

= So Appalled =

" So Appalled " is a song by American hip hop recording artist Kanye West from his fifth studio album , My Beautiful Dark Twisted Fantasy (2010) . The song was produced by West , along with No I.D. and Mike Dean , and features verses by Jay @-@ Z , Pusha T , Cyhi the Prynce , Swizz Beatz , and RZA who all receive writing credits . The song explores topics such as the troubles produced from being famous , social concerns and features numerous pop culture references .

The posse cut received mostly positive reviews from music critics , with West and Jay @-@ Z 's verses being cited as the highlight . Critics generally praised the production of the song , though the verse given by Cyhi received a mixed reception . Originally released in an unmastered form through West 's GOOD Friday initiative , a weekly free music giveaway started by the rapper to promote the album . Following this , " So Appalled " made its way onto My Beautiful Dark Twisted Fantasy with the addition of an extended verse . " So Appalled " charted on the Billboard Bubbling Under R & B / Hip @-@ Hop Singles singles chart . West performed the song with Jay @-@ Z at their Watch the Throne Tour and by Pusha T on his own tour .

= = Background = =

" So Appalled " was first released on September 24 , 2010 , and was the seventh song to be featured on West 's GOOD Fridays , a music giveaway that provided free MP3 downloads every week . It was originally believed to be a song for West and Jay @-@ Z 's collaborative album Watch the Throne , but it was later confirmed not to be . The song would later find its way onto West 's fifth studio album , My Beautiful Dark Twisted Fantasy along with two other GOOD Friday songs . The version on the album was altered production @-@ wise and was longer , and featured a sample of Manfred Mann Earth Band 's song " You Are ? I Am " . The song was released with two covers , one with a famous photo of a model vomiting red nail polish , taken by Guy Bourdin ; and the other containing the same image , with dimmed lighting and obscured by thick red letters . Before its release the song was leaked online and was nearly scrapped .

= = = Recording = = =

The majority of My Beautiful Dark Twisted Fantasy was recorded in Oahu , Hawaii , a trait that " So Appalled " shares . Following several media controversies , West decided to record his next album in a reclusive manner only working with artists he considered himself familiar with . Amongst the various artists invited down to Hawaii to record songs for the album was Pusha T , a rapper known for the hip @-@ hop duo Clipse . While in Hawaii , Pusha @-@ T commented that the very first thing he recorded was his verse for " So Appalled " . He favorably compared recording with West with another producer he was used to working with , Pharrell Williams , commenting that he enjoyed how the process was more of a canvas .

When working with other producers usually a majority of the track was already done by the time he got to the recording studio , but with West , the process was more creative in nature . Pusha described the recording process with West as a " roller coast " and stated that he never knew what to expect while working with the producer . Upon hearing the production of the song , Pusha @-@ T commented that it was so good it persuaded him to write a particularly inspired verse . On the production of " So Appalled " , he said " it 's Kanye , the beat brings the ghost out of you . " The rapper described his verse as " self @-@ explanatory " and stated that it was one of his favorite of his career . Pusha T called his verse " his personal favorite " and that the track was originally supposed to be just him and Kanye . When the song was finished , Pusha @-@ T was so impressed with the track that he argued with West to include it on his album , stating that the song was so good it didn 't matter whether or not it had leaked . He commented ;

" I had already raved over the record because it leaked . I was like listen , there is no way this cant [sic] be on your album , you ? d have to be crazy . He was like ' Really , you think so ? ' I was like c ? mon man we got to stop treating rap like oh it came out it ? s dead . When it ? s good , we have to

make people love it and digest it . We can ? t treat this like mixtape throwaways like everybody else does . Everybody else does half @-@ ass music . So what people don ? t know is that what Kanye did during that album is literally , I walked into the studio and I had the pick of 17 records and he was like do what you want to do to any of these , do what you like . "

