

How far can a TV show
tell us about life in the

1960s?



In the early 1960s, as pop music became the frontline of a newly developing and revolutionary artistic and cultural movement, television producers began to tackle the task of inventing a format to cover the emerging scene in a 'hip' and 'happening' way. *Ready Steady Go!* was an intoxicating blend of performances (both mimed and live), celebrity interviews, mime competitions and dance demonstrations, that British TV got its first authentic 1960s pop show - one the kids were keen to watch.

The show's main host was been the much loved Keith Fordyce but with the arrival of co-presenter Cathy McGowan - a pretty, mini-skirted innocent young lady, who had answered an ad to become a teenage adviser on the show - the series found its true face and one with which the watching pop fans could identify.

In its prime the Friday night series really lived up to its catchphrase 'The Weekend Starts Here', with an irresistible mix of the hottest stars from both sides of the Atlantic. Initially running 30 minutes, the series soon switched to a 50 minute slot and gradually discouraged acts from miming, hoping to up the ante with the excitement of live performance.

The ramshackle nature of the production - with cameras in shot, dancers gathered close to the acts and performances and interviews taking place in different areas of the studio - gave it a chaotic but appealing style. Musical guests were constantly from the top range and reflected the individual musical tastes of the production crew as much as chart position or new release status.

The series coincided with, and exploited, the tremendous explosion of British pop talent which took the world by storm. Surviving footage provides a priceless archive of some memorable moments and important performances from some of the greatest stars of the day.

Ready Steady Go was a music programme which first went on air in 1963.

At the time it was meant to be a trendy and fashionable TV music programme. Now, in the 2010s, Ready Steady Go has become a potentially useful source for historians



Show aspect	What it tells you about the 1960s
The Audience	
The Presenters	
The Music	
The Cameras (How the show is presented)	
The Fashion	
The Sets	

As you watch the following clip, fill in your table with any evidence that relates to each category

<https://www.youtube.com/watch?v=APKVwEPw8IQ>

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Why were there changes in the lives of teenagers in the 1960s?

As well as teenagers exploring their new found freedom in music and pop culture there was a new feeling of excitement in the 60s, space travel, the contraceptive pill, liberating women and young ladies, new fashions and transport. Teenagers continued to have lots of their own money and companies were marketing to them much more directly.

Teenagers were also becoming quite political, getting involved in feminist movements, environmentalism, communism and pacifism.

The growing multiculturalism of Britain in the 1960s also added to the creative and radical culture.

Write the following categories leaving 7 lines under each to add some notes:

Music

Film

Fashion

Sport



BEATLEMANIA

Beatles welcome home link

<https://www.youtube.com/watch?v=I6Diyy4SYFE>

Beatlemania in usa link

<https://www.youtube.com/watch?v=7mw1D3HTGng>

MUSIC



ELVIS

What image do you get of Elvis from this clip?

What is different about Elvis from what came before? How does he fit in with the growing 'pop culture' of the 1960s?

