

The media influence in the impact of The Beatles cultural movement on different generations

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This paper aims to analyze, in addition to the traditional already cataloged impact of the famous band The Beatles on history and humanity in general, what were or may be the main fundamental factors in the development of notoriety and good knowledge on the subject of the part related to the media, and what impact or influence it has, directly, on the topic thought and debated. This type of approach allows for a better understanding of certain phenomena (including what was the basis for the steep rise in popularity of the band, which were the key factors that contributed to these characteristics. Through The Beatles, many people, who are also fans, build a better understanding of themselves and shape their behaviors but also build lifestyles. This can be means of resilience to various stressors that can appear in a person's life throughout the years.

Keywords: : media, cultural movement, notoriety, impact, influence

1. Introduction

. Media, by definition, is a diverse collection of media technologies that reach a wide audience through mass communication. The word "media" comes from Latin and means "mass", a term that comes from English, refers to a large number of people, a mass of people. The name "media" has its origins in the early twentieth century, the notion of "media" was renamed "print media" until after World War II, when radio, television and video were introduced. Mass communication is achieved through various methods and means and is classified into several types of media: digital media that includes online communication, using the Internet or telephone, outdoor media consisting of posters, prints, advertisements that appear on different machines, especially buses, minibuses, street signs, trains, subways, shops, buildings, etc. Printed media related to books, magazines, newspapers and last but not least, public speaking events can also be considered a type of media communication. We are reminded that "the media has become, in the modern world, a kind of center of gravity in relation to which all other segments of society are positioned; the economic system, the political system, the ideological system, the cultural system, the technological system, the social systems and subsystems" (Coman, 2004, p. 8). Undoubtedly, it must be strongly stated that the modern world is fully encompassed by the media, in a comprehensive envelope, whose fundamental purpose is to inform the population. Particularly important in mass communication are the "public and open nature of the entire communication; limited and controlled access to the media; the impersonal relationship between sender and receiver; the asymmetry of the relationship between them; institutionalized mediation between sender and receiver" (McQuail & Windahl, 2010, p. 13). In essence, access is easy (public), open and visible, and, of course accessible.

This accessibility provides continuous information, without restrictions or difficulties (this, of course, in case the country in question is not based on a certain authoritarian political regime). At the end of the introduction, we include the connection with The Beatles of this whole work and expose the fact that a good part of the success that the band The Beatles had was due to the media. In the following, it will be found out why the media played such an important role in the long “validity” of the band and how it influenced this media, but also how the topic is addressed in the media, how it is reflected and why it is so important.

It will be exposed, the main aspects that guided this research and through which this research was conducted. The theoretical support refers to the theory of George Herbert Mead, the famous sociologist, psychologist and philosopher, who founded the theory of symbolic behaviorism. Succeeded by Blumer, we know that the man, in relation to other people "like him", outlines an image of himself following the interaction with that group, where he will later become a member. In order to materialize, “through interaction with himself, he (the man/person) can judge, analyze and evaluate the things he has designated for himself” (Blumer, 1966, p. 535). Mead captured, in his famous book *Self, Mind & Society*, he distinguished between three elements, emphasizing the mind to be prepared for society and the ideas of society.

Undoubtedly, man discovers himself when he interacts with others, he discovers his passions, desires, aspirations, his dreams are fulfilled (within the conditions in which he is), etc. For example, Facebook and the Internet in general can provide a platform and a sphere from which people take information and appropriate it for themselves, choose after which to be guided, and reject what does not suit them. So is a group of The Beatles fans on Facebook, for example, where someone "joins" to "find themselves".

Regarding the fundamental objectives, we want to find out the impact that the band has had on people's lives and how they have changed (The Beatles) various lifestyles. The analysis focused on the media component, namely the new media part, which includes social networks (mostly Facebook), where anyone with a Facebook account can create a closed or open group, and can invite members or accept applications for membership in group from anyone interested, but also Google (frequency analysis), where we can measure certain data. Here it is actually express how the topic is reflected in the media. We have tried, as much as possible, to “observe and build the gaps in existing theories” (Alvesson & Sandberg, 2011, p. 211). In essence, the role of a researcher is to fill the gaps in a theory that has stood the test of time and proved its effectiveness and efficiency. If we refer strictly to the media part and its influence correlated with this paper, we find that they (media and The Beatles) are in a strong relationship of interdependence.

