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Date due:

The Beatles and their Influence on hippies and culture

The legacy of the 1960s has been very essential for societal and cultural development, which is commonly known as “civilized countries.” The transformation, which the society experienced, marks the decade as the most important periods of the twentieth century. The 1960s decade can be called the revolutionary period, especially due to what was actualized by the Beatles band. The transformation influenced not only in the civilized nations (chiefly the US and Europe), but also less developed countries (for instance in South America and Africa). The most influential and significant movement of the 60s associated with the youth started in the US.

The Beatles is a quartet rock, which originally (between 1963 and 64) consisted four young men from Liverpool –John, Paul, George and Ringo. Also, they had a common hairy style that was referred as “beatle-hairstyle.” The Beatles excelled in pop music and rose to be the major component of the world’s cultural history. It later exploded to become the major scene in the international music realm; setting up a global enthusiasm, which would outlive almost every popular experiences that had occurred before it. The impact they had on various bands from the 60s up to the current day makes them special. In addition, the Beatles had massive influence on people’s thinking and culture (HUNTER, 186)

The Beatles at first were a small music phenomenon at Liverpool. However, in 1963 they won a popular poll sponsored by the local magazine “Mersey Beat,” which enabled them to have many fans in Merseyside and Liverpool. Two years later they became the most popular music band in Great Britain, selling many records and driving teenagers mad (Womack, 23). The Beatles had the greatest influence during the sixties when they were very active. Their most active era is commonly known as Beatlemania (around 1963-1966), which is the period when they had the greatest fame; they had huge impact and influenced almost everyone, especially the young generation. They greatly impacted men’s fashion. In Hunter Davies’ biography, we can observe;

“Manufacturers all over the country were by [December 1963] competing to get a concession to use the word Beatle on their products. Beatles jackets—the collarless ones, usually in corduroy, first worn by Stu in Hamburg—were on sale everywhere as early as September 1963. Beatle wigs started appearing. [...] Most teenage boys were growing their own Beatle-length hair (187).

On the other hand, the Beatles portrayed the image of rebels in their films, particularly in film titled “A Hard Day’s Night” (1964). It was termed as disrespect to authorities and full of naughtiness. However, the film reveals a new approach to the music industry in the UK: “British rock was never fully integrated into a plot until the Beatles made A Hard Day’s Night (1964) and Help! (1965)” (GAMMOND 497) Many films have embraced this model and one of the current example includes “the 1997 film Spice World starring the girl band Spice Girls.”

Beatles also had an influence on spiritual matters. In an article published in 4th march 1966 by Maureen Cleave entitled “How Does a Beatle Live? John Lennon Lives Like This.”

John Lennon stated that the Beatles are greater than Jesus;

“Christianity will go [...]. It will vanish and shrink. I needn't argue about that;

I'm right and I will be proved right. We're more popular than Jesus now; I

don't know which will go first – rock'n'roll or Christianity” (qtd. in CLEAVE).

The article instigated outrage and a gesture of worldwide protests. In the US, the Beatles records were burnt. “The bigger than Jesus affair” was viewed as a mock to the fundamentals of Christianity (MACDONALD 176).

The Beatles were necessary trendsetters in the sixties. They were greatly involved in the popularization of the hippies' movement, which criticized the Vietnam War (Womack, 15). The hippies rejected cultural values of the society. The hippies were supporters of the Beat generation. During the sixties, they held peace rallies across the US advocating for peace, wildlife and forest protection. The first Hippies were motivated by the Beatles music and begun anti-War Rallies and protests in the US. The Beatles were attracted by the hippies and embraced the same view. As result, the Beatles even became hippies, which gave them the ability to publicly denounce war. In 1966, the Tokyo press conference heard their voice. In the conference, Beatles shared their opinions regarding the war.

The Beatles intensified their call for peace and created a song “We're just saying give peace a chance.” The title of the song became the official phrase for anti-war rallies and protests. The band spent money to travel Himalayas foothills in order to train monks while writing more

popular albums. They captured great attention in the late 1960s from their followers, and this made the population of the hippy to grow (KUREISHI, 87). The fact that the Beatles were making hippies to take over America was apparent, which led to the rise of other movements such as Civil right movements. Afterwards the United States spent \$2.15 million to curb violence in the country through border patrols, counterterrorism, law creation and enforcement. All these were the results of what was actualized by the Beatles.

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