

= Feedback (song) =

" Feedback " is a song by American recording artist Janet Jackson , released as the lead single from her tenth studio album , Discipline . It was written and produced by Rodney " Darkchild " Jerkins and D 'Mile , with additional writing from Tasleema Yasin and LaShawn Daniels . " Feedback " fuses electropop and dance , while also incorporating elements of Eurodance and hip hop . Its lyrical composition is based on Jackson 's sexual bravado ; questioning the listener while responding with a chant of " sexy , sexy . " Its chorus compares her body to instruments such as a guitar and amplifier , using metaphors to demonstrate sexual climax . The songs official remix features vocals from fellow American entertainer Ciara .

" Feedback " received acclaim from critics , who praised its sonic innovation and contrast from her prior release , commending Jackson as " back in the form that made her a pop superstar . " It reached number nineteen on the Billboard Hot 100 and peaked atop the Hot Dance Club Play chart , becoming her biggest hit since " Someone to Call My Lover . " Internationally , it topped the charts in South Korea and reached the top ten in Canada , Greece , Slovakia and South Africa .

Its music video , directed by Saam Farahmand , portrays Jackson jumping from various planets before dancing among an unidentified white liquid . The video received positive reception from critics , who praised its galactic visuals and choreography . Jackson performed " Feedback " on Good Morning America , The Ellen DeGeneres Show , and TRL , the latter being Jackson 's first admittance to MTV since her Super Bowl performance incident . " Feedback " received three nominations at the International Dance Music Awards .

= = Background = =

" Feedback " was written and produced by Rodney " Darkchild " Jerkins and D 'Mile , with additional writing from Tasleema Yasin and LaShawn Daniels . It saw Jackson returning to an experimental dance @-@ pop sound in contrast to the subdued rhythmic feel of prior album 20 Y.O. The song was her first single released via the Island label after departing with Virgin Records . Island 's A & R director likened its drum pattern to " Rhythm Nation " , though clarified , " it doesn 't sound like it . It 's a 2008 version . " The song leaked on December 12 , 2007 and was premiered by New York radio station Z100 the same day .

= = Composition = =

" Feedback " is an electropop and R & B song with slight elements of Eurodance and hip @-@ hop . It features varied instrumentation , such as guitars , synthesizers and drums . It uses a " digitized " robotic effect on Jackson 's vocals to heighten its futuristic aura and sensual tone , likened to a sex gynoid by Rolling Stone . Erotic Revolutionaries author Shayne Lee wrote " In " Feedback , " she puts her body on display for a peep show in which her partner is free to explore her erotic zones . "

The line within the song , " My swag is serious , something heavy like a first day period , " in which Jackson compares her dominant presence to the initial side effects of a woman 's menstrual cycle , drew media attention . Digital Spy remarked the song deserved heightened notoriety due to the lyrical boast , praising her return to " brilliantly filthy form " . Louis Virtel of Movieline highlighted the line as he called " Feedback " Jackson 's " biggest feat " in several years . In 2013 , Thought Catalog declared Jackson among " 23 Essential Role Models " for young women , saying despite the line , " somehow the song is still sexy and hot and amazing . [...] Her witchcraft is something to be studied for years to come . "

= = Critical reception = =

" Feedback " received general acclaim upon its release . Chuck Taylor of Billboard declared it a " bona fide smash , " equipped with " the goods for a meaningful return to pop . " Taylor noted the song " features a gracious dance groove , but more so , supplies a sing along hook and distinctive

melody , " likening it to " a funky @-@ up ' All for You ' , " concluding " Welcome back , Janet . Missed you much . " Glenn Gamboa of Newsweek called it " enjoyable fluff , " with a " robo @-@ dance " sound highlighting " Jackson 's playful phrasing and ability to mine the electro @-@ groove . " Blender called it " her most distinctive track in years , " and MTV News cited Jackson as " bringing back the dance sound " to the mainstream . Nick Levine of Digital Spy deemed it a " libidinous strut " that contains " everything you want from a Jackson single " , including " hard @-@ edged beats , plenty of hooks and enough attitude to compensate for her flimsy @-@ as @-@ cling @-@ film voice . " Levine went on to call the track " a Shoulda Been Smash , if only for Janet 's boast that she 's " something heavy like a first @-@ day period . " Keith Harris of Rolling Stone called the song a " high @-@ voltage money shot , " likening Jackson 's vocals to a " sex droid , " complete with " crass " beats and " heavy breathing . " Harris added , " When Janet brags she 's heavy like a first @-@ day period [...] all the amateur competition should just pack up their Webcams and go home . "

