Your Name

Instructor Name

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Date

Discussion 2

1. **What lasting influence did the British Invasion have on rock and roll music?**

The British Invasion can be considered as a musical movementof the mid-1960s."I Want to Hold Your Hand" was sung by the Beatles. It went on air and became part of the American Top 40. This lead to the arrival of the Beatles arrived in New York generating a musical movement known as the British Invasion.It was an important development in American popular music history. The part of the movement were English rock and roll bands that were famous in the United Kingdom and the United States. Some famous groups were the Beatles, the Rolling Stones, and the Zombies.Elements of U.S. antipathies are present in British Invasion. However, groups some failed to grasp the irony. The Beatles became so popular that John Lennon made remarks in his 1966 interview about Christianity. He claimed that Christianity will shrink and vanish and while they will become more popular. Another very famous group was of Gary Lewis and the Playboys. These were popular during the 1960s era.

Moreover, Andrew Loog Oldham was the instigator of The Rolling Stones. Rolling Stones quickly contrived bad boy image and it was being thought that rock music was related to the sex and drugs and these habits were common in artists.This image was continued and Kinks were regarded as drunken hooligans and assholes during the movement. Kinks #1 hit single, "I Can't Get No Satisfaction" and image and notoriety were their success factors. American Federation of Musicians banned them from touring in the US during the period of 1965-1969.They used power chords as a foundation of their music. Another entertaining rock group of the 1960s was Paul Revere & the Raiders. They remained very famous for seven years. Some of their hits are " "Him or Me -- What's It Gonna Be," and "Kicks".

Similarly, the Monkees another American rock and pop band also got famous during the period of 1966 and 1971(*The British Invasion*). The band started a comedy series in 1965 and it became very popular. However, after its cancellation in 1968, they continued recording their music until 1971.Furthermore, there are some music acts of the United Kingdom that were popular during the 1980s are known asPost-Invasion American Bands. The famous acts of this time were synthpop and new wave that brought a revolt in sound and style of bands.

 The British Invasion has brought tremendous growth in the music industry of that time.Previously there were only two British singles that were toping with their instrumentals. Then the cultural exchange in the form of The British Invasion proved constructive to both sides.Another interesting phenomenon of this movement was The 'Summer of Love'. In 1967, millions of young supporters gathered at Haight-Ashbury district of San Francisco. They were emphasizing over values such as freedom of sexuality as well as drug use.Then after the 1970s, these bands fell out of mainstream popularity. Nevertheless, the end of the British Invasion is unclear.

1. **How did Brian Epstein "discover" the Beatles?**

Brian Epstein was an English music entrepreneur who succeeded the Beatles.He studied classical music andwas the in charge of the music shop in Liverpool. He was the assistant head of EMI subsidiary, Parlophone Records. At the age of 28, he was the youngest head ever of an EMI label. He acted as talent-spotter in the shop and launched a four-man group in 1961, named The Beatles. He insisted them to have the clean-cut style instead of their scruff-image. He also made efforts toconvince George Martin to produce their records. He was the first producer that was awarded knighthood by the British Crown. Within a few months, the group became very popular and Epstein took them to America.“The Beatles” had historic American debut on The Ed Sullivan Show. This was the start of the success of the "The Beatles” in the U.S. the group was so popular and has powerful fan frenzies. The press adopted the term "Beatlemania" for this frenzies of its fans.

Moreover, this was proved the best-selling band in history and has sales of nearly 800 million albums internationally. Some of their albums are; With the Beatles (1963), Help! (1965) and Revolver (1966). They also had their televised appearance. It was a live performance in October1962(*Television: The 625 Show – The Beatles’ First National TV Appearance*).However, this was not recorded and is only memory for those who viewed it furthermore, they also had a feature film debut. The film was the greatest rock-and-roll comedy adventures. The group also has concert tours and gain huge success with these tours.

Works Cited

*Television: The 625 Show – The Beatles’ First National TV Appearance*. 1963, https://www.beatlesbible.com/1963/04/13/television-625-show-beatles-first-national-tv-appearance/.

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