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Montell Jordan This Is How We Do It

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The Anthem of a Generation: Deconstructing "This Is How We Do It" by Montell Jordan

In the vast landscape of 1990s R&B and hip-hop, few songs capture the pure, unadulterated joy of a celebration quite like Montell Jordan's breakout hit, "This Is How We Do It." Released in 1995, the track became an instant classic, a sonic time capsule that still manages to fill dance floors and evoke nostalgic smiles over a quarter of a century later. But the story of "Montell Jordan This Is How We Do It" is more than just a catchy chorus and a memorable music video; it's a tale of artistic emergence, cultural crossover, and the simple power of a good party anthem. This article delves deep into the song's creation, its impact on pop culture, Montell Jordan's career trajectory, and why it remains a timeless staple in the playlists of multiple generations.

The Birth of a Classic: How a New Artist Found His Voice

Before becoming a household name, Montell Jordan was a young man from South Central Los Angeles with a dream. He had attended Pepperdine University on a basketball scholarship, but his true passion was music. After graduating, he began working on demos, eventually catching the ear of producers Oji Pierce and Keith Crouch. It was this collaboration that would lead to the creation of what would become his signature track. The initial inspiration for "This Is How We Do It" came from a simple yet profound observation: the universal experience of having a great time with friends. Jordan wanted to write a song that encapsulated the feeling of an unforgettable night out, a track that didn't need to be complicated to be profoundly effective.

The song's production is a masterclass in 90s G-funk influence blended with smooth R&B undertones. Built around a prominent sample of the 1988 Slick Rick track "Children's Story," the beat is instantly recognizable. The signature "dun-dun-dun-dun" synth line, combined with a deep kick drum and a laid-back groove, created an irresistible invitation to move. Lyrically, the song is unpretentious and celebratory. It speaks directly to the listener, inviting them to join the party. Lines like "We're here to have a good time / So let's get this thing started" are not poetic genius, but they are perfectly functional, acting as a universal call to action. The genius of "Montell Jordan This Is How We Do It" lies in its accessibility; it doesn't require a specific context or mood to be enjoyed.

The Cultural Impact: A Song That Crossed Boundaries

Upon its release in May 1995, "This Is How We Do It" skyrocketed up the charts. It peaked at number one on the *Billboard* Hot 100, a remarkable achievement for a debut single from an unknown artist. But the song's impact went far beyond chart positions. It became a cultural phenomenon, a universal soundtrack for house parties, barbecues, prom nights, and block parties across America and the world. It was one of those rare tracks that managed to bridge the gap between urban radio, mainstream pop audiences, and even crossover into rock and alternative circles.

Part of this crossover appeal was the music video. Directed by Paul Hunter, the video perfectly captured the

song's celebratory vibe. It featured a house party setting with a diverse group of people dancing, laughing, and having a genuinely good time. The video's aesthetic—bright colors, casual 90s fashion (think oversized jerseys, high-top fades, and bucket hats), and a raw, documentary-style feel—made it feel real and relatable. It didn't try to be overly glamorous or dramatic; it just presented a fun, authentic party. The inclusion of a young and then-unknown act like the rap group C-Swing (featuring C-Town) added to the raw energy. This would be an aspiration made accessible image of what a perfect weekend could look like.

The Legacy of the One-Hit Wonder Paradigm

Interestingly, Montell Jordan is often labeled a "one-hit wonder," a designation that is only partially true. While "This Is How We Do It" is undeniably his most famous track, he did have other notable hits. Songs like "Get It On Tonite" (2000) reached the top five of the Hot 100, and "I Like" (1998) and "Let's Cuddle Up" (1998) were also moderately successful. However, the shadow cast by his debut single is so immense that it has effectively defined his entire musical legacy. In many ways, this is a blessing. There are few artists who would trade a timeless, universally recognized classic for a career full of moderate hits. The song has endured because it is the perfect party anthem. It has been featured in countless films (from *The Nutty Professor* to *Step Brothers*), television shows, and commercials. It has been sampled and covered by various artists, and it continues to be a staple on throwback radio stations and digital streaming playlists.

