

= Rude Boy ( Rihanna song ) =

" Rude Boy " is a song by Barbadian singer Rihanna , taken from her fourth studio album , Rated R ( 2009 ) . It was released as the album 's third single on February 19 , 2010 , through Def Jam . Rihanna co @-@ wrote the song with StarGate , Ester Dean , Makeba Riddick , and Rob Swire , with Swire also co @-@ producing it with StarGate . " Rude Boy " is an up @-@ tempo dancehall song which incorporates elements of raggamuffin . The song received mixed to positive reviews from critics ; some called it is the highlight of the album , but others criticized Rihanna 's " monotone " and " icy " vocal performance .

" Rude Boy " peaked at number one on the US Billboard Hot 100 in its fourth week for five consecutive weeks , and was Rihanna 's sixth US number one single . It was a commercial success globally , peaked at number one in Australia and attained top five positions in Germany , Hungary , Ireland , New Zealand , Norway , Poland , Slovakia , and the United Kingdom . The accompanying music video was directed by Melina Matsoukas , used greenscreen techniques and featured props that included a stuffed lion and zebra . Rihanna performed the song live for the first time at the Pepsi Super Bowl Fan Jam in South Beach , Miami , and later on The Ellen DeGeneres Show , and Alan Carr : Chatty Man . " Rude Boy " was also featured on the set lists of Rihanna 's Last Girl on Earth , Loud , Anti and Diamonds tours .

= = Background and development = =

" Rude Boy " was produced by Rob Swire and StarGate who co @-@ wrote the song with Rihanna , Ester Dean , and Makeba Riddick . During an interview on the television show , Alan Carr : Chatty Man in February 2010 , Carr asked Rihanna about the song 's lyrics , with particular emphasis on the line " Come here Rude Boy , Boy , can you get it up ? / Come here Rude Boy , Boy , is you big enough ? " Rihanna explained : " When we wrote the song , it was kind of a freestyle ... I liked the West Indian influence that the music had , and , I just went in the booth , they were already jotting down some ideas and , that came to me , I just ran in there with the , one of the writers and started coming up with this in the studio and now when people read it back to me like that , ' Come here Rude Boy , is you big enough ' ? , it does sound so disgusting ! " She also explained the development of the song , and said that those lyrics were originally going to be the introduction , but because of the song 's infectious beat , Rihanna decided to make it the hook instead .

In an interview with Us Weekly , Makeba Riddick , who assisted with the song 's vocal production , spoke about the inspiration for the song . Riddick explained that Ester Dean had come up with a concept for the song , and had been working with Stargate to develop it . Upon hearing it , Riddick and Rihanna expressed interest in the song but thought that some changes were needed , and sent it to Riddick for completion . Riddick also explained where the idea for some of the sexually provocative lyrics came from : " I was listening to the words and me and [ Rihanna ] and we were just laughing and talking about so many situations that have happened in the past and that happen to women everywhere . By the time we were done of course , we were laughing and giggling about the lyrics ? surprisingly everybody went nuts over the song . " Dean explained the development of " Rude Boy " in an interview with The Boom Box , and said that she wanted to channel Rihanna 's alter ego and use it as inspiration for the song 's lyrics . Dean praised Rihanna 's ability to take risks with her music , saying " I think Rihanna is sexy and will say things that other chicks won 't say . Even if she says let 's go kiss some girls , who really cares ... that 's Rihanna . Music is about fantasy . This is what people want to do , but are afraid to do . "

= = Composition = =

" Rude Boy " is an uptempo dancehall song. which incorporates elements of raggamuffin . The song is written in the key of E minor ( recorded in E ? minor ) with a time signature in common time and a tempo of 87 beats per minute . Rihanna 's vocal range spans from the low note of E3 to the high note of D5 , and the song follows a sequence of Am ? Em ? F ? Dm as its chord progression . Alexis

Petridis of The Guardian commented that " Rude Boy " , and the album 's previous single " Hard " , were the highlights of Rated R , praised the singer 's vocal performance in the song , " both of which exploit Rihanna 's most appealing vocal style , a sulky , icy , monotone . " Michael Menachem of Billboard commented on the lyrical content of the song , and wrote , " with ' Rude Boy ' , Rihanna delivers her most provocative lyrics and perhaps most authentic @-@ sounding single to date . " Menachem also wrote about the song 's composition , " Steel drums are a welcome presence on the production , which gives a nod to ska and dancehall . Rihanna 's swagger has never been as convincing as on this song . "

= = Release and reception = =

" Rude Boy " was released as the fourth overall single ( third international ) from Rated R ( 2009 ) . It was sent to urban radio stations in the US on February 9 , 2010 , and was released via digital download on February 19 , 2010 .

