



GRAMMY
MUSEUM
MISSISSIPPI

Exhibit: *Ladies and Gentlemen...The Beatles!*

Grade Level: Elementary

BEATLES IN AMERICA

1964 – 1969

The purpose of this plan is to help teachers bring to their students the educational power of music and to:

- appreciate some of the key themes/issues characterizing American life from the 1960's to today,
- explore the idea of music as a factor in shaping as well as reflecting cultural beliefs and practices, and
- show how cultural beliefs and practices have changed since the 1960's.

Lesson Goals

- Educate students in ways that encourage and enrich their musical appreciation and expression
- Provide students opportunities to cite evidence; draw conclusions; analyze similarities and differences in issues and problems; and make connections across time and place to explain a concept or big idea.

Student Learning Outcomes

- Have a better understanding of musical culture as a tool for social change
- Students will be able to examine how American society has been influenced by events within the context of a given historical period.

State Standards

Mississippi Visual and Performing Arts

Music

Goal 3: Students should understand the roles and functions of music and musicians in cultures, times, traditions, and places.

Content Strand: History/Culture (HC)

Goal 4: Students will perceive, understand, and appreciate the diverse meanings and value of music.

Content Strand: Aesthetics (A)

Goal 5: Students should make valid connections among the arts, others subject areas, and everyday life. Content Strand: Connections (C)

Visual Arts

Goal 3: Students will understand the roles and functions of artists and visual arts in cultures, times, and places.

Content Strand: History/Culture (HC)

Goal 4: Students will perceive, understand, and appreciate the diverse meanings and value of the visual arts.

Content Strand: Aesthetics (A)

Goal 5: Students will make valid connections among the arts, others subject areas, and everyday life.

Content Strand: Connections (C)

Social Studies

Civil Rights/Human Rights

3. Understand the historical circumstances and conditions of civil human rights struggles in local communities.

a. Identify important beliefs commonly held by Americans about themselves and their government (e.g., following individual rights and freedoms, common good, respect for law, importance of work, education, volunteerism, conflict resolutions)

4. Understand the roles, rights, and responsibilities of Mississippi citizens.

b. Identify historical figures, circumstances, and conditions related to the struggle for civil/human rights in Mississippi and their impact on Mississippi's society.

3. Understand the importance of individual actions and character traits that contribute to advancing civil/human rights

a. Compare and contrast the terms rights and responsibilities.

Culture

5. Understand how the diversity of people and customs affects the local community.

c. Research and identify historical figures of various cultures

6. Understand diversity in Mississippi.

b. Identify the Mississippi artists, musicians and writers who have an impact on the state, nation and world.

5. Understand the unique characteristics of a variety of communities and cultures.

a. Identify and discuss expressions of culture evident in neighborhoods (e.g., art, music, literature, religion, food, dance)

Vocabulary

Beatlemania
British Invasion
England
Genre
Legacy
Merseybeat sound
United Kingdom

Introduction

In 1964, The Beatles achieved an unprecedented level of success in both their home country of Britain and in the United States. They amassed crowds of adoring fans that followed them wherever they went, a phenomenon often referred to as “Beatlemania.” On February 9, 1964, an estimated 73 million people tuned in to see The Beatles perform live on The Ed Sullivan Show, a popular television program. This meant that 45% of homes with televisions in the US were watching The Beatles, a record at that time. By April 4, 1964, the group held the first five spots on the Billboard Hot 100 list of popular songs, with “Can’t Buy Me Love,” “Twist and Shout,” “She Loves You,” “I Want to Hold Your Hand” and “Please Please Me” crowding the top of the charts. No other act in history has achieved such a feat.

But The Beatles and their carefree spirit arrived in the US at a time of great political and societal uncertainty. Just 77 days prior to their touchdown in New York, President John F. Kennedy had been assassinated and the nation was wrecked with grief. Simultaneously, the Civil Rights movement in the South was gaining momentum. It was a serious time for American, a time during which the energetic music and playful personalities of the Beatles were embraced with unprecedented fervor.

Instructional Sequence

The purpose of this section is to provide students with samples of America’s music prior to the Beatles’ arrival and influence.

