

CHAPTER 1

INTRODUCTION

1.1 Background of Study

A Stereotype is "...a fixed, overgeneralized belief about particular group or class of people" (Cardwell, 1996). In other words, stereotyping is considered as people of a certain group, race or religion which have the same characteristics. Learning from the media and communicating with people of some European countries can be a best way to know stereotypes about other nations. In fact, there are plenty of stereotypes about people in every country, some may be true but some may not. Stereotype is not always in a form of negative opinion but also can be a positive opinion yet, it's still over-generalized. Sometimes, people find stereotypes as an identity. Even though the essence of stereotype and identity is almost similar which talks about characteristics, but the meaning is totally different. Identity is like a face – but is not an issue except when suddenly a mirror is held up to it. Identity is more likely a crucial part of how we see ourselves. Stereotype and identity topic are become more interesting to be discussed when it's related to the portrait of an idol. Stereotypes play an important role in creating an image of one nation. But identity proves the world of who we really are. People may describe about someone or a nation because they see a 'representation' of the nation in the media. For example, people would understand British characteristics through their idol from England. But, are the representation of those 'musician or actors' really represent their country? This is getting interesting when it comes to The Beatles and United Kingdom.

Most people know The Beatles, even few of them maybe haven't heard their popular songs "Lucy in The Sky with Diamonds" or "Let it Be" but they might have seen the pictures of the band in someplace like internet or social media or at least they known the personal's' first name- Ringo, John, Paul and George.

'Beatle-Hairstyle' is a term of haircut used to portray their hairdo which was applied in the beginning of their career. "Lenonky" is the name of glasses with round edges, which was used by John Lennon. Inferences to their

songs and lives are regularly applied into films and TV commercials. What's more most likely, many individuals who have learned English have spelt the saying "Beetle" with an "a." The Beatles transcended popular music and turned it into a piece of social history of the world.

In 1964, The Beatles came to USA in the middle of great cultural change that happen in there. Some historical events such as the death of President Kennedy; Vietnam War; racial clashes; and drugs used among youth emphasize the "British Invasion" of The Beatles and becoming a turning point of USA. Long hair, high-heel boots, strange attire, and the way they performed were what make them famous around then. Parents were annoyed by the way Beatles' do their hair when around then men didn't let their hair grow over their ears. Flattop hairdos and penny loafers were owned by Americans.

Journalist on *Tour with The Beatles*, Kane (2003) remarked their style on what is called 'Mopheads', 'Freaks', and 'Slob'. As time goes by, people realized that The Beatles is not just a band they were more than that. They were modern, unique and confident although they were a little bit weird. The Beatles was connected so well to the styles, mood and atmosphere during the time (Conolly, 1971). Kane (2003) also said that their personality and styles was influencing the dramatic cultural that happen at that time, but people did not able to predict how dramatic cultural changes it would be.

Referring to the Beatles, and then it's impossible to avoid their culture; in this case is British culture. Were British culture really that influencing at that time or was it just The Beatles became a kaleidoscope of British invasion during 1960s? This background is more interesting to be discussed as it is related with cultural studies as well as musical studies. Byram (1993) suggests that although anyone can study a culture there are fundamental differences between those who see themselves as 'native' and those who are encountering the culture through another language.

Knowing The Beatles popularity and its big influence toward the culture in all over the world, encourage a research about British stereotypes during that time that are perceived and represented by The Beatles members are interesting to be developed. Big interest in The Beatles' immense influence and also the fact that The Beatles are still exist until today also

encourage the writer to finally develop and do some research about it. Not only that, what actually British people like The Beatles see themselves as British is also interesting to be discussed through this paper.

There are plenty of media or sources which provide information about the Beatles but this paper will only focus on the documentary film entitled 'Beatles Anthology'. It's a documentary film which tells about the Beatles since its first formed. There are some opinions from the Beatles and those nearby people which play an important role in the history of the Beatles; such as George Martin, Neil, and many more. The Beatles Anthology by The Beatles was released in laserdisc on September 5th, 1996. The series were re-released on DVD in 2003. The film was directed by Geoff Wonfor and Bob Smeaton and produced by Neil Aspinall and Chips Chipperfield. There are 8 parts featured in the CD. Part one (July '40 to March '63) mainly talks about the Beatles' members background and their earlier career in Hamburg. Part two (March 63' to February 64'), tells about their career as the Beatles and their first world tour. There is also description of how some songs are constructed. Meanwhile, part three (February 64' to July 64') is about their first arrival in US and the first Ed Sullivan show. There is also some stories about their first movie; 'A Hard Day's Night'. In Part four (August 64' to August 65') mainly talks about their first major US tour, meeting their idol; Bob Dylan, until the making of 'Help!' film. Moreover, in part five (August 65' to July 66') consist about their tour pressure, their meeting with Elvis Presley and about the new musical direction. Part six (July 66' to July 67') mainly discusses about their musical experience and their involvement in drugs. While part 7 and 8 mainly describes their loss of Brian Eipstein, their songs career until the break-up of the band.

There are two previous studies used as references to make this thesis. The first one is a bachelor thesis by Rudolf Hecl (2006) entitled *The Beatles and Their Influence on Culture*. The problem of his research was to describe the Beatles rise to fame against the background of the times and to prove that their music, as well as their activities outside music, had an immense impact on culture in general both in and outside Britain. The work is divided into five chapters. The first one describes the cultural background of the 1960s – of the 'Beatle-decade.' The second chapter attempts to explain why it was the

Beatles who became the most adored band ever. Two following chapters deal with the Beatles' songs – chapter 3 concentrates on their music and on what they brought to this field, chapter 4 discusses the Beatles' lyrics. The last chapter brings concrete examples of their influence both during their active career and today.

The other previous study is taken from a journal written by Jessica Corry (2010) entitled *The Beatles and the Counterculture*. The problem is focus on The Beatles influence in the massive on cultural change and the Beatles roles in three main attributes of counterculture: the maturing sensibility of rock music, greater personal freedom as expressed by physical appearance, and experimentation with drugs.

Based on those two previous studies, a thesis entitled British stereotypes representation as expressed by the Beatles members in 'Beatles Anthology by The Beatles' film (2003) is developed. The significant difference between the thesis and the two previous studies is in the context of British stereotypes. The other two previous studies mostly discussed the cultural change and The Beatles influence through the performance point of view only while this thesis will find out the truth about British stereotypes represented in The Beatles members and to find out the connection between stereotypes and identity.

The research is examined in purpose that the readers could get some benefits such as to understand better about British stereotypes by identifying the Beatles member's interview. Besides, the readers also will be given another analysis to be looked at about the Beatles in seeing themselves as British.

1.2 Problem Formulation

The identification of the problem will be on British Culture; where stereotypes become a part of culture. The main focus of the thesis is to analyze how the British stereotypes appeared in the Beatles member's attitude as the most popular band during that time. The details of problem will be described in the following:

1. How do the Beatles members perceive themselves as British?
2. How are British stereotypes represented by The Beatles members as seen in the film “Beatles Anthology”?

1.3 Scope and Limitation

The scope of the research is on British Culture and Society: Stereotypes while the limitation of the research is through documenter film entitled ‘Beatles Anthology by The Beatles’ part 1-8. This film is chosen because the film provides some materials needed for the research such as real activities that Beatles members did for the whole career history and also some opinions from nearby people.

1.4 Goals and Function

The goals of this paper are:

1. To find out how The Beatles members perceive themselves as British by analyzing their interview in the documentary film.
2. To find out how British stereotypes are represented through The Beatles members as seen in the film “Beatles Anthology” by analyzing their interview in the documentary film.