= = = Critical response = = =

Los Angeles Times ' reviewer Ann Powers stated that the song has a " ragamuffin @-@ style " , and commented on the lyrics , " Even as she offers herself in no uncertain terms ? ' I 'm gon ' let you be the captain tonight ' she sneers ? she questions his prowess . ' Can you get it up ? Are you big enough ? ' she repeats in the singsong chorus , making it tough to imagine that any suitor could rise to this occasion . " Bill Lamb of About.com praised the song , and called it " the most instantly engaging song from the album Rated R " , and that " [ Rihanna ] projects a dominant female image that is exactly what was needed to move past the unfortunate Chris Brown chapter in her career " . However , Lamb added that the " icy feel is wearing thin . Rihanna sounds like she has taken a few steps back to distance herself from the whole song . There is a pleasing swagger , but we 're never quite engaged " .

Nick Levine of Digital Spy , commenting on the genre of the song and Rihanna 's musical direction and transition from her previous album Good Girl Gone Bad ( 2007 ) , wrote that the song " can be construed as a winning synthesis of her Island @-@ pop beginnings , the effortless hitmaking of the Good Girl Gone Bad era and the more menacing persona she 's unveiled post @-@ Grammygate . On the other , it 's just a damn good tune . " Levine also wrote that " Rude Boy " is " the most instantly catchy moment " on Rated R. Alibhe Malone of NME commented on the song 's demeanor in relation to Rated R as a whole , and wrote , " With only one other female songwriter here apart from Rihanna ( Ester Dean on ' Rude Boy ' ) it 's a startlingly masculine record ? in sound and in attitude . " Malone also wrote that Rihanna persists in ensuring that listener realizes " how she wants men in her bed . " Ryan Dombell of Pitchfork Media wrote a mixed review of the song ; he called it the flightiest song on Rated R , but praised it as superior to the riskier material on the album .

= = = Chart performance = = =

" Rude Boy " debuted on the US Billboard Hot 100 at number sixty @-@ four . It peaked at number one a month later , replacing " Break Your Heart " by Taio Cruz , and became Rihanna 's sixth US number one single . Rihanna equaled Paula Abdul and Diana Ross as the female artists with the fifth @-@ most number one singles on the Hot 100 's in its fifty @-@ one year history . " Rude Boy " remained at number one for five consecutive weeks , and was replaced by " Nothin ' On You " by B.o.B featuring Bruno Mars . " Rude Boy " also topped the US Rhythmic Airplay , Pop Songs , and Dance / Club Play Songs charts . " Rude Boy " was certified two @-@ times platinum by the Recording Industry Association of America and has sold over 3 million copies in the United States as of June 2015 . " Rude Boy " debuted on the Australian Singles Chart at number forty @-@ five , and peaked at number one for two weeks in March 14 , 2010 . It remained on the chart for nineteen weeks , and was certified two @-@ times platinum by the Australian Recording Industry Association , denoting shipments of over 140 @,@ 000 copies . In New Zealand , the song debuted at number

twenty @-@ five on February 22 , 2010 , and peaked at number three in its fifth week on the chart . On the UK Singles Chart , " Rude Boy " peaked at number two . It was prevented from reaching the top spot by Tinie Tempah 's " Pass Out " , which debuted at number one and remained there for two weeks . " Rude Boy " was more successful on the UK R & B Chart , where it peaked at number one for one week on February 27 , 2010 . On April 30 , 2010 , the single was certified gold by the British Phonographic Industry , denoting shipments of over 400 @,@ 000 copies . Elsewhere in Europe , the song achieved moderate chart success , peaking at number three in Denmark and Norway for two weeks on both charts , and in both the Flanders and Wallonia regions of Belgium . " Rude Boy " also reached the top ten in Austria , Finland and France , charting at numbers six , seven and eight , respectively . " Rude Boy " was less successful in Sweden , where the song peaked at number eleven . Even though , it was very successful in Romania , where it peaked at number @-@ one on the Romanian Top 100 for five consecutive weeks , becoming Rihanna 's third chart topper there and her longest @-@ running number @-@ one .