One of the producers and guest appearances on the song is RZA , frontman of the hip @-@ hop group Wu @-@ Tang Clan . RZA spoke positively of West , viewing that he embodied the mentality of the Wu @-@ Tang Clan . RZA sent several beats to West , including some that he cited as being edgy , because he felt that West was the type who could work well on more forceful production , including the brooding " So Appalled " . The song was nearly featured on Last Train to Paris , a studio album by Diddy . According to another producer on the song , No I.D. , it was offered to both Jay @-@ Z and Diddy before it leaked . West freestyled over the track for fun and found that he actually liked it enough to ultimately use it himself , stating that it would make a good group song . Cyhi the Prynce 's verse only appeared on the song because he " tricked " West . Originally he was only supposed to deliver a quick hook , but at the time West was tired and let Cyhi record his verse alone . When West awoke and played back the tape , he was surprised to find that Cyhi had recorded an entire verse . Impressed with it , West decided to include it on the track anyway . The song reportedly offended M.C. Hammer , who Jay @-@ Z references on the line " I spent another 30 / Cause unlike Hammer 30 million can ? t hurt me " .

= = Composition = =

" So Appalled " has been described as an epic posse cut featuring a large roster of performers . West uses his verse to address his past critics and comment on his status as a celebrity . West 's performance on the song is notably intense , forcefully rapping lines such as " we above the law , we don 't give a fuck ' bout y 'all / I got dogs that 'll chew a fucking hole through the wall . " Swizz Beatz sets the tone of the song using several ad @-@ libs such as " one hand in the air , if you don 't really care " and the line " this shit is fucking ridiculous " which is repeated several times throughout the song , delivered by nearly every rapper . The second verse is delivered by Jay @-@ Z , who spends the majority of his verse deconstructing the hate that surrounds fame and poses the question , " would you rather be underpaid or overrated ? " Jay @-@ Z comments on how a career in the music industry creates many opponents . The third verse is delivered by Pusha T , who muses on cocaine dealing .

The song contains numerous pop culture references , like to the film The Dark Knight , the breakfast cereal Cheerios , the business figure Donald Trump , rapper M.C. Hammer and " We Major " , a song from West 's album Late Registration . On the unconventional structure of the song , Sputnikmusic 's Channing Freeman said that verses were " very lengthy - Kanye appears within the first minute and then drops out for good - but the droning beat is so mesmerizing that it 's barely even noticeable . " Andy Gill of The Independent explained the use of several guest appearances , writing " Kanye has never been short on ambition or ego , so it 's no surprise he should have his guests (including such hip @-@ hop luminaries as Jay @-@ Z , Swizz Beats and RZA) queue up on " So Appalled " to confirm in turn how ' this shit is fucking ridiculous ' " .

= = Reception = =

" So Appalled " received mostly favorable reviews from contemporary critics . David Browne of Time wrote that he felt that the track was " built on rumbling tanks of pianos and strings " and that it sounded as if West was " marching into the apocalypse . " David Amidon of PopMatters compared the production to West 's album Late Registration which found West " inviting his friend Jon Brion to impart slices of film scoring to the odds and ends of his tracks " . He commented that much like every song on My Beautiful Dark Twisted Fantasy , the song " contains an underscore as ambitious as the beats upfront " , concluding that tracks " Hell of a Life " and " So Appalled " alone " carry enough auditory sugar to make listening to this album on any regular sort of listening device almost a fool ? s errand . "

Jayson Rodriguez of MTV praised the song , reporting " this all @-@ star cipher is a backpackers dream as Ye 's GOOD Music soldiers fire away with resolve . But the Brooklyn icon , Jay @-@ Z , steals the show with an edgy verse dismissing his critics with a 16 that 's as pushy as a New Yorker during rush hour . Please , Hammer , stop replying . " Slant Magazine 's Cole Mathews thought that the song returned West to his hard rap origins , commenting " with the posse cuts ' Monster ' and ' So Appalled ' , Kanye kicks out the two hardest rap tracks of his career . " Becky Bain of Idolator described the song as a " dramatic , gloomy epic of a tune that has each artist taking turns at the mic . " He expressed that trying to find Kanye ? s verse was " virtually a musical Where ? s Waldo " . It was noted for its impressive roster of features and was described as " another Kanye West @-@ helmed all @-@ star collabo " by MTV 's Hawuse Ziegbe . He noted that Cyhi managed to hold his own against several much more regarded rappers . Embling of Tiny Mix Tapes described the song as a super @-@ sized cypher , stating that the track was packed with plenty of " shittalking " from the group of rappers .