Share the following:

America’s Music in the 1960’s

America’s music scene in the 1960’s was a variety of music: R&B, Hard Rock, Blues, Pop, Soul, Folk, Jazz, Country, Heavy Metal, Surf sound and more. The music addressed the world of which it was a part, grew more complex and more varied but, more importantly, changed the world. The Beatles were deeply influenced by America’s earliest musical stars as well as many of the new American sounds.

•Activity

It is suggested that the teacher reviews the videos and selects a sample for students to review. All videos are available on You Tube.

Divide students into groups to watch selected videos from the 1960's and record their responses to the following prompts:

- What are some of your observations on how artists dressed, their hair styles, and dancing styles.
- Does their performance seem planned out or spontaneous?
What kinds of things would the group have to rehearse in order to prepare a performance such as these?
- How have music videos changed over the years?
- Is music simply a form of entertainment, or can it have other purposes as well? Give examples.
- How has your understanding of music changed since viewing these videos?
- Why was music so important?

Videos:

Chubby Checker	"The Twist"	1960
The Marvelettes	"Please Mr. Postman"	1961
The Beach Boys	"Surfin' USA"	1961
The Four Seasons	"Big Girls Don't Cry"	1962
The Tokens	"The Lion Sleeps Tonight"	1962
Peter Paul and Mary	"Puff (The Magic Dragon)"	1963
The Supremes	"Where Did Our Love Go"	1964
The Temptations	"My Girl"	1965
Simon and Garfunkel	"The Sounds of Silence"	1966
The Doors	"Light my Fire"	1967
Otis Redding	"Dock of the Bay"	1968
Sly and the Family Stone	"Everyday People"	1969
The Fifth Dimension	"Aquarius"	1969

•Activities

Ask students what they know about the 1960's, reference as many events and/or people as possible. Have students work in pairs and write down as many ideas as possible. Ask students to share their responses. Distribute Handout 1A: Timeline of Historical Events. Point out events as appropriate to the age level and knowledge of the students. Ask students to describe these events.

Ask students “How many of you have heard of The Beatles?” Allow those who respond to share their thoughts.

Share the following:

The 1960’s are often described as the most turbulent decade in American history. From the threat of international nuclear war to hard won Civil Rights legislation, the United States had a full plate when Beatlemania first arrived. There is much disagreement about whether these turbulent factors caused The Beatles’ success in the US.

Beatlemania

Although the term “Beatlemania” was first used in 1963 to describe the shrieking Beatles fans in England, it quickly spread throughout America’s record stores, movie houses and teenagers. The Beatles hit the music charts in 1963 and to America in 1964; 50 years later the spirit of Beatlemania continues to impact music and culture.

Show the following two clips and any others you may have time to review. Use them as an introduction to how Americans first met The Beatles.

This interview was the first time American audiences saw The Beatles; a 1963 interview on CBS which aired only hours before news broke of the assassination of JFK.

<http://www.youtube.com/watch?v=ehNn4v9QxB0>

A clip of the February 9, 1964, Ed Sullivan show

<http://www.edsullivan.com/srtists/the-beatles/#>

A record 73 million Americans watched the Beatles perform on the Ed Sullivan Show. The event made television and Rock and Roll history.

Based on the clips, describe Beatlemania?

•Oral History Interview

We are going to investigate how people remember one of the most important musical events of the 1960’s: the arrival of The Beatles in America.

This activity may be completed by an invited guest with first hand recollections of The Beatles or by a panel of invited guests. Students may wish to nominate their grandparents as guests. A list of suggested questions is attached. Students may audiotape responses or record the responses. Suggested Questions for Interview(s).

Questions for the Oral History Interview

1. Describe the first time you heard The Beatles. When was it?

2. How old were you? Where were you? What was the circumstance?
3. If you are old enough to recall Beatlemania, describe how the phenomenon personally affected you in the 1960's.
4. If you were fortunate enough to have seen The Beatles in concert, please describe the experience. What concert did you attend, and when?
5. What do you consider to be the greatest Beatles recording and why?
6. Did you buy any records or other Beatles merchandise?
7. If you are over 65, describe what The Beatles mean to you and your generation.

