

= Right Thoughts , Right Words , Right Action =

Right Thoughts , Right Words , Right Action (also known simply as Right Action) is the fourth studio album by Scottish indie rock band Franz Ferdinand . It was released through the Domino Recording Company on 26 August 2013 in the United Kingdom and on 27 August in the United States . It is the band 's first studio album since Tonight : Franz Ferdinand , which was released four years earlier .

Recorded during 2013 , the album was recorded in multiple studios in different locations . It also features production from multiple different musicians . Similar to Tonight , the album features more of a dance @-@ oriented sound throughout . The band focused on making a generally positive and uplifting album with Right Thoughts , Right Words , Right Action . Band member Alex Kapranos , who provided production on the album , labeled it the band 's " most positive record " , stating that the album title reflects the mood of the album as well as the mood of the band members during the recording of the album .

The album received generally favourable reviews from music critics upon its release . It also had a significant commercial performance , with the album charting in the top 10 in several countries , including the band 's home country of Scotland , where it peaked at number 2 , and the UK , where it peaked at number 6 . The album spawned six singles : " Right Action " , " Love Illumination " , " Evil Eye " , " Bullet " , " Fresh Strawberries " , and " Stand on the Horizon " .

= = Background and recording = =

The band previewed many of their new tracks at live performances over 2012 and 2013 . The album was recorded during 2013 at Alex Kapranos ' Black Pudding Studio in Glasgow , Scotland , Nick McCarthy 's Sausage Studios and Mark Ralph 's Club Ralph in London , England , and Björn Yttling 's Ingrid Studio in Stockholm , Sweden . Kapranos described the album direction as " forward " and revealed that the band decided to keep a low profile about things as their last album was " tainted " by misinformation prior to its release . Regarding the lyrics , Kapranos said :

the idea of the cynic 's search for optimism and the sceptic 's search for a manual crop up here and there . I 've always liked the lead character in Alasdair Gray 's Lanark growing the hard scales to defend the soft inner @-@ self from the world . Socially awkward asthmatic with a self @-@ consuming imagination . My 19 @-@ year @-@ old self was electrified . Maybe the album is about how to shed those scales . "

= = = Album title = = =

Kapranos had talked about the background of the album title in a documentary about the album :

I think when you name a record , you have to choose something which you feel reflects the record or that collection of songs . You also want to choose something that reflects not just the mood of the record , but the mood of the people who made it ... the mood of those people when they recorded it , and there were quite a few things that sort of came up as ideas , but Right Thoughts , Right Words , Right Action seemed to sum it up best . It 's probably the most positive record we 've made , and the band have been , yeah , the most optimistic we 've been since before we had any encounter with the music industry ... probably because we 've been sort of keeping a low profile for a while and not talking about ourselves too much .

= = Production and composition = =

For Right Thoughts , Right Words , Right Action , Franz Ferdinand collaborated with other artists for parts of the album . Hot Chip band members Joe Goddard and Alexis Taylor produced the opening track " Right Action " and co @-@ produced the final track " Goodbye Lovers and Friends " , Norwegian DJ Todd Terje co @-@ produced the tracks " Evil Eye " and " Stand on the Horizon " , and Peter Bjorn and John band member Björn Yttling produced " Treason ! Animals . " and co @-@

produced " The Universe Expanded " . All tracks on the album were written by Alex Kapranos and Nick McCarthy , with additional writing from Bob Hardy on " Right Action " and " The Universe Expanded " as well as Alexander Ragnew on " Bullet " . Kapranos also co @-@ produced the majority of the album under the pseudonym " Prince House Rabbit " , with the exception of " Right Action " and " Treason ! Animals . "

Right Thoughts , Right Words , Right Action features indie rock , dance @-@ punk , and disco @-@ rock . The opening line to " Right Action " was inspired by a postcard Alex Kapranos had found in London , which featured the phrase " Come home , practically all is nearly forgiven " . The following line " Right thoughts , right words , right action " was thought of as a " great response " to the former by Kapranos . " Evil Eye " is about the evil eye and all @-@ seeing eye , which are things that Kapranos was very interested about . The guitar riff to " Love Illumination " was created by Kapranos and originally thought of as " too rocky " by Nick McCarthy , but he later claimed that he enjoyed playing it . The song was fully written and recorded during a weekend session at McCarthy 's Sausage Studio . Kapranos explained the meaning of the song by stating :

We all feel as sensitive to satisfaction at times . We can look outside us and see nothing but destruction , avarice , and boredom . So we look to find that love where we can find it . Some people look to Hollywood , some people look to Blackpool and the bright lights of Blackpool . That 's probably where I would look .

" Stand on the Horizon " was labeled by Kapranos as something neither Franz Ferdinand or Todd Terje , the co @-@ producer of the song , have done before . He also called the ending of the song " a beautiful , uplifting piece of music " . For " Fresh Strawberries " , the band called upon Roxanne Clifford of Veronica Falls to provide additional vocals for the song . The band originally wanted a falsetto section for the song , but they were not able to reach the necessary high notes themselves , which is why they wanted Clifford to provide vocals . The idea for " The Universe Expanded " comes from the theory of universe expansion . Kapranos calls the song both " heartbreaking " and " funny " at the same time . The song also features a heartbeat for a kick drum and scratches of stubble for hi @-@ hats .

