

= Give It 2 Me (Madonna song) =

" Give It 2 Me " is a song by American singer and songwriter Madonna , featured on her 11th studio album Hard Candy . It was released on June 24 , 2008 by Warner Bros. Records as the second single from the album . The song was written by Madonna as an anthemic , self @-@ manifesto song which , although it appears to be about dance and sex , is a reference to Madonna 's career spanning three decades in the music industry . Musically , " Give It 2 Me " is an upbeat dance @-@ pop song , featuring instrumentation from West African percussion and cowbells . Backing vocals are provided by Pharrell Williams .

" Give It 2 Me " received positive reviews from contemporary critics . The song became Madonna 's 39th number @-@ one single on the Billboard Hot Dance Club Play chart . It charted on the Billboard Hot 100 for one week , and reached a peak of 57 only , due to limited radio play . The song topped the music charts in Hungary , the Netherlands and Spain , while it peaked within the top ten of the charts in many other nations , including Canada , Denmark and the United Kingdom .

The music video featured Madonna recreating her look from the Elle magazine May covergirl photo shoot , and was directed by photographer Tom Munro . Williams had a guest appearance in the video . It received positive response for her retro @-@ inspired look . Madonna performed " Give It 2 Me " on both the promotional tour for Hard Candy , and the 2008 ? 09 Sticky & Sweet Tour . The song was additionally performed at a special concert for The MDNA Tour at Madison Square Garden in 2012 . " Give It 2 Me " received a Grammy nomination in 2009 in the Best Dance Recording category .

= = Writing and inspiration = =

" Give It 2 Me " was written by Madonna and Pharrell Williams as a self @-@ empowerment song . Ingrid Sischy from Interview magazine asked Madonna whether the song had the ability to become a party anthem in Ibiza . Madonna responded that she liked the idea of everybody dancing to " Give It 2 Me " , treating it as a party anthem . When asked about the inspiration behind the song , Madonna said ,

" It 's [' Give It 2 Me '] very anthemic . I basically wrote it so I could have a great time doing it in a stadium . The words are very autobiographical . ' Got no boundaries , got no limits . [...] Don 't stop me now . [...] If it 's against the law , arrest me . ' [...] Yes , that 's me . It 's the provocative me . The boring , predictable me . "

In an interview with MTV Australia , Madonna explained that a prominent theme of the Hard Candy album was about incorporating the image of a boxer , an idea which has been repeated within the song . According to her , " [' Give It 2 Me '] is basically [opposite in meaning] . I 'm not [...] , ' give me all you got ' [kind of person] , so it 's quite a sort of tough stance . " Initially , Madonna had decided that the title of the song was to be used for her then @-@ unnamed album . This was changed following the release of a similarly named song by Timbaland .

= = Composition = =

" Give It 2 Me " is an upbeat dance @-@ pop song , which , according to newspaper The Sun , features a " bouncy beat " and Williams ' characteristic funky sound . Caryn Ganz of Rolling Stone said that the song has a club @-@ like synth arrangement with a hip hop " feel to it " . Chris Williams of Entertainment Weekly felt that the hip hop feel is brought about by the use of snare drums . According to the sheet music published by Alfred Publishing , the song is set in common time , with a medium dance tempo of 132 beats per minute . It is composed in the key of G ? minor , with Madonna 's vocal range spanning from G3 to C5 . The song has a basic sequence of D ? m ? G ? m ? E ? F ? ? A ? m ? D ? m as its chord progression .

" Give It 2 Me " starts with an offbeat rhythm and is accompanied by the sound of West African percussion . The song builds into a crescendo as Madonna sings the line , " If it 's against the law , arrest me , if you can handle it , undress me " . This is followed by synthesized musical arrangement

, as Madonna starts singing the line , " When the lights go down and there 's no one left , I can go on and on and on . " An interlude , where Madonna continuously chants the words " Get Stupid " , is also present . According to Miles Marshall Lewis of The Village Voice , the song contains elements of the work of Nile Rodgers .

