

Four Corners: Beatlemania



Beatles fans outside Buckingham Palace, 1965

In this exercise, you will refer to the lesson and materials we have studied so far and answer the following question:

In your opinion, what is the most important factor in the rise of Beatlemania?

Remember, there is no right answer, but for the purpose of this exercise, please limit your response to one of the following:

- Talent**
- Personality**
- Media Coverage**
- Historical Context**

Of the four options, I think the most important factor in the rise of Beatlemania was

_____, because _____

Four Corners Exercise: When your teacher instructs you, go to the area of the room that is labeled with the same answer you have indicated. Share your response and reasoning with your group. Then, share with the class.