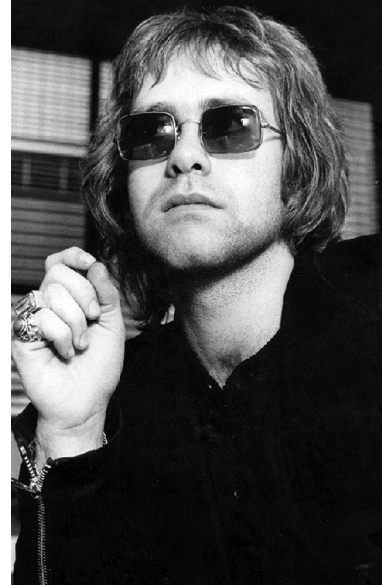


Spotting musical talent

- 1 Pity the hit-picker for the Decca record label who turned down the Beatles after an audition, choosing Brian Poole and the Tremeloes as the hotter prospect. People who made the wrong call are often remembered for it for eternity and so the guy who saw no future in a Merseyside guitar band has comforting company.
- 2 Newly released BBC records reveal that, in 1968, the corporation's talent selection group turned down the artist now known as Sir Elton John as a "dull performer with a thin voice" and David Bowie as "amateurish and out of tune".
- 3 2, the BBC chap on the talent selection group who rejected the Rolling Stones as "unsuitable for our purposes" may look foolish historically but, at the time, was probably correct in concluding that Jagger's band was not the sort of thing the corporation wished to see on its screens. Because most talent scouts are primed to seek more of what audiences already want, they are almost bound to reject anything ahead of contemporary taste.
- 4 A second issue is that auditions are subject to the performance on the day. At the time they were panned by the BBC panel, Elton John and David Bowie were still closer to being Reginald Dwight and David Jones than what they later became: Bowie, for example, performed Chim-Chim-Cheree from Mary Poppins, which may not have made the best case. And, crucially, there is human fallibility. Perhaps, at Decca in 1961, either the guy from the label or one of the boys had a bit of a head. To become a success generally requires luck, but to spot one requires even more.

Mark Lawson

adapted from *Guardian Weekly*, 2013



Tekst 2 Spotting musical talent

- 1p 2 Which of the following fits the gap in paragraph 3?
- A Accordingly
 - B For example
 - C In contrast
 - D In other words
 - E To be fair

Verschillende factoren zorgen er volgens de tekst voor dat sterren **niet** ontdekt worden.

- 3p 3 Noteer drie van deze factoren achter elk nummer op het antwoordblad.

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.