The main objective of this article is to establish the impact that The Beatles had on people's lives (including the lifestyles of listeners/fans) and how it has manifested itself over time, on different generations. We will go through the notoriety and success that The Beatles enjoyed and we will try to analyze more the psychological-emotional part and the similarities found between the various cultures involved. In this article, it is paid special attention to the part related to the appearance of keywords on Google, as well as the component related to media (TV and even social media). Frequency analysis was applied in this paper, but the fundamental topic includes, in the practical, applied research, both questionnaires and interviews, by applying the method of sociological survey. There are already a total of 850 respondents to the questionnaire from around the world. Here, the focus will be on the part of "gaining notoriety" and the notoriety of the band today.

2. Methodology (frequency analysis)

We know that "the media is the message" (McLuhan, 1995, p. 10), as McLuhan very well points out, and yet we also know that The Beatles had a message to convey to the world, and they helped each other. directly, and indirectly by the power and influence of the media to make themselves heard and propelled into popularity. Along with finding some answers through questionnaires, this specific paper includes a frequency analysis that will be discussed later on in this paper.

We propose the following hypotheses:

- a) The Beatles moulded personalities, influenced humanity and helped people go through critical situations;
- b) The Beatles remained important in history not only because of their music, but also because of their emotional lyrics, and oftentimes philosophical lyrics;
- c) The Beatles represented a very strong economical basis in the world, especially for England at the time.

The Beatles, a historical, popular band, with a lot of impact in the world over time, from its origins until today, where it still has two members, has managed to change the world. If we think about it, in fact, the first appearance of The Beatles televised was at the Ed Sullivan Show in 1964, on February 9, in America, more precisely in New York. Speaking of time, it “is the rarest resource, and if it cannot be managed, nothing else can be managed” (Drucker, 2017, p. 63). Time counted, however, quite a bit, during the evolution of the career of those from The Beatles, who started not very shy, and developed to achieve in a relatively short time, historical performances. If we ask ourselves what was called the phenomenon that produced interest and agitation in knowing who the Beatles are, what they do and what is their novelty, we immediately think of the term Beatlemania. In fact, The Beatles created a kind of religion, obviously not based on a religious dogma or any religious sect, but simply some people thought that The Beatles were their saviors, so we find out that not the "mark or external signs" common unifies the brand or organization, but its religion” (Kapferer, 1997, p. 33). As Kapferer well captures, any brand, in this case The Beatles can be classified as a brand, not only creates an image of itself, but also conveys certain characteristics that people choose or not to follow or to he appropriates them for himself. In the contemporary period, “the stake is to win public opinion, and the media have a preeminence of no one in this field. The fear of the media expresses, in fact, the fear of its influence on public opinion” (Dobrescu & Bârgăoanu, 2012, p. 282). In fact, the topic chosen by me, which is in a continuous study and in a continuous metamorphosis, has been and is being debated in the media on a large scale, in the sense that the world is passionate and interested in the impact that the band it had it not only in history, but also in people's lives.

The difference between what has been researched so far and what it is wanted to research is largely due to the profound nature of the whole phenomenon that has propagated so much change in society, from the beginning to the present day, inclusive. In this article, we use a frequency analysis and some questionnaire extractions from an 850 answer stock.

3.Results

Here we have an extraction about the exceptions that claim that they (the fans) do not remember exactly when they first heard about The Beatles, a fact confirmed by them. Some, on the other hand, detailed in great detail how they were initiated into everything to do with The Beatles, although this was not necessarily required, and one of the most interesting answers:

„ In 2016, early that year, I was just surfing the internet (YouTube), and I was quite interested in how good their music is. So I first listened to a list of songs, and I found them to be fascinating, beautiful because The Beatles are categorized as top. So, since then, the exploration I've done is more about albums, movies and some forms of documentation. ”

Another question was about the impact of The Beatles on the lifestyle of each person, the answers received were very interesting and I will present some representative ones, showed below:

"Knowing myself made me feel free."

