as " cheeky " . He further wrote it shows the singer 's " impeccable street side ... with enough attitude to make it work " .

Greg Kot of Chicago Tribune commented that the " menacing rhythm and chanted vocals " on " Diva " , mark the album 's biggest departure . Adam Mazmanian of The Washington Times felt that the song was influenced by Beyoncé 's husband , American rapper Jay @-@ Z as it has a " bad soft @-@ core gangster rap " . He also noted that its contains words that could get an " explicit " sticker by the chain stores . Similarly , Daniel Brockman of The Phoenix remarked that the song is " particularly intriguing " as it progresses through " hard @-@ knockish robbery scenarios " which does not resemble Beyoncé 's clean public image . Stacey Anderson of Spin magazine noted that " Diva " places a " startling , sexy snarl over window @-@ rattling bass " . Christian Hoard of Rolling Stone noted Beyoncé turns out " modal @-@ sounding hooks " over 808 bass on the song . The Village Voice 's Nana Ekua Brew @-@ Hammond described Sasha Fierce as " suffer [sic] no such identity crisis , brassy , big @-@ headed , confrontational , and witty ... " , reflected on " Diva " . James Reed of The Boston Globe described " Diva " as a " glitchy , bass @-@ heavy thumper with the most ridiculous chorus of the year " . Reed nevertheless added that the song is " insanely catchy , but then , when you hear something looped incessantly , no matter how mindless , it 's bound to stick " .

Mariele Concepcion of Billboard magazine noted that " Diva " is not something new , nevertheless it

manages to be a radio @-@ ready dance song . Alex Thornton of AllHipHop noted that Beyoncé adopts a masculine character on " Diva " and that it is " something decent to bounce to at least " . The Observer 's Adam Mattera described the song as a potential source of inspiration to drag queens , however concluded that it can also leave many persons confused and bewildered . Alexis Petridis of The Guardian , also reviewed the song negatively , stating , " The sonic trickery on the most experimental track , ' Diva ' , isn 't interesting enough to distract you from the absence of a tune . " Spence D. of IGN Music , felt that Beyoncé 's rapping in the song was a " bad idea " and described the song as " awkward , [and] horribly dated . " On The Village Voice 's 2009 Pazz & Jop singles list , " Diva " was ranked at number 224 . In 2013 , John Boone and Jennifer Cady of E ! Online placed the song at number nine on their list of ten best Beyoncé 's songs .

= = Chart performance = =

Initially , " Diva " charted on the Billboard 's Bubbling Under Hot 100 Singles chart at number five . For the week ending January 3 , 2009 , the song debuted on the main US Billboard Hot 100 chart at number 96 , and peaked at number 19 on the issue dated March 7 , 2009 , becoming Beyoncé 's sixteenth top twenty single on the chart . " Diva " reached number one on the US Hot Dance Club Play chart on March 28 , 2009 , giving Beyoncé her ninth number one on the chart . It peaked at number three on the US Hot R & B / Hip Hop Songs chart from the week ending February 14 , 2009 to the week ending March 14 , 2009 . " Diva " was certified gold by the Recording Industry Association of America (RIAA) on March 12 , 2009 . As of October , 2012 , it had sold 1 @, @ 037 @, @ 000 digital downloads in the US .

Even though " Diva " was only officially released in the US , it managed to chart in other countries . In Australia , the song debuted at number 47 on March 15 , 2009 , becoming the fourth single from the I Am ? Sasha Fierce to reach the top fifty of the ARIA Singles Chart. and peaked at number 40 on April 12 , 2009 . In New Zealand , " Diva " entered at number 32 on March 30 , 2009 and peaked at number 26 for two non @-@ consecutive weeks on April 6 , 2009 and April 27 , 2009 . On the UK Singles Chart , " Diva " rose from number 173 to number 73 on the UK Singles Chart on May 17 , 2009 based on downloads alone . The following week , it peaked at number 72 . In the Netherlands , " Diva " debuted at number 94 on the Mega Single Top 100 and peaked at number 73 , based on downloads alone .

= = Music video = =

= = Background and concept = = =

The accompanying music video for " Diva " was shot downtown Los Angeles on November 22 , 2008 , and was directed by Melina Matsoukas , who worked with Beyoncé for several music videos . The music video is conceptually similar to that for " Single Ladies (Put a Ring on It) " in the sense that it was filmed in black and white , shows Beyoncé as alter ego Sasha Fierce , who dons her metal glove and performs choreography with two back @-@ up dancers with more formal leotards . Beyoncé wears a Gareth Pugh design in the video , a custom Brian Lichtenberg bodysuit , as well as a couple of vintage Thierry Mugler Haute Couture pieces , including a leather bodice and a reptilia inspired gown . Diana Palkington of Daily Mail wrote that the gown gave Beyoncé a distinct appearance of a mermaid ; it was noted by another writer of the same publication that the same dress was worn by Jennifer Lopez in the past .

