“So don't fear if you hear
A foreign sound to your ear
It's alright, Ma, I'm only sighing
As some warn victory, some downfall
Private reasons great or small
Can be seen in the eyes of those that call
To make all that should be killed to crawl
While others say don't hate nothing at all
Except hatred”
The Nobel Prize vs. Bob Dylan: 
Bob Dylan's controversial behavior and its potential impact on the Nobel Prize reputation.
The Nobel Prize vs Bob Dylan

The Nobel Prize

Nobel Prize
• Important history 1901
• Awarded 110 times to 114 individuals
• 6 different Nobel Prizes
• Reward of SEK 8,000,000
• Nobel Lecture mandatory

Alfred Nobel's Will
• To the person who has produced in the field of literature the most outstanding work in an ideal direction.
How are the Nobel Prize winners chosen?

1. Invitation to nominate sent out
2. 31 January Deadline for submission of nominations
3. Evaluation reports
4. Evaluation work in progress
5. The Nobel Committee submits recommendations
6. After a majority vote the Nobel Prize is announced
7. Nobel Prize Award Ceremony
The Nobel Prize vs Bob Dylan

The Nobel Prize in Literature

- 1901-12 ‘A lofty and Sound Idealism’
- World War I A Policy of Neutrality
- The 1920s ‘The Great Style’
- The 1930s ‘Universal Interest’
- 1946-1977 ‘The Pioneers’
- 1978-1985 ‘Attention to Unknown Masters’

- 1986-Nowadays ‘Literature of the Whole World’

Expending worldwide: cultural idea of literature
Embracing new styles without boarders
The Nobel Prize vs Bob Dylan
And the winner is...

**BOB DYLAN**

‘For having created new poetic expressions within the great American song tradition’. – Nobelprize.org

First person ever who received:
- Nobel Prize
- A Pulitzer
- Grammy Oscars
- Golden Globe
The Nobel Prize vs Bob Dylan
The controversy

Can song lyrics ever be poetry?
By Brian Wheeler
BBC News, Washington DC

14 October 2016

“I’m a Dylan fan, but this is an ill conceived nostalgia award wrenched from the rancid prostates of senile, gibbering hippies.”

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(It's Alright, Ma, Bob Dylan)
The Nobel Prize vs Bob Dylan
Reputation Analysis

Did Bob Dylan's controversial behavior regarding his literature award affect the reputation of the Nobel Prize?
The Nobel Prize vs Bob Dylan

Management decision

- Sent his friend ‘Patti Smith
- His actions gain a big relevance in the eyes of the media & general public
- Mandatory lecture
- June 2017, Bob Dylan delivered his speech, evaluated as “extraordinary” and “eloquent” by the Swedish Academy, regarding his Nobel Prize in Literature.

“Spirits were high. Champagne was had,” Sara confided, “Quite a bit of time was spent looking closely at the gold medal, in particular, the beautifully crafted back, an image of a young man sitting under a laurel tree who listens to the Muse,” she added. “Taken from Virgil’s Aeneid, the inscription reads: ‘Inventas vitam iuvat excoluisse per artes,’ loosely translated as ‘And they who bettered life on earth by their newly found mastery.’”
The Nobel Prize vs Bob Dylan

Thoughts?

What is your opinion about the final decision?
Thank you!

Questions?