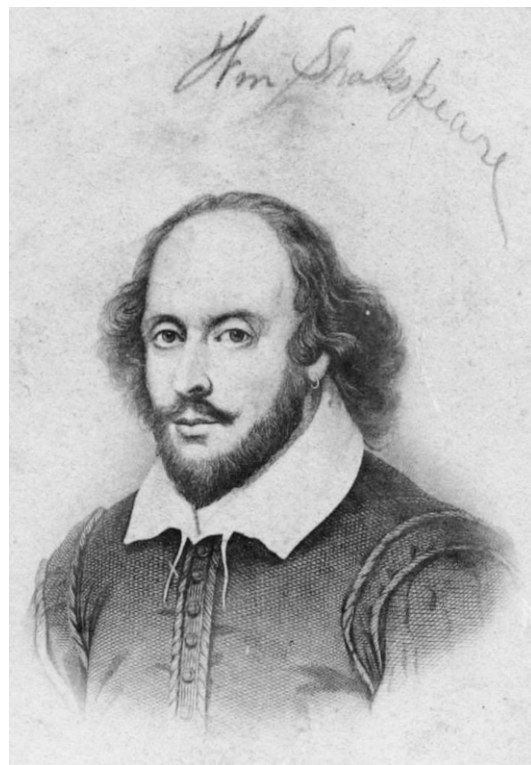


Beatles and the Bard

Martin Wainwright

- 1 William Shakespeare's 400-year reign as the world's primary transmitter of the English language has finally been ended – by John, Paul, George and Ringo and their album Sergeant Pepper's Lonely Hearts Club Band.
- 2 An academic conference heard yesterday that the collection of songs – released more than 40 years ago with perhaps the most famous sleeve¹⁾ in music history – has overtaken Shakespeare's Hamlet and Romeo and Juliet as a global cultural reference point.
- 3 Catching a mood, pioneering social trends and drawing skilfully on its musical predecessors, the 1967 album hit every possible cultural button, delegates at Leeds University were told. "With Sergeant Pepper, the Beatles addressed the effects of a huge shift in the western mindset in the middle of the 20th century," said Thomas MacFarlane of New York University.
- 4 Jayne Sheridan, of Huddersfield University, said: "When I was a teenager, I was taught that a new study on Hamlet was published every day somewhere in the world. Today that honour goes to Sergeant Pepper."
- 5 The power of the collection was rooted in mass culture, Deena Weinstein of DePaul University, Chicago, told the conference. "Not only the songs, but Sir Peter Blake's sleeve, are filled with riddles and mysteries which have had enormous popular appeal," she said.
- 6 Some riddles were planted by the artist and at least 10 collaborators, but others were fostered by fans, including the deep-rooted myth that the album forecast McCartney's death. Evidence for this included supposed messages in the pattern of flowers and the letters OP on the singer's armband, which were alleged to be the first part of the American acronym OPD, for Officially Pronounced Dead. "In fact, the band was borrowed from the Ontario Province Police in Canada," said Professor Weinstein.



noot 1 sleeve = platenhoes

Tekst 3 Beatles and the Bard

- “the collection ... reference point” (alinea 2)
- 1p 8 In welke van de alinea’s 3 tot en met 6 wordt deze bewering in andere woorden herhaald?
- A alinea 3
 - B alinea 4
 - C alinea 5
 - D alinea 6
- 1p 9 Welke twee van de volgende elementen worden genoemd als factoren die bijdroegen aan het succes van het album “Sergeant Pepper’s Lonely Hearts Club Band”?
- 1 De hoes van het album.
 - 2 De raadselachtige verwijzingen naar Shakespeare.
 - 3 De liedjes zelf.
 - 4 De tragische dood van één van de leden van de groep.
- A 1 en 2
 - B 1 en 3
 - C 1 en 4
 - D 2 en 3
 - E 2 en 4
 - F 3 en 4

Bronvermelding

Een opsomming van de in dit examen gebruikte bronnen, zoals teksten en afbeeldingen, is te vinden in het bij dit examen behorende correctievoorschrift, dat na afloop van het examen wordt gepubliceerd.