

= The Big Big Beat =

" The Big Big Beat " is a song recorded by American rapper Azealia Banks for her second mixtape *Slay @-@ Z* (2016) . It was released as the lead single from the mixtape on February 19 , 2016 after Banks had announced the mixtape in the previous May . Production of the song was handled by new producer An Espresso , while the song was penned by Banks alone . The song contains an uncredited sample of The Notorious B.I.G. ' s voice . Lyrically , the track discusses staying true to your roots when you become famous . " The Big Big Beat " received a generally positive response , with critics finding that the song ' s overall house sound was a perfect environment for Banks to thrive in .

= = Background = =

In May 2015 , Banks announced on Twitter that she had recorded an entire mixtape of Jay Z covers and remixes , titled *Slay @-@ Z* , and that she was contemplating releasing it . In August 2015 , Banks revealed that due to contractual agreements , she was blocked from releasing any new music until her contract had expired , which would be around March 2016 . On February 1 , 2016 , Banks announced that she would be releasing the aforementioned mixtape , and its lead single " The Big Big Beat " would be released on February 7 . The announcement of new music came during a flurry of tweets Banks sent in which she endorsed Donald Trump and his campaign for presidency , which some critics saw as a cheap way of gaining publicity , with Spectrum writer Kerry Cardoza calling it " purely coincidental " that Banks endorsed Trump on the same days as announcing her new single . On February 8 , Banks uploaded the single ' s artwork to Twitter . The following day , it was reported that the single had been pushed back . Banks uploaded the song to her SoundCloud account on February 19 , self @-@ releasing the single . On May 6 , it was released on iTunes .

= = Composition = =

" The Big Big Beat " is a house song which runs for a duration of three minutes and forty @-@ four seconds , and contains an uncredited sample of The Notorious B.I.G. ' s voice . Before the release of the song , Banks described the single as giving " Detroit house vibes with major Diana Ross teas [e] " . Entertainment Weekly ' s Dylan Kickham compared the song to that of Banks ' work on her debut album , in the sense that both contain " fast , aggressive rap verses over a dancefloor @-@ ready electronic beat and a sing @-@ song bridge " , although did not clarify whether this was good or bad . Gregory Adams from Exclaim ! thought that the track " fit with various early ' 90s house sounds , from club synths to a jazzed @-@ up digi @-@ hi @-@ hat beat " , and went on to describe the song ' s lyrics as " maintaining the precarious balance between staying true to the streets while popping up on magazine covers " . D @-@ Money from Soul Bounce was enthusiastic in his review , writing " ' The Big Big Beat ' comes out of the gate swinging with a fat , squelchy synth bass intro and a vocal sample . ' Guess who up in this b * * * h , ' Azealia begins , bringing the swing of programmed drums and hi @-@ hats along with her as the groove kicks up the bpm and the party really gets started . She continues flipping her usual boastful rhymes that hit as hard as the kick drum thumps , then things smooth out just a bit as AB flexes her vocals on the chorus " . Lone Gamble of Dazed noted Banks ' use of softer vocals on the single , compared to that of her previous work , while Brennan Carley of Spin described the song ' s instrumental work as " glittery synthesizers " , alluding that Banks had returned " swinging and vogueing " on the song .

= = Critical reception = =

In a multi @-@ person review conducted by PopMatters , opinions on the track were mixed . Each of the five reviewers gave the single a rating out of ten , which ranged from five to eight . Pryor Stroud gave the song its highest score , describing " The Big Big Beat " as an " amphetamine @-@ addled , dance @-@ pop flirtation that forgoes innuendo and gets straight to the point " . Chad Miller

commented that the song deserved endless dance remixes , while Emmanuel Elone described the song as " nice " with " decent lyrics " . Steve Horowitz gave the track the lowest rating of the reviewers , complaining that the track repeated itself and that while the instrumental was suited to the dance floor , he could easily find bigger beats elsewhere .

Writing for HotNewHipHop , Rose Lilah observed that despite the fact that Banks tends to be outrageous on social media , she still has the ability to create great music when she wants to , going on to comment that she can see potential for the song to become as big of a hit as her debut single , " 212 " . Spin writer Brennan Carley praised Banks ' vocals on the track , as did Billboard critic Adelle Platon , who donned the track as a " dancefloor @-@ ready jam " . Emma Arnold , a writer for Acclaim , motioned that the track would " make you forget she was ever out of the game " , going on to highlight and compliment her " fast @-@ paced flow and thugged out lyrics " . XXL critic Emmanuel C.M. lauded the song , describing the song as " fire " , and that it showcased Banks ' rapid fire delivery and impressive vocal range . Writing for Fuse , Tyler Lauletta commented that the lyrics of the song are " ridiculously catchy lines " , calling the track " dance @-@ ready " . The Line of Best Fit writer Laurence Day wrote that the combination of contrasting genres worked to great effect , calling the track her " most promising offering in quite some time " .

Both The Irish Times and USA Today included " The Big Big Beat " in weekly lists of the best songs released in the seven preceding days . The Irish Times gave the track four stars out of a possible five , commenting that it was Banks " at her best " , while USA Today placed the song as sixth in their weekly list , comparing it to " Good Vibrations " by Marky Mark and the Funky Bunch . Eric Torres of Pitchfork Media named the song " Best New Track " in their review , describing the song as " in @-@ your @-@ face impressive , filled with the kind of lush braggadocio the 24 @-@ year @-@ old rapper has cut down to a formula " . Torres then claimed that the song was " the type of track that 's capable of filling dancefloors in seconds , proof that a cavalcade of controversy isn 't nearly enough to squander real talent " .

= = Release history = =