= = Release = =

The album was announced on 14 May 2013 with a teaser trailer video along with updates from the band 's social networks , revealing the cover art , the album title and the full track listing . On the same day , the album was also made available to pre @-@ order from Domino in various versions . The album became available for free streaming on the NPR Music website . The album is also available to stream on Spotify . The album was released as a digital download , CD , deluxe double CD , 12 " vinyl , and deluxe double 12 " vinyl packaged in a hand numbered die @-@ cut gatefold sleeve . The exclusive bonus disc in both the double CD and double vinyl LP , entitled Right Notes , Right Words , Wrong Order , is a live session recording captured at Konk Studios in London . Right Thoughts , Right Words , Right Actions - The Passport Edition is a deluxe package limited to 500 copies worldwide and features a deluxe edition of each physical format of the album , all 7 " and 12 " singles and access to the highest quality audio files possible as well as exclusive tracks and content .

= = Promotion = =

= = = Singles = = =

The first two singles from the album were " Right Action " and " Love Illumination " . The official audio tracks for the songs were released on 27 June 2013 onto YouTube . The two songs were also released as a pink double A @-@ side 7 " single on 29 June . On 18 August 2013 , an EP titled Right Action , featuring " Right Action " , " Love Illumination " and two live tracks , was released digitally . To date , " Right Action " has had moderate success , reaching number 39 on the UK Indie

Chart , number 28 on the US Alternative music Billboard Chart , and number 22 on the Japanese Singles Chart . The third single from the album , " Evil Eye " , was released on 28 October 2013 . The song received radio airplay on multiple stations , including BBC Radio 2 . The fourth single to promote the album was " Bullet " , released on 17 January 2014 in New Zealand , and on 20 January 2014 in the UK . " Fresh Strawberries " was digitally released as the fifth single on 4 April 2014 in Australia and New Zealand , and on 7 April 2014 in the UK . A 7 " vinyl release was released on 7 May 2014 , featuring a song titled " Erdbeer Mund " as the B @-@ side , which is sung entirely in German by Nick McCarthy . The sixth single , " Stand on the Horizon " , was released on 28 July 2014 .

= = = Music videos = = =

The " Right Action " official video was released on 7 July 2013 , directed by Jonas Odell , and the video for " Love Illumination " was released on 24 July 2013 , directed by Tim Saccenti . On YouTube , the " Right Action " music video has received over 3 million views and the " Love Illumination " music video has received over 4 million views . The " Evil Eye " official music video was released on 8 September 2013 and was directed by Diane Martel , who is known for directing videos for various Top 3 hits such as " Blurred Lines " , " Just Give Me a Reason " , " We Can 't Stop " , and one of the bands ' hit singles , " Do You Want To " . The band released the official video for " Bullet " on 18 November 2013 and was directed by Andy Knowles . The official music video for " Fresh Strawberries " was released on 12 March 2014 and was directed by Margarita Louca . The official music video for " Stand on the Horizon " was released on 3 August 2014 and was directed by Karan Kandhari .

= = = Concerts = = =

On 20 August 2013 , the band played at Electric Brixton in London , for a crowd of approximately 1 @, @ 500 fans . The opening song was " Right Action " and the concert featured several songs of the new album . A concert in Glasgow followed on 21 August 2013 . The band went on a world tour until the near end of 2014 , performing both regular shows as well as concerts at several music festivals .

= = Critical reception = =

Right Thoughts , Right Words , Right Action received positive reviews from music critics . On the critic review aggregator site Metacritic , the album holds a score of 71 / 100 , based on 39 reviews , indicating " generally favourable " reviews . At Digital Spy , Adam Silverstein commends that " more often than not , Right Thoughts , Right Words , Right Action is this band sharpening their particular surefire indie to glittering distinction . " Commenting on the band 's future , he says that the " half @-@ sorry , half @-@ bitter ' Goodbye Lovers & Friends ' is probably not Franz Ferdinand 's very last act , even if Kapranos proclaiming in the final seconds ' But this really is the end ' would make one awesome blowout . Although after delivering a record as good as this , they can take as long as they want " . At The A.V. Club , Annie Zaleski wrote positively of the musical differences between many of this album 's tracks compared to the band 's prior work , adding : " Admittedly , these more nuanced Right Thoughts , Right Words , Right Action sounds aren 't as easily accessible ; it 's much easier to gravitate toward more familiar raucous post @-@ punk (' Bullet , ' ' Right Action ') or the Clash @-@ reminiscent punk @-@ funk of ' Evil Eye . ' But by expanding its worldview , Franz Ferdinand has very nicely settled onto a path toward career longevity . "

Writing for Mojo , Victoria Segal says that " Franz Ferdinand remain in robust good health , athletic aesthetes who have yet to break their stride . There 's no great leap forward here but the spring in their step is unmistakable . All present , all correct . " At Alternative Press , Reed Fischer called the title " resolute " , and said that " fortunately , his cruelty translates into charming melodies here that almost excuse the long wait for them . " Conversely , Tim Stegall in The Austin Chronicle wrote : " [

That the satisfaction appears sonic alone : Not a song sticks . It 's sheer style that carries this disc . " Caleb Caldwell for Slant Magazine wrote :

More or less the Scottish answer to American bands like Interpol and the Strokes , Franz Ferdinand , with their du @-@ jour cool and deft combination of insular art flair and dance @-@ floor populism , was hailed by British hype machine New Musical Express as the dawn of a new rock revolution . The band 's blue @-@ blazered appeal , however , started to slip after 2009 's overly serious concept album Tonight : Franz Ferdinand . Four years later , the zeitgeist may prefer its rock stars with suspenders and banjos , but Franz Ferdinand 's Right Thoughts , Right Words , Right Action is an unapologetically swaggering disco @-@ rock album that refuses to overstay its welcome .

= = Track listing = =

= = Personnel = =

Personnel adapted from album 's liner notes .

= = Charts = =