"They inspired me to become a semi-professional musician"

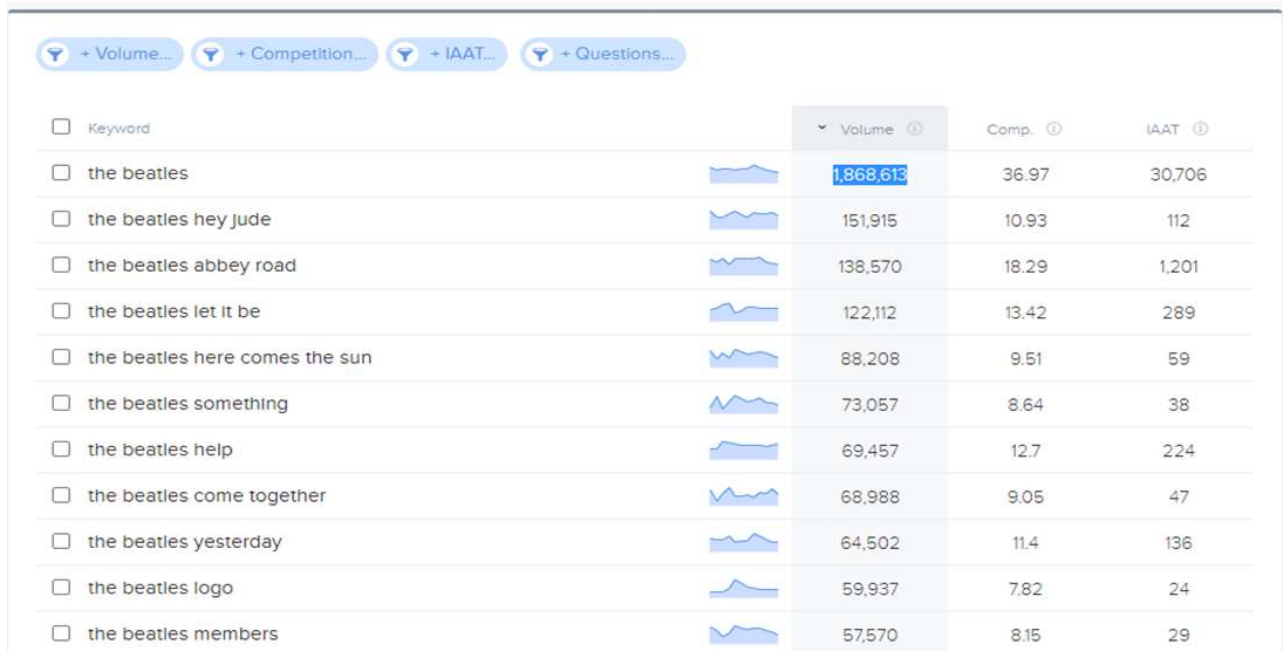
"I just love The Beatles and I offered this love to my son ... who is now a die-hard Beatles fan".

"They changed my hair, my clothes, my attitude, my desire to play the guitar"

"Yes, I have learned that life must be lived to the fullest, it is too short for negative states"

Just as we can refer to verses and what impact they had, we can consider them more or less as signs or symbols, on which we attribute various meanings, and yet, a sign loses its simplicity and makes room for reactions psychological” (Frutiger, 1989, p. 50). We learn that “new media is a crucial factor that impacts our cognitive networks” (McCombs & Guo, 2013, p. 257), therefore, according to the authors, the Internet and everything related to this component in terms of media, plays a role, an important role in the positive or negative alteration of human thinking, creates new perceptions, assigns new meanings, resolves (sometimes) ambiguities and gives a different perspective on certain phenomena. On Google, for example, we found, in the last 12 months, the period 25.01.2020 - 25.01.2021, a number of 1,868,613 searches for The Beatles keywords in the search bar, and 30,706 sites that have the keywords "the beatles" in the title or backlink (chart no. 3.1).

