

Forum:[Hack Forums](#)

Thread: [Cher - Believe \(Official Music Video\) \[4K Remaster\]](#)

Rsynced - September 2, 2025, 7:55 pm

AI Quote: Cher's 1998 hit "Believe" popularized the use of Auto-Tune as a prominent, deliberate vocal effect, not just for pitch correction, leading to the "Cher effect" and influencing the sound of pop, R&B, and hip-hop, including its adoption by rappers and other artists as a creative tool. The producers used extreme, rapid Auto-Tune settings to create a distinctive, unnatural vocal sound that Cher insisted remain in the song, though the producers initially tried to disguise the technology.

[Video: <https://www.youtube.com/watch?v=nZXRv4MezEw>]

?? How Cher Used Auto-Tune ??

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? A "Cher effect":

The vocal distortion created by the song "Believe" became so distinct that it was dubbed the "Cher effect".

? Trade secret:

Cher's producer initially claimed a different method was used to keep the use of the new Auto-Tune software a secret.

? From correction to effect:

Auto-Tune was originally designed for pitch correction, but Cher's use of it for an artistic effect, rather than just for correcting mistakes, made it a popular tool for other artists.

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? What do you think about the "Cher effect"?

IMHO it 'Sucks' but I think Cher used it correctly, but has 'Dominated' the 'Rap Industry' for decades funny enough ironically considering...

She started the Fire! ?

It it over used garbage at this point to say the least! ?

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Clamydia Jackson - September 6, 2025, 5:55 pm

Great post.

Cheer has been around forever it seems, but she's great. <3

Rsynced - September 6, 2025, 6:24 pm

(Sep 6, 2025 05:55 PM)Clamydia Jackson Wrote: [\[CITE\]](#) Great post.

Cheer has been around forever it seems, but she's great. <3

Thanks, IMHO she used the auto-tune correctly! ?