= = Music video = =

= = = Background and synopsis = = =

The accompanying music video for " Rude Boy " was directed by Melina Matsoukas , who also directed the video for Rihanna 's previous single , " Hard " . The video relies upon the use of greenscreen , and contains strong references to critically acclaimed famous artists , including Andy Warhol , Keith Haring , Salt @-@ n @-@ Pepa , M.I.A. and Jean @-@ Michel Basquiat . In an interview with Carson Daly on his radio show , Amp Radio , Rihanna described the video as " completely different from any other video " she had done before and " pretty freakin ' cool " . She explained its artistic qualities , and said , " A lot of my videos are really dark and edgy and tough . ' Rude Boy ' is more playing along the lines from my roots . We used a lot of color , but also the costumes were very Jamaican dance @-@ hall @-@ queen type . " The video premiered on February 10 , 2010 , via the high definition music video provider Vevo .

The video features Rihanna in a multitude of vibrant , brightly colored , Caribbean inspired scenes . In the opening scene , Rihanna approaches a drum kit , which she plays as the song progresses . During the rest of the video , Rihanna engages with and plays with a variety of props , including a male extra , a zebra , a motorcycle and a stuffed lion ; these scenes are intercut with scenes of Rihanna playing the drum kit . Rihanna wears a variety of outfits in the video , including a gold net bodysuit and a black and white zebra print catsuit , which she wears while sitting atop a stuffed zebra . Rihanna performs various 1990s dancehall dance moves , such as the Bogle .

= = = Reception and accolades = = =

Upon the video 's release , several media outlets noticed a resemblance between the colorful aesthetics of " Rude Boy " and those of British singer @-@ songwriter and rapper M.I.A. 's video " Boyz " . Melina Matsoukas responded to the allegations that she had copied the idea , and said , " Afterward I was like , ' Oh , this sucks . They tore down my video ... [ M.I.A. 's ] video 's great too . It definitely wasn 't trying to rip anybody off at all , it was just our approach and the animation stuff , it had a similar vibe . " Matsoukas explained that the inspiration for the video did not come from one particular source , but from a variety of pop culture icons . She concluded , " We 're all inspired by similar elements and it came together in that way . " Several critics noticed the differences between Rihanna 's previous singles , " Russian Roulette " and " Hard " , and that " Rude Boy " had adopted a care @-@ free and brighter image . Becky Bain of Idolator also noticed the similarities between M.I.A. 's video " Boyz " and " Rude Boy " , and wrote , " We 're digging the reggae @-@ inflected jam , although the Bob Marley @-@ meets @-@ M.I.A. color explosion becomes a little hard on the eyes after awhile . " Bain said the video " is colorful , loud , vibrant , and a complete departure from the mostly depressing captivity scenarios and over @-@ the @-@ top war imagery of the previous

videos from her Rated R singles . " Simon Vozick @-@ Levinson of Entertainment Weekly also commented on the vibrancy of the video and its resemblance to M.I.A. ' s video , " It ' s a wild explosion of clashing colors , bold block lettering , and shaky camerawork . As many observers instantly pointed out , it all owes more than a little to the aesthetic of M.I.A. ? which , if you ask me , is not a bad thing at all . " Jocelyn Vena of MTV commented on the change of visual direction in the video , calling it " a colorful departure from the dark fare previously released from her Rated R album . " Vena also wrote about the stylization of the video ' s content with regard to Rihanna ' s heritage . She wrote that the video is infused with " a kaleidoscope of prints and colors , embracing her roots in Caribbean dance @-@ hall @-@ inspired costumes . "

" Rude Boy " won the award for Most Performed Song at the 2011 ASCAP Pop Music Awards and the Award Winning Songs award at the 2011 BMI Urban Awards . The song was also won three awards at the 2011 Barbados Music Awards in the Best Pop / R & B Single , Music Video of the Year and Song of the Year categories . " Rude Boy " was nominated in the ' Best Editing ' category at the 2010 MTV Video Music Awards , but lost to Lady Gaga ' s " Bad Romance " .