Entertainment Weekly 's Tim Stack analyzed it as " breathy with a propulsive beat " and " exactly how I like my Jsquared , " calling Jackson " the comeback story of 2008 . " Andy Battaglia of The A.V. Club considered it " a slight digital jam " which masks Jackson among " uncertain vocal tones and incongruous lines about guitars . " IGN called Jackson 's vocals a " metallic mess " but goes on to say that the song is saved by a " mediocre hook " and a " fuzzy dance beat . " The New York Times referred to the track as " blippy and propulsive , " stating that it offers " more proof that for Ms. Jackson , sex really doesn 't sell . " PopMatters called it " energetic " and a " club @-@ ready track perfect for both Janet 's celebrated choreography and flirty vocal stylings , " adding " she opts to forgo any shock and awe moments , " repeating the lines , " sexy , sexy , sexy " to grab your interests , versus a full onslaught of visceral come on 's . " The Boston Globe called it " droid @-@ like , " built on " metaphors and analogies . "

Eric Henderson of Slant Magazine said the track " shows Janet the 4 / 4 we assumed she lost , though the beat whumps so relentlessly here it 's hard to know how she could 've ever misplaced it . " The song 's " octane , " composition , and bridge were also praised , with Henderson adding she 's " accidentally discovered the essence of hip @-@ hop for good measure . " Slant Magazine ranked it the eighth best single of 2008 and fifty @-@ ninth best song of the decade , declaring it " infectiously bizarre " and commending its advanced production and lyrical content . NRJ France commended its " sexy chorus " and " fat electro bass " , saying it " remains easily in your head . " The Los Angeles Times noted its " top @-@ notch " and " glossed @-@ over " production , praising the " tech @-@ savvy groove " while adding " It 'll sound great in a club . " The Daily Star heralded the " buzzy hook fest " as Jackson 's " best single in a decade , " while Australia 's Daily Telegraph called it a " cracking pop track . " Elsewhere , it was called " crisp " , " danceable " , and " ridiculously good " , also " lavished with Janet 's trademark velvet harmonies . " MuuMuse ranked it the nineteenth best single of the year , while MuchMusic praised the single as a return to form , saying " People want to dance . You like to dance . Together , the world can dance once again . " Bob Burke of FMQB described the song as " a whole new groove for Jackson " that " fits like a glove , " adding " the early ' feedback ' indicates another multi @-@ format hit in the making . "

= = Chart performance = =

" Feedback " debuted on the Billboard Hot 100 at number eighty @-@ four . Several weeks later it rose to its peak position of number nineteen , becoming Jackson 's twenty @-@ ninth top twenty hit on the chart and her first top twenty hit since 2001 's " Someone to Call My Lover " . " Feedback " reached number one on the Hot Dance Club Play chart , number two on Hot Singles Sales and three on Hot Dance Airplay , number seven on Hot Digital Songs , number thirty on Pop Songs , and number twenty @-@ three on the Pop 100 . It also peaked within the top twenty @-@ five of rhythmic and urban airplay formats . It was the year 's fifth most successful song on Hot Dance Club Play and Jackson 's eighteenth number one on the chart . It has sold 822 @,@ 000 in digital sales as of 2010 . It peaked at number three in Canada and number two on Hot Canadian Digital Singles .

Internationally , " Feedback " reached number one on South Korea 's Hanteo chart , number five in

Belgium and Greece , and number eight in South Africa and Slovakia , where it charted for forty @-@ one weeks . In Japan , it peaked at number fourteen on the Japan Hot 100 , peaking at number seven on the Japan Hot 100 airplay chart . It peaked within the top twenty in Norway and New Zealand ; also reaching number twenty @-@ one in Finland , twenty @-@ two in Brazil , twenty @-@ five in Croatia , thirty @-@ two in Ireland , and the top forty in France , Denmark , and Germany . In Australia and the United Kingdom it was not as successful , Peaking at 50 and 114 respectively , However did manage to chart at 14 on the UK R & B Chart . It was the year 's thirty @-@ third most played song on Lebanon 's NRJ radio .