Graphic representation no. 3.1 – Keywords results found on Word Tracker



Keyword	Volume	Comp.	IAAT
the beatles	1,868,613	36.97	30,706
the beatles hey jude	151,915	10.93	112
the beatles abbey road	138,570	18.29	1,201
the beatles let it be	122,112	13.42	289
the beatles here comes the sun	88,208	9.51	59
the beatles something	73,057	8.64	38
the beatles help	69,457	12.7	224
the beatles come together	68,988	9.05	47
the beatles yesterday	64,502	11.4	136
the beatles logo	59,937	7.82	24
the beatles members	57,570	8.15	29

Note: The number of keywords after user searches on Google worldwide, found on the Word Tracker site <https://www.wordtracker.com/search?query=the%20beatles> , accessed on 25.01.2021, time 13:56

In fact, "the beatles history" have a significantly lower number, of only 2,621 occurrences as searched words by users of the Google search engine. In Romania, 8,870 searches were registered on Google in the last 12 months of the keywords "the beatles", and in Japan 10,425, the difference being not so great between the two countries, for example.

Regarding television, “generations do not only function as explanatory factors for parallels and divergences, but also mediate the television experience and the relaxing relations with the television” (Landabidea Urresti & Loos, 2015, p. 45).

When the Ed Sullivan Show took place and The Beatles first appeared on the small screens, an extraordinarily large number of 73 million people watched TV, intrigued and interested in what was happening. "Fifty years later, people still remember exactly where they were when The Beatles first appeared on the Ed Sullivan Show" (source: <https://www.edsullivan.com/artists/the-beatles/> , accessed on 25.10.2021, time 12:44 PM). The "British invasion" actually began at this time, and was reflected, like "waves" in many other countries in Latin America, Europe and even Asia, where even in Japan there was a fanaticism for The Beatles pronounced.

Concisely, first of all, interculturality and the grade of culturality, they have always been of global interest. Studies on these aspects are still being carried out, but too few researchers have entered the issue of the cultural movement of a musical nature and more precisely they have chosen The Beatles as their object of study. Unfortunately, there are fewer and fewer people listening to The Beatles, and those who once went through this historical phenomenon, get older and are replaced by other generations who have other musical preferences, we rarely meet young people who are passionate about The Beatles , especially since they did not pass themselves, and did not feel truly, genuinely, what it was like to live at that time. We know the fact about culture, which is "an individual construct and a social construct" (Showkat, 2017, p. 56). As for the relationship with the media, "media and culture are interconnected, levels of understanding of cultures influence the content of the media, meanwhile media platforms and content impact cultural and everyday practices" (Dakroury, 2014, p. 10). Many people find out today about The Beatles on the Internet, less from newspapers, books or television. In the past, the population learned information about these issues mostly from television and printed media. An important starting point to increase the awareness of the population of the contemporary period towards certain historical and cultural phenomena, it is likely that there will be a special TV channel specifically for these things, not to be broadcasted only sporadically, just sometimes. Many people debate the issue of imperialism, which is a phenomenon in which one country propagates various cultural, economic or political movements and transmits them to another country, willingly or unwillingly. We also have cultural imperialism, which we are told is "a situation in which foreign culture dominates a local one in such a way that the locals see their own inferior culture, compared to the foreign one" (Cabral, 1976, p. 15). Maybe, in the case of Romania, the new type of music known at that time (60s) and/or listened to on various vinyl discs, for some young aspirants it was a click, a mental and spiritual getaway and they considered it (music), extremely "western", "capitalistic", free. On the other hand, in the much less oppressive area, like the Asian side and here we refer to Japan, where there was no communism manifested as dense as in Romania, the media was not so strictly controlled, channeled only on the requirements and demands of the party and the country's leader, but there was free speech, you could wear T-shirts with the faces of The Beatles, "capitalist" brands, there was easy access to almost any type of information. The media influence on the issue we approach in the topic chosen is not to be neglected at all. We learn that "media coverage is crucial for social movements" (Vliegenhart & Walgrave, 2012, p. 5). The media part counts in revealing some social and cultural problems, which also depend a lot on the "awareness" part, like on ascertaining certain facts, on understanding, on awareness. We expect to discover more and more what were the various media factors that formed the basis of new cultural conceptions related to music.