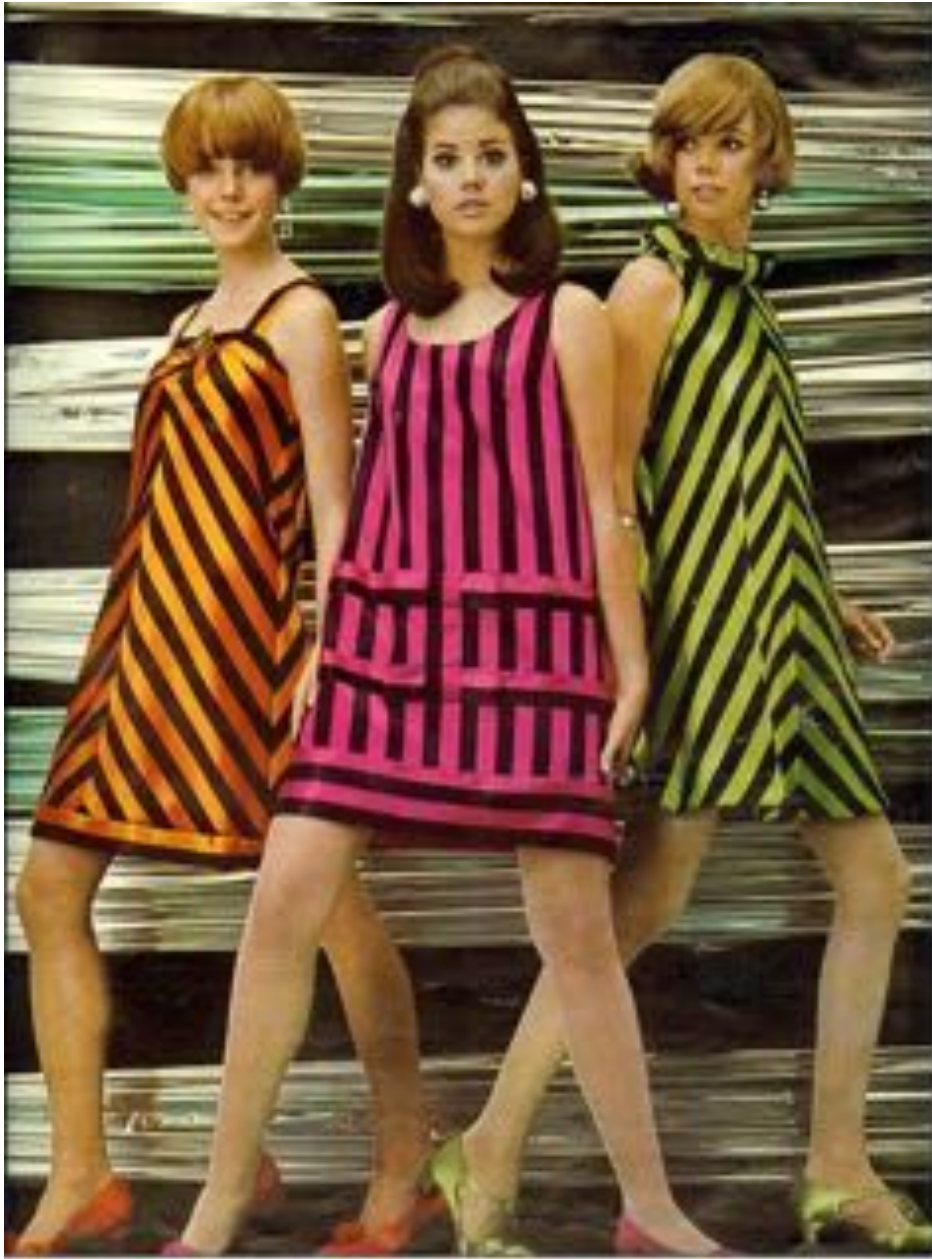


Elvis top ten link <https://www.youtube.com/watch?v=qzIMHk6Z2I8>

Life of Elvis mini doc <https://www.youtube.com/watch?v=Y-8QuIjQ7hE>

Film





Fashion





You will be given 6 images on a sheet, stick it in your book and decide which match the following advertising messages:

- Designed for young men
- Designed for young women
- About freedom
- About Sexuality
- About celebrity
- About innocent fun
- About glamorous lifestyles
- About political themes
- Unlikely to appeal to older people

See if you can link each source to a reason for a change in teenagers' lives.

Eg: The Lambretta Scooter advert could link to economic changes, teenagers had money to spend on a scooter.

Eg: The June album cover could link to improvements in Technology, meaning record players are more portable and cheaper

Which of the following was the most important factor in creating a new youth culture during the sixties.

Explain your choice:

1. Increased youth wealth-economic factors
2. Science and Technology
3. Politics
4. New independent attitudes
5. Pop Culture / Movies
6. Magazines which publicised new trends

