

CULTURAL PHENOMENA

SOCIAL LIFE AND CULTURE

1970-2005

THE BEATLES

- ◉ **THE BEGINNING**
- ◉ July of 1957, in Liverpool, Paul McCartney met John Lennon and joined his group, The Quarrymen.
- ◉ George Harrison joined them in February of 1958.
- ◉ In 1959 they played regular gigs at a club called The Casbah.
- ◉ John Lennon dreamed up the band's final name, The Beatles, a mix of beat with beetle.



EARLY CAREER

- ◉ In September of 1962 The Beatles recorded their first hit *Love Me Do*, which charted in UK, and reached the top of the US singles chart in 1964.
- ◉ Their 1963 performance at the London Palladium made them famous in Great Britain and initiated the Beatlemania in the UK

TRAGIC EVENT

- The band had already split up by the time Lennon was shot and killed on 8 December 1980, in New York City.



DO THESE WORDS REVEAL THE
PHILOSOPHY OF THE GROUP? WHAT
VALUES DO THE BEATLES SUPPORT



- ◉ ***“For I don't care too much for money, / For money can't buy me love.”***
- ◉ ***“Who knows how long I've loved you, you know I love you still. Will I wait a lonely lifetime? If you want me to I will.”***
- ◉ ***“All the lonely people, where do they all come from? / All the lonely people, where do they all belong?”***
- ◉ ***“Life is very short and there's no time, for fussing and fighting my friend. I have always thought that it's a crime, so I will ask you once again: try to see it my way, only time will tell if I am right or I am wrong. While you see it your way, there's a chance that we might fall apart before too long. We can work it out.”***

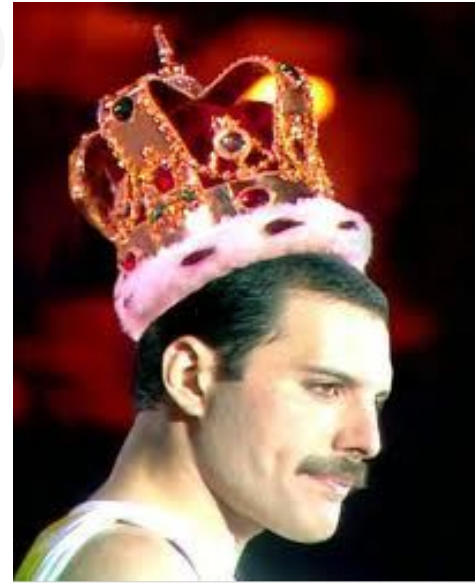
BEATLEMANIA...

- ◉ Do you think that the Beatles deserve their fame? What made them so famous? How could they achieve their cult-like status? What do you associate the name of the Beatles with? What key words describe them best?
- ◉ Do you think the Beatles are a phenomenon of British national culture or do they belong to the world?



COMPARE SONGS OF TWO GROUPS

But tomorrow may rain, so I'll follow the sun"



we'll keep on
fighting -
till the end ...

BEATLES

QUEEN

COMPARE TWO CULTURES: WHICH FEELS CLOSER TO YOU?



HIPPIE

YUPPIE

FOLLOW UP

- ◉ DO YOU THINK BEATLEMANIA SPREAD OVER RUSSIA TOO?
- ◉ REMEMBER WHAT YOU KNOW ABOUT CONTEMPORARY BRITISH MUSIC. WHAT ARE THE CHANGES?
- ◉ WHAT CULTURE IS MORE TYPICAL OF NOWADAYS: HIPPIE OR YUPPIE?