4. What are the contemporary tendencies, discussion and conclusions

Currently, there should be a "revitalization" of the whole concept reserved for the media itself, of a historical band in general, not just The Beatles. For example, since social media has taken over the whole of humanity (with access to such services, free of charge, if you have a stable Internet connection), the population in one way or another is educating itself, they have this power, as users, to educate oneself" (Kemal, 2019, p. 2). That is, users have preferences and can exercise them. Of course, there are also preferences on TV (channels specially designed for everyone's passions, ex: sports, music, cooking, etc.). Occasionally, a documentary of The Beatles is shown and their impact on the world is discussed, but very rarely (on TV).). Instead, on social media, the information is not only easier, and easy to access whenever the user wants, but also much more numerous, interesting and detailed.

How it reflects what we have chosen to conceive and research in the media is debatable, on one hand, on the side of the written press (newspapers, magazines) we have less and less presence of this subject, on traditional television, the same remains social media (and obviously the internet in general), which embraces virtually any information.

Anticipated, in terms of interest, “the tendency is to be a much lower interest in terms of the band over time” (Shelton, 2018, p. 14). The impact of the research and the topic, both chosen to be analyzed/inspected, is certainly based on a strong promise that will be materialized and transformed into a very interesting element, even in the media. This “learning process” (Edquist, Hommen, & Tsipouri, 2000, p. 283), through the media, helps people, especially those who are easily influenced, to shape and build an opinion about something. namely, possibly about oneself, depending on how the problem is exposed. The fundamental conclusion is that it is important to have both “simple (ordinary) and applied research” (Cozby, 2007, p. 4), i.e. an incipient one, and a scientifically strong one, in order to be able to expose certain aspects too little known until a certain moment. In essence, without a research (verification, let's say) beforehand, the most important part (the one through which we find out the results), cannot be achieved / completed. We consider that the theme will have a high “degree of social influence” (Hogg & Abrams, 1990, p. 195), by the simple fact that The Beatles is still strongly impregnated in the collective mentality (with the obvious dose of restraint regarding the young generations). Ludwig Wittgenstein (1993) debates an issue related to language systems, which tells us that people become more influential or more influenced depending on the language they are exposed to (or, the lyrics they read / listen to), and here we can see it also includes the media part, what is said on TV, what is shown and what is communicated. As in politics, where there is personal branding, so it can exist in culture, on the musical side, and here we can talk about personalities, where we need "more empathetic personalities to be effective" (Kang, 2013, p. 165). That's why The Beatles have always "caught" the young audience, and those young people of the past who are now old and still appreciate The Beatles. Nowadays, not only the new generations but also the new TV stations consider The Beatles as classics or even outdated.

Therefore, we consider that the influence of the media in the topic analyzed, but also vice versa, the subject's topic can find an honorable place in the media, if it is based on an attractive element that arouses interest. And yet, “at a very specific stage, a form of public sphere can be born spontaneously in everyday situations” (Walter, 2017, p. 53), as well as a cultural movement, which can grow through a brief contact with something extraordinary / unprecedented, a break from the traditional and usual norms that the world knew until that moment, that is until the beginning of the '60s. The media influence on the issue we want to debate was in a huge time, now it still exists, but not at such high intensity, and the degree of awareness, too, exists, but must not be allowed to disappear in time.

Undoubtedly, the manifestations came to shape over time the image of The Beatles, laid the foundations for their rise nationally and ultimately worldwide, changed behaviors, transmitted resonant ideas, gave clear messages about love, friendship, unity and peace and last but not least, they beautified the world, through artistic spirit and unimaginable talent.

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