

# montell jordan this is how we do it

**montell jordan this is how we do it** remains one of the most iconic and enduring songs of the 1990s, capturing the essence of R&B and hip-hop fusion. This track propelled Montell Jordan into mainstream success and has become a cultural anthem often associated with parties and good times. Understanding the significance of "This Is How We Do It" involves exploring its creation, impact, and legacy within the music industry. The song's catchy rhythm, memorable lyrics, and Jordan's smooth vocal delivery helped it secure a permanent spot in music history. In this article, the focus will be on Montell Jordan's career, the song's background, its reception, and its influence on popular culture. Readers will gain insights into why "montell jordan this is how we do it" continues to resonate with audiences decades after its release.

- Background and Creation of "This Is How We Do It"
- Montell Jordan's Career and Musical Style
- Chart Performance and Commercial Success
- Lyrical Themes and Production Elements
- Legacy and Cultural Impact

## Background and Creation of "This Is How We Do It"

"This Is How We Do It" was released in 1995 as the debut single by Montell Jordan, an American R&B singer and songwriter. The song was written by Jordan alongside producer DJ Smooth and Derick "D Man" McElveen. It was recorded during the mid-1990s, a period characterized by the emergence of new jack swing and hip-hop soul styles. The track was produced under Def Jam Recordings, a label renowned for its influence in hip-hop and R&B music.

## Inspiration and Writing Process

The inspiration behind "montell jordan this is how we do it" was to create a feel-good party anthem that reflected the vibrant nightlife and social atmosphere of the time. Jordan aimed to blend traditional R&B melodies with hip-hop beats, creating a track that appealed to a broad audience. The writing process involved crafting lyrics that were relatable and celebratory, emphasizing themes of unity and enjoyment. The song's hook and chorus were designed to be catchy and memorable, ensuring its appeal in clubs and on

radio stations.

## Montell Jordan's Career and Musical Style

Before the release of "This Is How We Do It," Montell Jordan was a relatively unknown artist. His background in music and vocal training provided a foundation for his smooth and versatile singing style. Jordan's musical style is a fusion of R&B, soul, and hip-hop, characterized by melodic hooks and rhythmic beats. Over the years, he has developed a reputation for producing tracks that combine emotional depth with danceable grooves.

### Early Career and Breakthrough

Montell Jordan's breakthrough came with the success of "montell jordan this is how we do it," which immediately put him on the map as a significant figure in 1990s R&B. The song's popularity led to the release of his debut album, which featured a blend of upbeat tracks and smooth ballads. His ability to connect with audiences through relatable lyrics and engaging performances helped sustain his career beyond the initial hit.

### Chart Performance and Commercial Success

"This Is How We Do It" achieved outstanding commercial success upon release, dominating charts worldwide. It became a number-one hit on the Billboard Hot 100, remaining at the top for several weeks. The song also charted highly on R&B and hip-hop charts, reflecting its cross-genre appeal. Its success was a major factor in the rise of Montell Jordan as a household name in the music industry.

### Sales and Certifications

Following its commercial success, "montell jordan this is how we do it" was certified platinum, signifying over a million units sold in the United States alone. The single's sales were bolstered by extensive radio airplay and club rotations. Internationally, the track also received certifications in several countries, solidifying its global reach and enduring popularity.

### Lyrical Themes and Production Elements

The lyrics of "This Is How We Do It" center around the themes of celebration, community, and enjoyment of life. The song vividly describes a typical party scene with friends, emphasizing camaraderie and positive vibes. Its straightforward, catchy chorus invites listeners to join in the festivities, making it an anthem for social gatherings.

## **Musical Composition and Instrumentation**

The production of "montell jordan this is how we do it" features a smooth blend of bass-heavy beats, funk-inspired rhythms, and layered harmonies. The instrumentation includes prominent drum machines, synthesized bass lines, and piano riffs, which together create a groove that is both laid-back and danceable. The track's mid-tempo pace allows for easy listening while maintaining an energetic feel suitable for parties and clubs.

## **Vocal Performance and Delivery**

Montell Jordan's vocal delivery on the track is notable for its relaxed yet engaging style. His smooth tone and clear enunciation contribute to the song's accessibility and appeal. The call-and-response elements in the chorus encourage audience participation, further enhancing the song's communal atmosphere.

## **Legacy and Cultural Impact**

"montell jordan this is how we do it" has left a lasting legacy in both the music industry and popular culture. It is widely regarded as one of the definitive tracks of 1990s R&B and continues to receive airplay on classic hits radio stations. The song's influence extends beyond music, appearing in films, television shows, commercials, and sporting events.

## **Influence on Music and Artists**

The track's success helped pave the way for other R&B and hip-hop artists to blend genres and create crossover hits. Many contemporary artists cite Montell Jordan's style and "This Is How We Do It" as an inspiration for their own work. The song's fusion of smooth vocals with hip-hop beats remains a model for effective genre blending.