" Give It 2 Me " is written as a self @-@ manifesto song . Lyrically , though the song appears to be about dancing and sex , in reality Madonna uses sarcasm to emphasize the longevity of her career . The lyrics explain that she does not want to retire from her career at that moment and possesses the ability to continue , as noted in the lines " Don 't stop me now , no need to catch my breath , I can go on and on and on . "

= = Critical reception = =

" Give It 2 Me " received critical acclaim from music critics . Elysa Gardner from USA Today called the song " thumping " and " breathless " , naming it one of the standout tracks of the album . Caryn Ganz of Rolling Stone described " Give It 2 Me " as a " thumpy self @-@ empowerment anthem " . Mark Beech from Bloomberg Television complimented the track 's " insidious beats " . Sal Cinquemani of Slant Magazine called it " a little careerism on the dance floor " , for the line " Give me a record and I 'll break it " . However , she criticised the " Get stupid " interlude , calling it " plain stupid " . Jon Pareles from The New York Times , and Alexis Petridis of The Guardian , compared the song with Rick James ' " Super Freak " (1981) . Mark Savage from BBC described the song as " one of the [Hard Candy] record 's few out @-@ and @-@ out pop moments , featuring a cute , bouncy beat , and a sense of humour that has been missing from Madonna 's music since her Dick Tracy days . " Tom Ewing of Pitchfork named the song as one of Hard Candy 's better tracks , possessing the album 's " most urgent tune " , stating that Madonna sings the lyrics " Show me a record and I 'll break it / I can go on and on " over " hard @-@ pushing electro @-@ ska whose keyboards break up trying to keep pace . "

While reviewing Hard Candy , Chris Williams from Entertainment Weekly complemented the song , saying that with " tunes like ' Give It 2 Me ' [Madonna 's] unabashedly reviving the celebrative spirit of early singles like ' Lucky Star ' and ' Holiday ' filtering it through hip @-@ hop 's sonic boom . " He also called it the most exciting club banger . Joan Anderman of The Boston Globe said that the song " thumps relentlessly , euphorically , to the rhythm of a clanking virtual cowbell and freaky bass . " Joey Guerra from the Houston Chronicle complimented the " furious house grooves and thundering beats " of the song . " Give It 2 Me " was compared by Miles Marshall Lewis of The Village Voice , to the earlier Madonna song " Material Girl " , and the music of producer Nile Rodgers . Pete Paphides of The Times noted how different Madonna sounded in songs like " Give It 2 Me " , " Dance 2Night " and " She 's Not Me " from the Hard Candy album . The song received negative feedback from Thomas Hauner of PopMatters , who said that " [the] West @-@ African inspired percussion bridge ? airdropped onto the album and randomly landing at this point ? completely disrupts the song 's full potential . "

= = Chart performance = =

In the United States , before its official release as a single , " Give It 2 Me " became the highest debut of the week on the Billboard Hot 100 at number 57 , but dropped off the chart the following week . The song charted based solely on digital sales , and it debuted on the Hot Digital Songs chart at number 21 , and at 41 on the Pop 100 chart . The track failed to gain airplay upon its release to radio . It topped the Billboard Hot Dance Airplay as well as the Hot Dance Club Play charts ; it became Madonna 's 39th number @-@ one single on the latter chart . As of April 2010 , the song has sold 316 @,@ 000 digital units . Before it was officially released in Canada , the single debuted and peaked at number eight on the Canadian Hot 100 chart , becoming the week 's highest debut . The single fluctuated on the chart for the next few weeks , but did not top its debut peak of eight . It was present for a total of 20 weeks on the chart .

" Give It 2 Me " entered the UK Singles Chart at number 73 the chart week of May 4 , 2008 , but fell

off the chart the following week . It re @-@ entered at number 25 the chart week of July 5 , 2008 , ultimately peaking at number seven . The song remained on the chart for a total of 19 weeks . According to the Official Charts Company , " Give It 2 Me " has sold 170 @,@ 000 copies there . On the 2008 UK year @-@ end singles chart , the song came in at number 73 . In Australia , the song debuted at number 23 , before descending off the chart .

In the Netherlands , the single debuted on the Dutch Top 40 chart at number 19 . In its fourth week , the song rose to number one , and spent six weeks at the top . " Give It 2 Me " debuted at number one on Spanish Singles Chart and spent four weeks atop the chart . It also peaked within the top ten of the official charts of Austria , Belgium (Flanders and Wallonia) , Czech Republic , Denmark , Finland , France , Germany , Ireland , Italy , Slovakia and Switzerland . " Give It 2 Me " received a platinum certification in Brazil and a gold certification in Denmark , by the Associação Brasileira dos Produtores de Discos (ABPD) and IFPI Denmark , for shipment of 100 @,@ 000 and 7 @,@ 500 copies respectively .

