

= Not Myself Tonight =

" Not Myself Tonight " is a song recorded by American singer and songwriter Christina Aguilera for her sixth studio album , Bionic (2010) . It was released by RCA Records as the lead single from the album on April 6 , 2010 . Produced by Polow da Don and co @-@ written in collaboration with Ester Dean , Jason Perry and Greg Curtis , " Not Myself Tonight " is an electropop and electro @-@ R & B song , which explores Aguilera 's adoption of different personas on the dance floor .

" Not Myself Tonight " received mixed reviews from contemporary music critics : some of whom praised the song 's musical style , while others criticize its lyrics . The song peaked at number 23 on the U.S. Billboard Hot 100 . It peaked at number 14 on the Pop Songs chart , and number one on the Hot Dance Club Songs . Elsewhere , the song peaked inside the top twenty of the singles charts in Canada , the Netherlands and the United Kingdom . The track was certified gold by the Australian Recording Industry Association (ARIA) for shipments exceeding 35 @,@ 000 copies .

An accompanying music video for " Not Myself Tonight " was directed by Hype Williams , and was released on April 28 , 2010 . Serving as an homage to the music video for Madonna 's " Express Yourself " , the video was S & M @-@ themed . To promote the song , Aguilera performed " Not Myself Tonight " at the 2010 MTV Movie Awards , VH1 Storytellers and The Oprah Winfrey Show , amongst others .

= = Background and release = =

After the birth of her son , Max Bratman , Aguilera stated in an interview with Ryan Seacrest that her forthcoming album would include a totally new aspect of herself as an artist , because of the pregnancy with her son . During an interview with People in 2008 , Aguilera stated that she was going to start recording new material for her forthcoming album at her home in Beverly Hills . Aguilera listened to a lot of electronic music during her pregnancy , and she was inspired to include the genre on Bionic .

Aguilera originally considered servicing the track " Glam " as the lead single from Bionic . However , after the conclusion of a day @-@ long countdown on her website on March 23 , 2010 , it was announced that " Not Myself Tonight " would be released as the official lead single instead . The single cover was simultaneously released , featuring a black @-@ and @-@ white image depicting Aguilera as a devil , dressed in a black leather suit with devil ears and a tail . Tamar Anitai from MTV Buzzworthy compared Aguilera 's look on the cover to Madonna and Lady Gaga . The lyrics of " Not Myself Tonight " were released the following day , and an eighteen @-@ second snippet of the song was previewed on March 26 . On March 30 , the track was streamed in its entirety through Aguilera 's official website . The single officially impacted US contemporary hit radio on April 6 , 2010 .

= = Composition = =

" Not Myself Tonight " is an uptempo electropop and electro @-@ R & B song , which incorporates elements from tribal house . Written in the key of G minor , it has a moderate tempo of 120 beats per minute . Aguilera 's vocals on the track span from the low @-@ note of G3 to the high @-@ note of D5 . Aguilera opted to explore and create a " fresh , sexy feel using both electronic and organic elements with subject matter ranging from playful to introspective " in the track ; the track features " dripping " synthesizers , " pulsing " basslines and house drums in its instrumentation . Eric Henderson from Slant Magazine compared " Not Myself Tonight " to Britney Spears songs " Gimme More " and " If U Seek Amy " for having similar musical style .

Lyrically , " Not Myself Tonight " talks about Aguilera adopting a new persona and new musical experiments . At the beginning , Aguilera admits that " Tonight I 'm feeling a little out of control " . At the pre @-@ chorus , she sings " The old me 's gone and I feel brand new , and if you don 't like it , fuck you " , which takes aim at anyone who dismisses her new style ; meanwhile , she declares her musical departure from her previous 1940s and 1950s inspired album Back to Basics (2006) at the chorus with the line , " I 'm not myself tonight , tonight I 'm not the same girl " . The song also evokes

sexual theme , with lyrics such as " I 'm dancin ' a lot , I 'm takin ' shots and I 'm feelin ' fine / I 'm kissin ' all the boys and girls " . Writing for Billboard magazine , Michael Menachem opined that Aguilera channeled a " more ' Euro @-@ glamorous ' version " of her previous alter ego " Xtina " , featured in her 2002 hit " Dirty " from Stripped .

= = Critical reception = =

Upon its release , " Not Myself Tonight " received mixed critical reception . Stephen Thomas Erlewine from AllMusic picked " Not Myself Tonight " as one of the highlights from Bionic , while Michael Menachem from Billboard complimented Aguilera 's vocal delivery and suggested that the track proved that " the current dance @-@ pop craze would be incomplete without [Aguilera] " . Digital Spy editor Nick Levine gave the single a four out of five stars rating , writing that " on first listen , it feels a bit too ordinary to be trailing such a potentially audacious long @-@ player . However , after a few spins it becomes clear that this is far from a flop " . Sarah @-@ Louise James from the UK Daily Star lauded the musical style of " Not Myself Tonight " but opined that it was overshadowed by the accompanying S & M @-@ inspired music video . On a negative side , Mesfin Fekadu from The Boston Globe mockingly described the single as " mediocre at best . "

Fraser McAlpine writing for BBC Music praised the song 's composition yet criticized its lyrics for " [not] escaping the feeling that she 's only getting up in our collective grill once again with the sexy and the [atti] ' tude " . Gavin Martin from the Daily Mirror wrote that " Not Myself Tonight " " shows the post @-@ natal Aguilera has pumped up her sex appeal . And , although her top @-@ shelf strategy is hardly startling in its originality , it 's accomplished with more class than her obvious competitors " . On behalf of The Village Voice , Drew Hinshaw criticized Aguilera 's vocals and lyrics on the song . Likewise , Dan Martin from NME opined that with the new musical style of Bionic and its lead single , Aguilera had very little chance to explore her vocal ability . Writing for Drowned in Sound , Richard Wink concerned that " Not Myself Tonight " showcased an " apparent identity crisis " that Aguilera experienced during the production of Bionic ; he questioned whether the alter ego " Xtina " was " the character that represents a freewheeling , risk taking , carefree party girl " or the contrasting " mask a desperate popstar wears when they are struggling to maintain relevance " .