•Four Corners: Beatlemania

In this exercise, you will refer to the lesson and materials we have studied so far and answer the following question. In your opinion, what is the most important factor in the rise of Beatlemania?

Remember, there is no right answer, but for the purpose of this exercise, please limit your response to one of the following:

Talent
Personality
Media Coverage
Historical Context

While students respond to the question, the teacher labels the four corners of the room with choices. Upon completion of the activity the teacher asks student to go to the corner that matches his or her response.

Share your response and reason with your group. Select one student to share with the class.

•Optional Activities

1. View other videos from YouTube.
2. Have students compose a list of popular artists from today. View videos from their performances and compare reactions of the fans to those of the fans of The Beatles.
3. Have students write a description of The Beatles' appearance including suits, hair and their age. What impact did their appearance have on the American culture?

Videos

Chubby Checker

“The Twist”

<https://www.youtube.com/watch?v=xbK0C9AYMd8>

The Marvelettes

“Please Mr. Postman”

<https://www.bing.com/search?q=the+marvelettes+please+mr.+postman&qs=AS&pq=the+marvelettes+&sc=8->

The Beach Boys

“Surfin’ USA”

<https://www.youtube.com/watch?v=2s4slliAtQU>

The Tokens

“The Lion Sleeps Tonight

<https://www.bing.com/search?q=the+tokens+the+lion+sleeps+tonight&qs=AS&pq=the+tokens+&sc=8-10&sp=1&cvid=65105F2DBDB341A89AEB0375D6A7EB67&FORM=QBRE>

Peter Paul and Mary

“Puff (The Magic Dragon)”

<https://www.bing.com/videos/search?q=puff+the+magic+video&view=detail&mid=24F82F843B9BC92C2F7B24F82F843B9BC92C2F7B&FORM=VIRE1>

The Temptations

“My Girl”

<https://www.bing.com/search?q=temptations+my+girl&qs=OS&pq=tempatio&sk=OS6&sc=8-8&sp=7&cvid=F6D5BF605805429BB7F92176CD9D7F18&FORM=QBRE>

Simon and Garfunkel

“The Sounds of Silence”

<https://www.youtube.com/watch?v=9hUy9ePyo6Q>

Sly and the Family Stone

“Everyday People”

<https://www.bing.com/search?q=everyday+people%e2%80%9d&qs=HS&pq=everyday&sc=8-8&sp=1&cvid=53B65E609153440B90A0B56AEA921104&FORM=QBRE>

The Fifth Dimension

“Aquarius”

<https://www.bing.com/videos/search?q=fifth+dimension+aquarius+youtube&view=detail&mid=D84BBF1632F20FB14DCDD84BBF1632F20FB14DCD&FORM=VIRE1>

Timeline of Historical Events of the 1960's

- First troops were sent to Vietnam.
- The microprocessor is invented, making possible the computer revolution
- John F. Kennedy wins the Presidential election over Vice-President Richard Nixon.
- Women earned 60 cents for every dollar earned by a man. Women of color earned 42 cents.
- Telestar, the 1st communication satellite was launched carrying television and high speed data signals.
- Black college students from North Carolina Agricultural and Technical College sat down at a segregated Woolworth's lunch counter in Greensboro, North Carolina and refused to leave. The sit-in captured media attention.
- Minimum hourly wage was increased from \$1.25 to \$1.60.
- German border guards began construction of Berlin Wall.
- The United States started underground nuclear testing.
- The Peace Corps was founded.
- The Supreme Court, in the case of *Engel v. Vitale*, ruled against prayer in public schools.
- Lasers were invented.
- John Glenn became the first American to orbit the earth.
- Cuban Missile Crisis: Soviets established missile bases in Cuba: Kennedy ordered a naval blockade to divert any missiles from arriving in Cuba.
- Medgar Evers was assassinated.
- President Kennedy was assassinated.
- President Johnson escalated American's military involvement in the Vietnam War.
- The equal Pay Act established equal pay for men and women performing the same job duties; it did not cover domestics, agricultural workers, executives, administrators or professionals.
- Martin Luther King Jr. delivered his *I Have a Dream* speech.
- President Johnson signed the Civil Rights Act of 1964, making segregation in public facilities and discrimination in employment illegal.