= = Music video = =

= = = Background and concept = = =

The music video for " Feedback , " directed by Saam Farahmand , was filmed over two days in December 2007 , on a sound @-@ stage located in New York City . Jackson approached Farahmand with a " futuristic " galactic concept , which he created based on Jackson 's vision . Jackson was the first pop artist to work with Farahmand , resulting in a " far more " successful attempt at mainstream recognition than his prior works . A second version of the video , with several scenes lightened and edited to appear more clearly , was released to iTunes two months after the original . Rolling Stone later announced it the third most expensive music video of 2008 .

= = = Synopsis = = =

The music video begins with a purple liquid forming the word ' JANET ' . Jackson is then shown sitting on top of a planet in outer space , wearing a bodysuit adorned with jewelry , long ponytail , and mask . Various asteroids and dancers mounting planets in black latex attire and helmets are shown . Jackson flips her ponytail , revealing her face as cosmic dust is tossed about . Several dancers leap to other planets as Jackson descends to a cratered surface , performing abstract choreography with two dancers . Jackson jumps to another setting , shown in slow motion as the audio is filtered , landing on a white liquid surface with a crimson atmosphere . Backed by eight dancers , Jackson performs the song 's choreography as various objects crash into the liquid . Jackson and the dancers fall into the liquid , with Jackson reemerging in a red catsuit . Jackson then performs a dance routine with six glowing spheres . The final sphere ascends upward as fourteen white liquid objects explode .

= = = Release and reception = = =

The video premiered on January 7 , 2008 and debuted on Yahoo ! Music the next day . Upon mending her relationship with MTV , the video premiered on MTV 's TRL on January 14 , 2008 . The video and behind the scenes footage is featured on a DVD included with the deluxe edition of Jackson 's Discipline album . Yahoo ! Music declared " Feedback " the tenth most streamed video of 2008 .

Billboard favorably called it " pretty insane " . MTV News regarded Jackson as being " big @-@ time back , " citing the clip as an " indication of her new look and feel . " MTV added , " Janet looks amazing , and the track bumps , " regarding it " hot enough to undo the damage of Nipplegate , of course , but , more recently , 20 Y.O. " MuchMusic declared it " awesome " , adding " the dance sequence is classic Jackson fabulousness and the ending is super cool . " The Los Angeles Times praised the science fiction aura among its " planetary effects " . NRJ France praised its " magnificent " choreography , adding that the video closes with " a squirt of milk . " Eric Henderson of Slant Magazine thought it was " a minor revelation " in comparison to the song itself , though credited Jackson for " juggling CGI in a skin @-@ tight red jumpsuit during what appeared to be the middle ground of her yo @-@ yo weight swings " and " whipping up cosmic dust with that ponytail (how 's

that for an entrance ? !) . "

= = Live performances = =

Jackson performed " Feedback " on Good Morning America , The Ellen DeGeneres Show , and MTV 's TRL . " Feedback " and several other songs were scheduled to be performed on Saturday Night Live , but Jackson was required to cancel due to illness . Performances on Jimmy Kimmel Live and London nightclub G @-@ A @-@ Y were also initially planned . Jackson taught the video 's choreography to Larry King during an appearance on Larry King Live . It was later performed on the Rock Witchu Tour , Number Ones , Up Close and Personal , and the Unbreakable World Tour .

The performance on TRL became Jackson 's first appearance on MTV in six years , following a lengthy period in which the network blacklisted Jackson and her music videos after they were fined regarding her controversial Super Bowl performance incident . MTV News called the performance " fantastique " , with the audience " completely losing their cot @-@ damn marbles . " Jackson 's rendition on Number Ones , Up Close and Personal was called " throbbing " by The Courant , noting its " explicit dance moves " .

= = Legacy = =

Musician Justin West recorded an acoustic version of " Feedback . " Miley Cyrus performed a dance routine to the song on the premiere episode of YouTube series " The Miley and Mandy Show " . So You Think You Dance winner Jeanine Mason performed a dance routine to the song on the show 's fifth season . It was also used in an episode of MTV 's The Hills . In 2013 , it was mentioned in the novel Cruising : Gay Erotic Stories . Fitness magazine included it among their list of Best Songs for Running .

= = Awards and accolades = =

= = Track listings = =

= = Official remixes = =

= = Personnel = =

Vocals : Janet Jackson

Writers : Rodney Jerkins , D 'Mile , Tasleema Yasin , LaShawn Daniels

Producers : Rodney " Darkchild " Jerkins , D 'Mile

Mixing : Roberto " Tito " Vazquez , Rodney Jerkins

Engineer : Josh Houghkirk , Carlos Oyanedel

Pro Tools editing : Mike " Handz " Donaldson

= = Charts = =