= = Commercial performance = =

During its first week on U.S. radio , " Not Myself Tonight " became the most added song on Mainstream Top 40 (886 plays in its first six days) and Rhythmic Radio stations in the United States , debuting at number 27 on the Mainstream Top 40 (Pop Songs) chart . Digitally , it sold 77 @,@ 000 copies in its first week , entering the Billboard Hot 100 chart at number 23 , becoming Aguilera 's third solo highest chart debut behind 2008 's " Keeps Gettin ' Better " , which debut at number 7 , and 2006 's " Ain 't No Other Man " , which opened at number 19 . The single became a success on the Hot Dance Club Songs , peaking atop the chart . As of March 2011 , " Not Myself Tonight " has sold 368 @,@ 000 copies in the US . The track managed to peak at number 11 and 12 on the Canadian Hot 100 and the UK Singles Chart , respectively . In Australia , " Not Myself Tonight " debuted and peaked at number 22 , remaining at its peak position for a further week . Meanwhile , in New Zealand , the single charted at number 32 on the New Zealand Singles Chart and managed to remain on the chart for only one week . The single fared better in South Korea , debuting at number 4 on the Gaon International Digital Chart .

= = Music video = =

The music video for " Not Myself Tonight " was filmed from April 7 to April 9 , 2010 in Los Angeles , directed by Hype Williams . It officially premiered on Vevo on April 30 , 2010 . On working with Williams and the new looks she developed in the video , Aguilera stated , " ... someone with that much of a catalog under his belt and success as a video maker , he 's like a legend . So again entering into the collaborating factor , I didn 't know what to expect ... and he 's probably thinking the

same about me . And when we walked away from working with each other , it was just a love connection . I wanted to maintain and keep consistent with the look of the album packaging and book , and I really wanted to keep all that in line , and so he really paid attention , and I think it 's really iconic and classic . We totally made magic together on a creative level , it was absolutely amazing . He really got in and listened to where my music was at " .

Aguilera revealed that some of the inspiration for the music video came from her work in Burlesque , stating , " There is dancing , and I learned so much also as a dancer doing the ' Burlesque ' film , moving my body in ways that were , I feel , never as precise before [...] I really fell in love and I adapted that in the dancing for ' Not Myself Tonight ' , ' but it was really , really fun to take what I learned from the movie . " She further elaborated , " A lot of that [video] was based on my visual inspiration . I took Hype into my salon area in my home ... it 's like my creative den . He took the ideas and then took other ideas and related to the ideas , and it just was really iconic imagery . " The video itself features a strong sexual theme with scenes of S & M and bondage , as well as scenes in a church and several prestigious @-@ looking buildings . Aguilera wore several hairstyles and outfits , including many which were dominatrix @-@ style .

According to Aguilera , the music video of " Not Myself Tonight " is a tribute to Madonna , citing her music videos as its major influence , most notably " Express Yourself " (1989) . She viewed the visual for " Express Yourself " as " really strong and empowering which [she] always try to incorporate through my expression of sexuality . " Several critics further noted that the S & M @-@ inspired theme of the music video for " Not Myself Tonight " was also resembled other Madonna music videos such as " Human Nature " and " Like a Prayer " . MTV News ' Gil Kaufman also opined that Aguilera recalled her " Dirty " video for sharing the same sexual depiction .

James Montgomery of MTV News called the video " jaw @-@ dropping " . Tanner Stransky from Entertainment Weekly commented that the video was similar to visuals by Lady Gaga and Madonna , further noting that Aguilera " did indeed seem desperate " in the " unoriginal " clip , saying that " maybe she should have gone in a totally different direction to avoid comparisons " . On behalf of Rolling Stone , Daniel Kreps stated that " Aguilera assumes no less than a dozen different guises , all scantily clad , ranging from carbon copies of Lady Gaga (borrowing heavily from her unique wardrobe) , Madonna , Beyoncé , Gwen Stefani , the girls from Robert Palmer 's " Simply Irresistible " video and Michelle Pfeiffer 's S & M @-@ inspired Catwoman from Batman Returns . Despite the video 's attempt to shock , it 's unlikely Aguilera will ever out @-@ Gaga Gaga or out @-@ controversy Madonna Hopefully next time she steps in front of the lens she 'll be more herself and less like everyone else " . NME ranked the " Not Myself Tonight " music video at number 8 on its list of the " 50 Worst Music Videos Ever " .

= = Live performances = =

Aguilera first performed the song live on The Oprah Winfrey Show on May 7 , 2010 , in a black one @-@ piece and long black trench coat with high boots , accompanied by green laser lights and smoke . She ad @-@ libbed several times during the performance , at one point explaining the song 's concept , stating to the audience , " This song is all about letting go and expressing yourself ! " On June 8 , 2010 , Aguilera performed the song on The Today Show . She also performed the song on Live With Regis and Kelly on June 10 , 2010 , and as a part of her concert on CBS 's The Early Show on June 11 , 2010 . Aguilera performed " Not Myself Tonight " in a medley with " Bionic " and " Woohoo " at the 2010 MTV Movie Awards . The song was also included on Aguilera 's set for VH1 Storytellers .

= = Formats and track listings = =

= = Charts = =

= = Certifications and sales = =

= = Release history = =