= = Music video = =

The music video was filmed on April 3 , 2008 , at the Sunbeam Studios in London , co @-@ directed by fashion photographer Tom Munro and Nathan Rissman . The video was shot during Madonna 's photo shoot with Elle magazine , for its May cover girl issue . Madonna 's retro @-@ chic look in the video was inspired by the photoshoot . The video featured a guest appearance from rapper Pharrell Williams ; he was portrayed alongside Madonna , singing to the camera in front of various backdrops . Madonna wore thigh @-@ high PVC boots , visible underwear and sheer tops in the video . The dresses were designed by several fashion brands , including Chanel and Roberto Cavalli .

The video begins with Madonna stretching in front of a wall @-@ mirror , while traffic noise is heard . During the first verse , Madonna is shown in a chic Chanel black dress with retro makeup . As the bridge of the song builds up , she is shown dancing in front of a white screen , wearing a French cap , and standing on a sofa . When the chorus of the song plays , she dances while holding an archlight , and fondles with long black fur . The second verse shows Madonna and Williams trading shots , with Williams wearing sunglasses in some scenes . At the " Get stupid " interlude , Williams is shown dragging a bag along the floor behind Madonna . The video concludes with an exhausted Madonna , falling asleep on the studio floor .

The Daily Mail called the video " kinky " and wrote that " [Madonna] has no plans to tone down her racy image . " MTV said that the essence of the video was Madonna 's 1990 compilation album The Immaculate Collection , whose inline pictures featured her in bejewelled costumes . The black @-@ and @-@ white footage and the mod @-@ burlesque feel was compared to " Vogue " (1990) . According to MTV , elements from Madonna 's 2006 Confessions Tour were included in the dance choreography . They added that " she ? s thrown in some new [choreography] , an extended cameo by Pharrell and enough jewelry to give Mr. T an inferiority complex . " Bill Lamb of About.com complimented Madonna 's " stunning " body in the video , although she had turned 50 in the summer of 2008 . He added that the video emphasized Madonna 's " amazing staying power as one of the world 's top pop stars for 25 years . "

= = Live performances = =

The song was performed during the promotional tour for the Hard Candy album , and the 2008 ? 09 Sticky & Sweet Tour ; both performances were similar . In the promotional tour , " Give It 2 Me " was performed as the fifth song of the setlist . Madonna wore a shiny black dress with black tails , Adidas track pants and high @-@ heeled , lace @-@ up boots . Every time the chorus played , Madonna and her back @-@ up dancers jumped up and down , while waving their hands up in the air . The performance was backed by laser lights in the background and two movable screens , which displayed Williams , performing his lines .

In the Sticky & Sweet Tour , " Give It 2 Me " was performed as the closing song of the " Futuristic

rave with Japanese influence " section . During the last segment of the show , Madonna wore a futuristic robotic dress with plates on her shoulder and a wig with long curled hair . She opened the breastplate from the previous performance , and started singing " Give It 2 Me " . Parts of the lyrics of the song flashed on the screens in the style of a shooter video game , featuring 1980s games like Space Invaders and Asteroids . Gradually , more and more dancers joined Madonna , and together they started jumping on stage . Williams appeared on the screens to sing his lines . He made a special guest appearance , for the performances of " Give It 2 Me " , at the Madison Square Garden stop of the tour . Near the end of the performance , Madonna asked the crowd to sing along with her while she shouted , " No one is ever going to stop me " . The performance ended with video backdrops showing Madonna 's sweaty , unsmiling , exhausted face , as she disappeared behind the reformed cubicle @-@ shaped screens , which showed the words , ' Game Over ' , and " Holiday " started playing in the background .

Elements of the song were used in the opening number , " Girl Gone Wild " , during The MDNA Tour in 2012 . On November 13 , 2012 , during The MDNA Tour 's second performance at Madison Square Garden in New York City , Madonna was joined onstage by Korean entertainer Psy . Together they performed a mashup of the song and " Gangnam Style " . When introducing Psy , Madonna told the crowd that he " flew in all the way from Frankfurt , Germany this morning just to cheer your asses up ! " During the performance Madonna and Psy (who was wearing a bright red suit and his signature sunglasses) executed " Gangnam Style " ' s characteristic horse dance , and at one point Madonna pretended to be galloping along Psy 's back . Joyce Chen of New York Daily News described the performance as a " spectacle , " stating that the crowd " went wild . "

= = Track listings and formats = =

= = Credits and personnel = =

Madonna ? writer , co @-@ producer , vocals
Pharrell Williams ? writer , additional vocals
The Neptunes ? producer
Mark " Spike " Stent ? audio mixing
Andrew Coleman ? mixing consoles

= = Charts = =

= = Certifications = =

= = Release history = =