## **Presence in Media and Popular References**

Over the years, "montell jordan this is how we do it" has been featured in numerous movies, television episodes, and commercials, reinforcing its status as a cultural touchstone. Its recognizable rhythm and lyrics often evoke nostalgia for the 1990s era and are frequently used to set a fun, upbeat tone in various media formats.

- Featured in films such as "The Wood" and "13 Going on 30"
- Used in television shows to evoke 1990s nostalgia
- Sampled and covered by other artists
- Played at sporting events and parties worldwide

## **Frequently Asked Questions**

### **Who is the artist behind the song 'This Is How We Do It'?**

The artist behind the song 'This Is How We Do It' is Montell Jordan.

### **When was 'This Is How We Do It' by Montell Jordan released?**

'This Is How We Do It' was released in 1995.

### **What genre is Montell Jordan's 'This Is How We Do It'?**

The song is primarily classified as R&B and hip hop.

### **Why is 'This Is How We Do It' considered a classic 90s hit?**

It became an anthem of 90s party culture with its catchy beat and relatable lyrics, marking Montell Jordan's breakthrough in the music industry.

### **Did 'This Is How We Do It' by Montell Jordan top any music charts?**

Yes, the song reached number one on the US Billboard Hot 100 chart.

### **Has Montell Jordan performed 'This Is How We Do It' at any notable events?**

Yes, Montell Jordan has performed the song at various concerts, award shows, and 90s-themed events, keeping its popularity alive.

### **What is the main theme of the song 'This Is How We Do It'?**

The song celebrates having a good time and partying with friends, emphasizing a fun and carefree lifestyle.

## Additional Resources

### 1. *"This Is How We Do It: The Story Behind Montell Jordan's Hit"*

This book delves into the creation and cultural impact of Montell Jordan's iconic 1995 hit, "This Is How We Do It." It explores the song's production, lyrical themes, and how it became an anthem of the 90s. Readers will also find interviews with Montell Jordan and insights from music producers who shaped the track's sound.

### 2. *"90s R&B and Hip-Hop: The Era of Montell Jordan"*

This book provides an overview of the 1990s R&B and hip-hop scene, highlighting key artists including Montell Jordan. It discusses the musical trends, fashion, and social influences that defined the decade. The book pays special attention to the crossover success of "This Is How We Do It" and its lasting legacy.

### 3. *"Behind the Mic: Stories from R&B Legends"*

Featuring interviews and anecdotes from R&B artists of the 90s, this book includes Montell Jordan's journey and the story behind his breakout hit. It offers personal perspectives on the music industry and the challenges artists faced during their rise to fame. Fans will appreciate the candid reflections and behind-the-scenes moments.

### 4. *"The Soundtrack of a Generation: 90s Party Anthems"*

This collection explores the biggest party anthems that defined the 1990s, with "This Is How We Do It" prominently featured. The book analyzes the elements that made these songs timeless and their role in social gatherings and celebrations. It also touches on the cultural significance of music in shaping youth identity during the decade.

### 5. *"Montell Jordan: From R&B Star to Gospel Singer"*

This biography traces Montell Jordan's career transition from mainstream R&B success to his later work in gospel music. It examines the personal and professional reasons behind his evolution and how his musical style changed over time. The book offers a comprehensive look at his life beyond the hit single.

### 6. *"The Making of a Classic: Producing 'This Is How We Do It'"*

Focusing on the technical side, this book breaks down the production process of Montell Jordan's hit song. It covers everything from beat creation to vocal recording and mixing techniques used in the mid-90s. Music producers and enthusiasts will find valuable insights into crafting a timeless track.

### 7. *"Party People: The Influence of 'This Is How We Do It' on Pop Culture"*

This book examines how Montell Jordan's "This Is How We Do It" influenced fashion, language, and social behavior in the 90s and beyond. It includes commentary from cultural critics and fans who share how the song became a staple at parties worldwide. The book also explores its presence in movies, commercials, and modern media.

### 8. *"The Evolution of R&B Vocals: Montell Jordan and His Contemporaries"*

This analytical work explores vocal styles in 90s R&B, focusing on Montell Jordan and his peers. It discusses how vocal delivery, phrasing, and emotional expression evolved during this period. The book highlights the vocal techniques that made songs like “This Is How We Do It” resonate with audiences.

#### 9. *“Chart-Toppers of the 90s: A Decade in Music”*

Covering the biggest hits of the 1990s, this book features Montell Jordan’s “This Is How We Do It” as a landmark track. It offers context about the music charts, competition among artists, and the business side of the industry. Readers will gain an understanding of what it took to achieve and sustain success in the 90s music scene.

## **Montell Jordan This Is How We Do It**

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