

Why Jessie J’s bid to win a Chinese talent show is the best career move she’s ever made

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| Notes & Cues: | <p>Article:</p> <p>Jessie J’s career launched with the video Do It Like a Dude. That song went platinum, as did her debut album. J quickly transformed into a household name. But then things started to go wrong. Her second album was a relative flop and the press turned on her for being too full of herself. Even though Bang Bang, her collaboration with Ariana Grande and Nicki Minaj, became a huge hit, J’s career stalled.</p> <p>But now, Jessie J has found a pop playing field where she can’t come last: appearing on Chinese singing competition Singer, not as a judge but as a contestant. The show sees singers who have already had music industry experience compete to stay for another week.</p> <p>On the show – which she signed up to because ”there’s nothing I can’t do” – Jessie J has finally received the critical adulation she desires. Her performances have received superlative comments from the judges.</p> <p>She is not the only star who, after struggling with negative press attention, has gone niche to find a more welcoming community who will celebrate them when others won’t. By going on a show that is all about the singing and not about actually being a charismatic pop star, she has finally found a place where she can be smothered in praise.</p> |
| Summary: | |