Pitchfork Media 's Tom Breihan criticized Cyhi 's lyrical contributions to the song , stating " On the otherwise amazing Kanye track ' So Appalled ' , CyHi offers a black hole of a verse . His most memorable line (' If God had a iPod , I 'd be on his playlist ') mostly just raises questions . Like : Why does God 's iPod only have one playlist ? " IGN 's Chad Grischow described the song as a star @-@ studded banger , and cited Jay @-@ Z 's verse as the most notable . In addition , Grischow stated that the song was unfocused . Chris Martins of Spin reported that much like the track " Monster " , the guest appearances on the song had the potential to be toned down . Chicago Sun @-@ Times writer Thomas Conner cited the line " praise due to the most high , Allah / Praise due to the most fly , Prada " as an example of genius songwriting on West 's part . The song charted at 14 on the Bubbling Under R & B / Hip @-@ Hop Singles chart as reported by Billboard , however it only spent one week on the chart . The song also appeared on the South Korean Gaon Chart at number 95 .

= = = Reaction from M.C. Hammer (aka King Hammer) = = =

M.C. Hammer promised to release a track on October 31 , 2010 in response to Jay @-@ Z 's " So Appalled " lyrics which he felt attacked him . Jay @-@ Z raps a verse targeting Hammer about his financial dilemma in the 1990s . Within it Jay says : ' Hammer went broke so you know I 'm more focused / I lost 30 mil ' so I spent another 30 / ' Cause unlike Hammer 30 million can 't hurt me ' . Hammer addressed his displeasure about the diss on Twitter , claiming he would react to Jay @-@ Z on Halloween .

Hammer released a sample of his " beef " with Jay @-@ Z (aka ' Hell Boy ' according to Hammer) in a brief teaser trailer called " Better Run Run " by ' King Hammer ' . At one point , it was uncertain if his reaction would be a film video , a music video or a combination of both . Regardless , he claimed he would show evidence that ' Jigga worships the devil ' . It 's possible that Jay @-@ Z was offended by an analogy Hammer was conveying in an earlier interview in response to " D.O.A. (Death of Auto @-@ Tune) " on AllHipHop .

On November 1 , Hammer 's song and video titled " Better Run Run ! " hit the web in retaliation to Jay @-@ Z 's September 2010 diss towards him . M.C. accuses Jigga of being in league (and in the studio) with Satan ? and then Hammer defeats the devil and forces Jay to be baptized . Speaking on the video , Jacob O 'Gara of Ethos Magazine wrote : " What ? s more likely is that this feud is the last chapter in the tragic cautionary tale of M.C. Hammer , a tale that serves as a warning to all present and future kings of hip @-@ hop . Keep your balance on the pedestal and wear the crown strong or you ? ll have the Devil to pay . "

In an interview with BBC 's DJ Semtex , Jay said he didn 't mean the verses as a personal attack . " I didn 't know that [Hammer 's financial status] wasn 't on the table for discussion ! " he said . " I didn 't know I was the first person ever to say that ... " He continued , " When I say things , I think people believe me so much that they take it a different way ? it 's , like , not rap anymore at that point . I say some great things about him in the book I have coming out [Decoded] ? that 's wasn 't a cheap plug , " he laughed . " He 's gonna be embarrassed , I said some really great things about

him and people 's perception of him . But it is what it is , he took it that wrong way , and I didn 't know I said anything wrong ! "

= = Marketing = =

The track was nightly performed by West and Jay @-@ Z during their Watch the Throne Tour . Pusha T performs the song live during his own live sets . The song was one of the few songs on My Beautiful Dark Twisted Fantasy not to be featured on Runaway , a 35 @-@ minute music video directed by West set to music from the album .

= = Chart positions = =