Sean Kingston and Detail released a cover version of the song , titled " Rude Girl " . DJ Earworm used " Rude Boy " in his mash @-@ up of the top 25 songs of 2010 titled " United State of Pop 2010 ( Don ' t Stop the Pop ) " . He also used " Rude Boy " in his mash @-@ up " Like OMG Baby " , designed for the 2010 Capital FM Summertime Ball Concert where Rihanna performed .

= = Live performances = =

To promote the song as the third US single from Rated R , Rihanna performed " Rude Boy " live for the first time at the Pepsi Super Bowl Fan Jam on VH1 in South Beach , Miami , on February 4 , 2010 . The set also included " Russian Roulette " and " Hard " , both from Rated R On February 2 , 2010 , Rihanna performed five songs for " AOL Music Sessions " , which were made available to view on the AOL website on February 23 , 2010 . The set included " Rude Boy " , " Russian Roulette " , " Hard " , " Take a Bow " and a stripped down version of " Disturbia " . The singer also performed the song on The Ellen DeGeneres Show , which aired on February 15 , 2010 . Robbie Daw of Idolator commented that although Rihanna wore only a leather jacket and visor , she failed to bring the same level of sexuality to the performance which American singer Prince would have evoked .

To promote the song ' s release as a single in the UK , Rihanna made a recorded appearance on Alan Carr : Chatty Man on February 24 , 2010 , which was broadcast the following day . The singer wore a crop @-@ top , " bizarre oversized " shorts , an " unusual " hairnet , and large , golden , hooped earrings . Rihanna also demonstrated the dance moves which are featured in the video , including the bogle , the butterfly , and the Dutty Wine , which she taught to the show ' s host . " Rude Boy " was also performed on GMTV the following day , where Rihanna also gave a short interview . Rihanna performed " Rude Boy " at the ECHO Awards in Berlin , Germany , on March 4 , 2010 . Rihanna shared the stage with two larger @-@ than @-@ life mechanical robots , which interacted with her throughout the performance .

On March 27 , 2010 , Rihanna performed " Rude Boy " as part of a medley with " Hard " and " Don ' t Stop the Music " at the 2010 Nickelodeon Kids ' Choice Awards , held at UCLA ' s Pauley Pavilion in Westwood , California . The performance featured a large camouflage tank and two robots similar to those used for her performance at the ECHO Awards . On May 23 , 2010 , Rihanna performed a 40 minute set at BBC Radio 1 ' s Big Weekend Music Festival in Bangor , Wales . Rihanna wore a hooded leather playsuit with red , green , and yellow stripes as she performed several of her biggest hits , which included " Mad House " , " Hard " , " Disturbia " , " Rude Boy " , " Te Amo " , " Russian Roulette " , " Don ' t Stop the Music " , " SOS " , and " Umbrella " . The song was featured on Rihanna ' s Last Girl on Earth Tour , . Rihanna was criticized for poor choreography and because she " omitted the difficult parts and even forgot some of the lyrics . " " Rude Boy " was also on the set @-@ list of her Loud Tour , where Rihanna wore a denim bra and high waisted shorts . This performance was received far more positively than that of her previous tour , and critics praised the production of the concert . Jane Stevenson of the Toronto Sun wrote , " the two @-@ hour , larger @-@ than @-@ life show lived up to the billing . " Rihanna performed " Rude Boy " at Radio 1 ' s

Hackney Weekend on May 24 , 2012 , as the seventh song on the set list .

= = Track listing = =

Digital download

" Rude Boy " ? 3 : 43

" Rude Boy " ( Instrumental version ) ? 3 : 43

= = Credits and personnel = =

Rihanna ? songwriting , vocals

Stargate ? songwriting , production , instruments , programming

Ester Dean ? songwriting

Makeba Riddick ? songwriting

Rob Swire ? songwriting , background vocals , instruments , programming

Ross Parkin ? assistant recorder

Makeba Riddick ? vocal production

Kevin " KD " Davis ? mixing at Chung King Studio , New York City

Anthony Palazzole ? assistant mixer

Marcos Tovar ? recording at Metropolis Studio , London

Credits adapted from the liner notes of Rated R.

= = Charts = =

= = Certifications = =