In 2023, the song saw a massive resurgence on TikTok and other social media platforms. A dance challenge set to the track went viral, introducing it to a generation of young people who were not even born when it was first released. This cycle of rediscovery is a testament to the song's inherent, unforced appeal. It proves that great music, especially music that captures a universal feeling of joy, is genuinely timeless. The ease with which "Montell Jordan This Is How We Do It" transitions from a 1990s house party to a 2023 viral moment speaks volumes about its core DNA. It doesn't rely on nostalgia alone; it relies on a pure, infectious energy that transcends time.

Montell Jordan: From R&B Star to Gospel Pastor

One of the most fascinating aspects of Montell Jordan's story is his personal journey. After a successful run in the late 1990s and early 2000s, he made a life-altering decision that shocked many of his fans. In 2010, he announced that he was leaving the secular music industry to pursue a full-time career in gospel music and ministry. This was not a simple career pivot; it was a deep spiritual transformation. He had become a devout Christian, and he felt a calling to use his voice and his life experience to serve a higher purpose.

He became a pastor at a church in Texas, and he later released a gospel album. Many questioned whether he was turning his back on the success of "This Is How We Do It," but Jordan has consistently explained it as an evolution, not a rejection. He has stated that he doesn't disown his past work, but rather he now views it as a foundation for his current calling. His story is a powerful reminder that the same person who created a secular party anthem can also become a spiritual leader. In interviews, he often talks about the lyrics of his own hits with a sense of reflection, acknowledging the fun and the joy they brought to people, while also feeling a deeper purpose now. This duality makes Montell Jordan a unique figure in music history—an artist who successfully navigated both the mainstream and the sacred.

Musical Anatomy: Why the Song Works on a Technical Level

Let's break down the musical components that make **Montell Jordan This Is How We Do It** so effective. The song is built on a simple, repetitive structure, which is essential for a dance track. The key is the groove, which is anchored by the sampled drum beat from Slick Rick's "Children's Story" (which itself was produced by the legendary Doug E. Fresh). This gave the song a familiar yet fresh foundation.

- Sampling: The use of the "Children's Story" loop was a brilliant move. It provided a recognizable hook that already had positive associations for many listeners, while Jordan's vocal melody and lyrics completely

transformed it.

- Call-and-Response: The chorus is built on a simple call-and-response structure. "This is how we do it" is the call, and the synth riff is the response. This makes it easy for audiences to sing along, even if they don't know all the words.
- Energy Levels: The song features a clear build-up. It starts with a slow, rhythmic intro before the beat drops. The verses are relatively relaxed, allowing the chorus to explode with energy. This dynamic shift is what keeps it engaging.
- Production Clarity: The production by Oji Pierce is crisp and clean. The bass is deep but not muddy, the highs are bright, and the vocals are front and center. It is a masterclass in 90s audio engineering.

The Enduring Appeal of "This Is How We Do It"

In a world of ever-changing musical trends, why does this specific song continue to resonate? The answer lies in its emotional core. The song is not about a specific event or a specific person. It is about the feeling of pure, unadulterated joy. It is about letting go, being with friends, and celebrating life. This is a feeling that is not time-sensitive. Whether you are in 1995 or 2025, the desire to have a good time and dance with abandon is universal.

1. Nostalgia Factor: For those who lived through the 90s, the song is a direct portal to their youth. It brings back memories of specific places, people, and feelings.
2. Simplicity: The song is not overproduced or overly complicated. It is straightforward and honest. There's a refreshing lack of pretense.
3. Danceability: The tempo is perfect for dancing—fast enough to be energetic, but slow enough to be comfortable. It hits a sweet spot that few songs achieve.
4. Cultural Milestone: It represents a particular moment in music history when R&B and hip-hop began to dominate the pop charts. It is a benchmark of the era.

Conclusion: More Than Just a Song

In summary, **Montell Jordan This Is How We Do It** is far more than a simple one-hit wonder. It is a cultural artifact, a masterclass in party anthem construction, and a testament to the power of a genuinely joyful song. It launched a career, defined an era, and continues to bring happiness to new generations. Montell Jordan's own journey from pop star to pastor adds a layer of depth to the story, reminding us that artists are complex human beings whose lives can take unexpected turns. The song itself remains a perfect, unblemished time capsule of the 1990s, a moment of pure, shared happiness that refuses to fade. When the first few notes drop—that unmistakable synth line and the simple, commanding voice saying "You ready for this?"—it is impossible not to smile. It is, and always will be, how we do it.

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