- Title VII of the Civil Rights Act bars employment discrimination and established the Equal Employment Opportunity Commission (EEOC).
- Michael Fallon used the term “hippie” to describe the San Francisco counterculture.
- Martin Luther King was assassinated.
- Robert F. Kennedy was assassinated.
- The Bureau of Narcotics and Dangerous Drugs was established (DEA) in response to growing drug culture in the U.S.
- President Johnson signed the Civil Rights Act of 1968, prohibiting discrimination in the sale, rental, and financing of housing.
- Miniskirt appeared for the first time.
- Congress passed the Voting Rights Act of 1965.
- The first Wal-Mart store opened.
- Burning draft cards became an illegal and punishable act.
- President Johnson signs the bill creating Medicare.
- Mass draft protests occurred in U.S.
- *Star Trek* T.V. series aired.
- Anti-Vietnam war protests increased.
- The United States’ Apollo 11 landed on the moon; Neil Armstrong became the first to walk on the moon.
- *Sesame Street* aired for the first time.
- Over five hundred thousand marched in Washington, D.C. for peace, making it the largest antiwar rally in U.S. history.
- The Supreme Court ordered desegregation nationwide.

America's Music Explosion in the 1960's

- The Shirelles launched the girl group era with "Will You Love Me Tomorrow."
- Motown Records had its first hit with "Shop Around" by The Miracles.
- Soul music started gaining a foothold with hits by Sam Cooke, James Brown, Solomon Burke and former Drifters lead singer Ben E. King, whose "Stand By Me" was a #1 R&B record.
- Bands from England produced the Merseybeat sound, resulting in the term "The British Invasion."
- Southern soul had its first major hit with the instrumental "Green Onions" by Booker T. & The MG's followed by hits recorded by Wilson Pickett, Otis Redding, Solomon Burke and Joe Tex.
- The Beach Boys recorded their first hit "Surfin' Safari."
- Ray Charles successfully combined country music with soul.
- The Four Seasons debuted with three consecutive #1 hits.
- Newport Folk Festival included popular folk singers Bob Dylan, Joan Baez, Phil Ochs and Pete Seeger.
- The Girl Group sound continued with the Ronettes, Crystals and Darlene Love.
- Motown's R&B successes included Martha & The Vandellas, The Miracles, Mary Wells, Marvin Gaye and "Little" Stevie Wonder.
- The Rolling Stones' released the hit song, "(I Can't Get No) Satisfaction."
- Protest-rock focused on topics about the Vietnam war with "Eve Of Destruction" by Barry McGuire and civil rights with "People Get Ready" by The Impressions.
- Psychedelic rock music began with the Byrds "Eight Miles High," The Beach Boys "Good Vibrations" and The Count Five's "Psychotic Reaction."
- "Summer of Love" festival was held in San Francisco.
- Aretha Franklin dominated the charts with her first soul records.
- Rock music became the counter-culture as psychedelic music and San Francisco becomes the focal point for groups such as the Jefferson Airplane, Big Brother & The Holding Company and The Grateful Dead.
- The term "heavy metal" first appeared in the Steppenwolf song "Born To Be Wild."
- Hard-rock emerged as Led Zeppelin released their first two albums.
- The Who released "Tommy," the first successful *"rock-opera."*
- The rock concert Woodstock in upstate New York marked the conclusion to the sixties.

References

Websites

The Beatles (Official site)

<http://www.thebeatles.com>

The Beatles (Facebook)

<https://www.facebook.com/thebeatles>

Billboard

<http://www.billboard.com/artists/top-100>

The GRAMMY Museum® at L.A. Live, Los Angeles

<http://www.grammymuseum.org/exhibits/traveling-exhibits/ladies-and-gentlemen-the-beatles>

History

<http://www.history.com/>

Rock and Roll: An American Story

<http://teachrock.org/>

Rock and Roll Hall of Fame

<http://rockhall.com>

Videos

February 9, 1964, Ed Sullivan show

<http://www.edsullivan.com/artists/the-beatles/#>

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