In her 2003 music video for " Crazy in Love " (2003) , Beyoncé 's husband (then boyfriend) Jay @-@ Z throws a lighter on the ground , which ignites a trail of petrol to a car . According to a Daily Mail 's reporter , that particular scene bears resemblance to the climax of " Diva " ' ' s video , where Beyoncé lights a cigar and throws the still lit lighter at a car , prompting it to explode into flames . The same location under a bridge in downtown Los Angeles was chosen for the shoot . The video for " Diva " premiered on the iTunes Store on December 23 , simultaneously with the one for " Halo "

. It was included on Beyoncé 's remix album with videography , Above and Beyoncé (2009) . A behind @-@ the @-@ scenes footage of the filming of the music also appeared online and it features the scene where Beyoncé throws her cigar in the car .

= = = Synopsis = = =

The video begins with a dictionary definition of the word " diva " , before cutting to a parking lot outside of a warehouse . Beyoncé , wearing a pair of " dangle shades " , walks past a car full of mannequin parts into the warehouse . From here , she is accompanied by her two dancers and a variety of high fashion outfits . When she states " Diva 's gettin ' money ... " she waves a fan made of \$ 100 bills . During the bridge to the climax , Beyoncé dances on a single light and then during the climax , she is seen very glossy in another wardrobe choice dancing in robotic movements to the beat with gold punctuating the black and white scene . In one scene , Beyoncé is seen dancing robotically in front of a set of gold @-@ tinted mannequins ; while in another , she dances against a wall with two large chains hanging from the ceiling . During the last chorus , Beyoncé is in her last wardrobe change in front of window which is where the paparazzi had taken photos of her . At the end of the song , Beyoncé walks back out to the parking lot . She lights up a cigar and throws the lighter into the car , letting it explode . As she walks away , the intro to " Video Phone " (a track from I Am ... Sasha Fierce) plays . The explosion retains its original fiery colors in contrast with the black and white .

= = = Reception = = =

A writer of Rolling Stone described the video as " quite a hot mess " , further comparing the dancers with the ones from the video for " Single Ladies (Put a Ring on It) " . The writer finished the review calling it " a four @-@ minute art @-@ school film unworthy of her Sasha Fierceness " . Jennifer Cady of E ! Online commented that the video was " all about being gritty and edgy , like strutting around a downtown L.A. warehouse in crazy designer fashion and chewing bubblegum . Hard @-@ core style " . Cady further described the dance in the video for " Diva " as " way easier to learn than [the one] in ' Single Ladies (Put a Ring on It) ' " . However , she chose the C @-@ 3PO @-@ inspired mannequins , the lack of Beyoncé 's robot hand and the " obnoxious camera work or car explosion " as the worst parts of the video . Entertainment Weekly 's Michael Slezak commented : " The video has the production values of the clearance bin at Family Dollar , and yet somehow it works . " Slezak further described the set as a " trunk full of mannequins , Cylon @-@ y fringed sunglasses , and angry @-@ lady dancing on display in the accompanying video " . The video was ranked at number 13 on Black Entertainment Television 's (BET 's) Notarized : Top 100 Videos of 2009 countdown .

= = Live performances = =

Although Beyoncé did not perform " Diva " on televised appearances , the song was a part of her set list on the I Am ... World Tour (2009 @-@ 2010) . Eventually , it was included on her 2010 live album , I Am ... World Tour as the twelfth song . The performance of " Diva " during her I Am ... World Tour features Beyoncé performing the song while being backed up by six dancers (four of which are golden mannequins) . She sports a leopard print glow @-@ in @-@ the @-@ dark leotard , black trenchcoat , leopard print stockings , high heels and leopard @-@ print sunglasses . She would remove the trenchcoat during the performance . Alice Jones of The Independent felt that " she sings her heart out " during the electro hook of " Diva " . In May , 2012 , Beyoncé performed " Diva " during her Revel Presents : Beyoncé Live revue in Atlantic City , New Jersey , United States ' entertainment resort , hotel , casino and spa , Revel . Maura Johnston of The Village Voice noted that the song was one of the " dancefloor @-@ fillers " performed during the revue . Rebecca Thomas writing for MTV News , noted that Beyoncé transformed in Sasha Fierce for the performance of the song . On October 7 , 2012 , Beyoncé appeared at Jay @-@ Z 's concert at the

Barclays Center and performed " Diva " , " Crazy in Love " and " Young Forever " .

== Cover versions ==

In 2008 , Ciara recorded a remix of " Diva " for a mixtape of her album Fantasy Ride (2009) . Alex Newell , Heather Morris , Jenna Ushkowitz and Darren Criss covered the song in the eponymous episode of the fourth season of the American television series Glee which aired on February 7 , 2013 . In a review of the episode , Daniel Sperling of the website Digital Spy , described the performance of the song as one of the " plenty of fierce moments " adding that it was " posy , [and] pouty " .

== Credits and personnel ==

== Charts ==

== Certifications ==

== Release history ==