

The popularity of jazz—an unpopular problem: the significance of 'Swing when you're winning.

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The popularity of jazz—an unpopular problem: the significance of 'Swing when you're winning'

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Abstract

Robbie Williams' album *Swing when you're winning*, released in November 2001, is primarily significant as a phenomenon of popular music in the early twenty-first century. The album contains fourteen 'covers' of songs made famous by the likes of Elvis Presley, The Beatles, Davis Jr. and Dean Martin and one original song written by Williams with his long-term collaborator Guy Chambers. The album's number one, 'Somethin' Stupid', on which Williams duetted with Nicole Kidman, was drawn from *Swing when you're winning* and was number one in the album chart for several weeks over the Christmas period.

This paper responds to the challenge of writers such as Robert Walser and Derek Scott, who have respectively considered the popular mainstream and the consideration of mass consumerism as a creative act. This paper develops a new analysis of popular music by breaking down the concept of 'significance' into importance (to whom and why), significance (as constructed) which mediates in the final aspect of meaningfulness (communication and reception). In addition to the theoretical writings of Allan Moore, Theodor Adorno, Lucy Green, Albin Zak III and Krin Gabbard.

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