

*“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”*



It's Alright, Ma, [Bob Dylan](#)

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

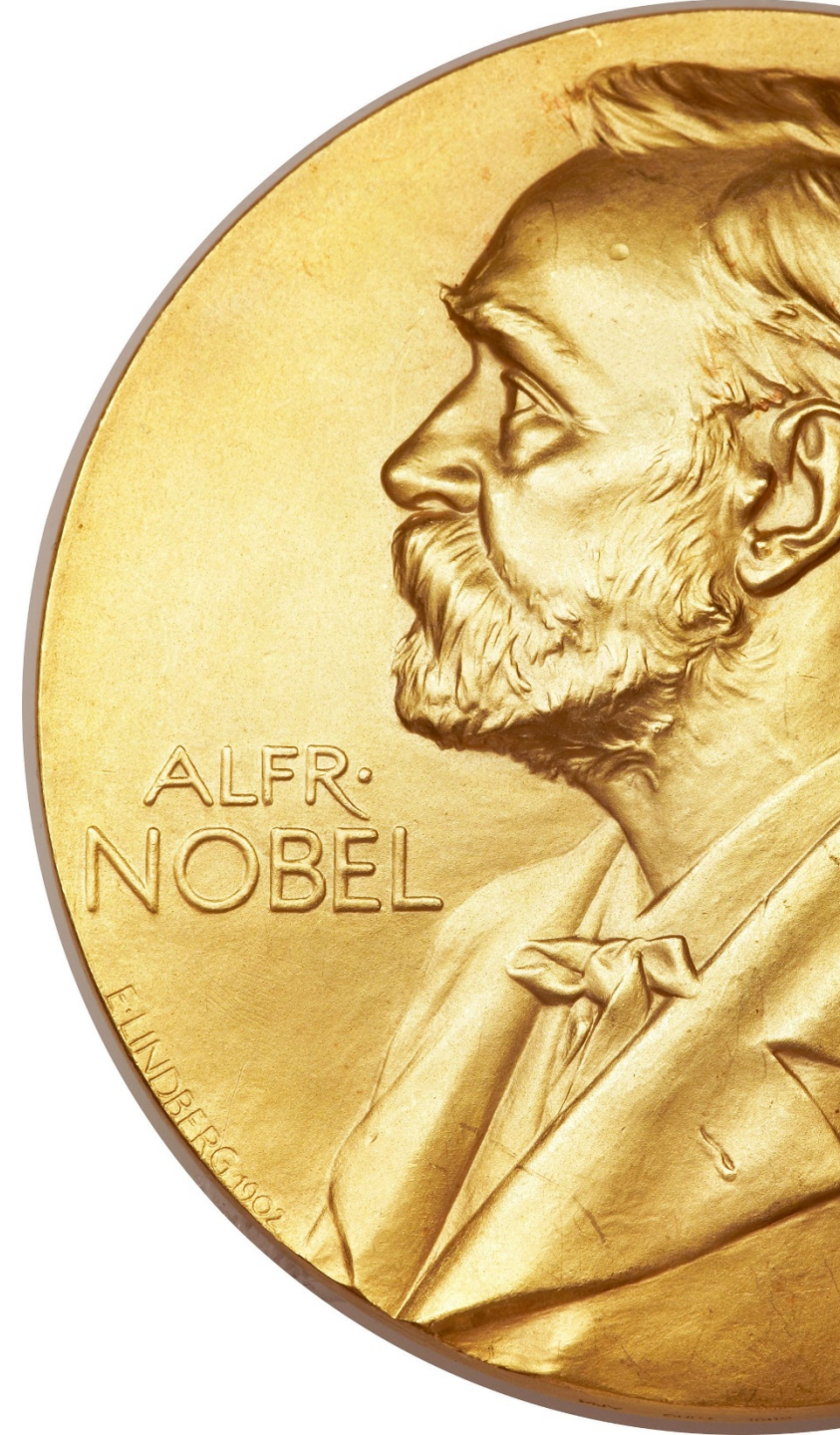
The Nobel Prize

Nobel Prize

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

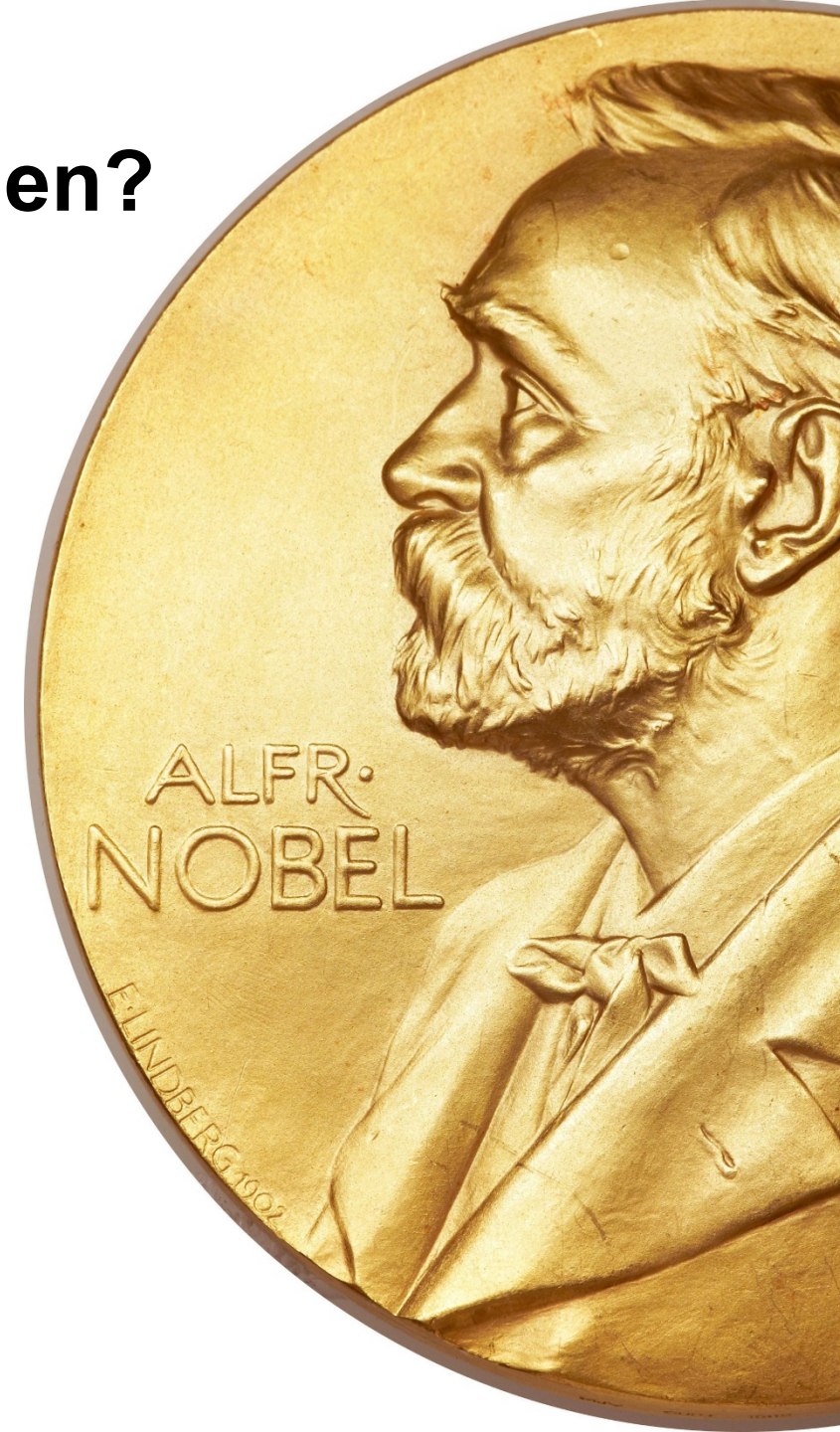
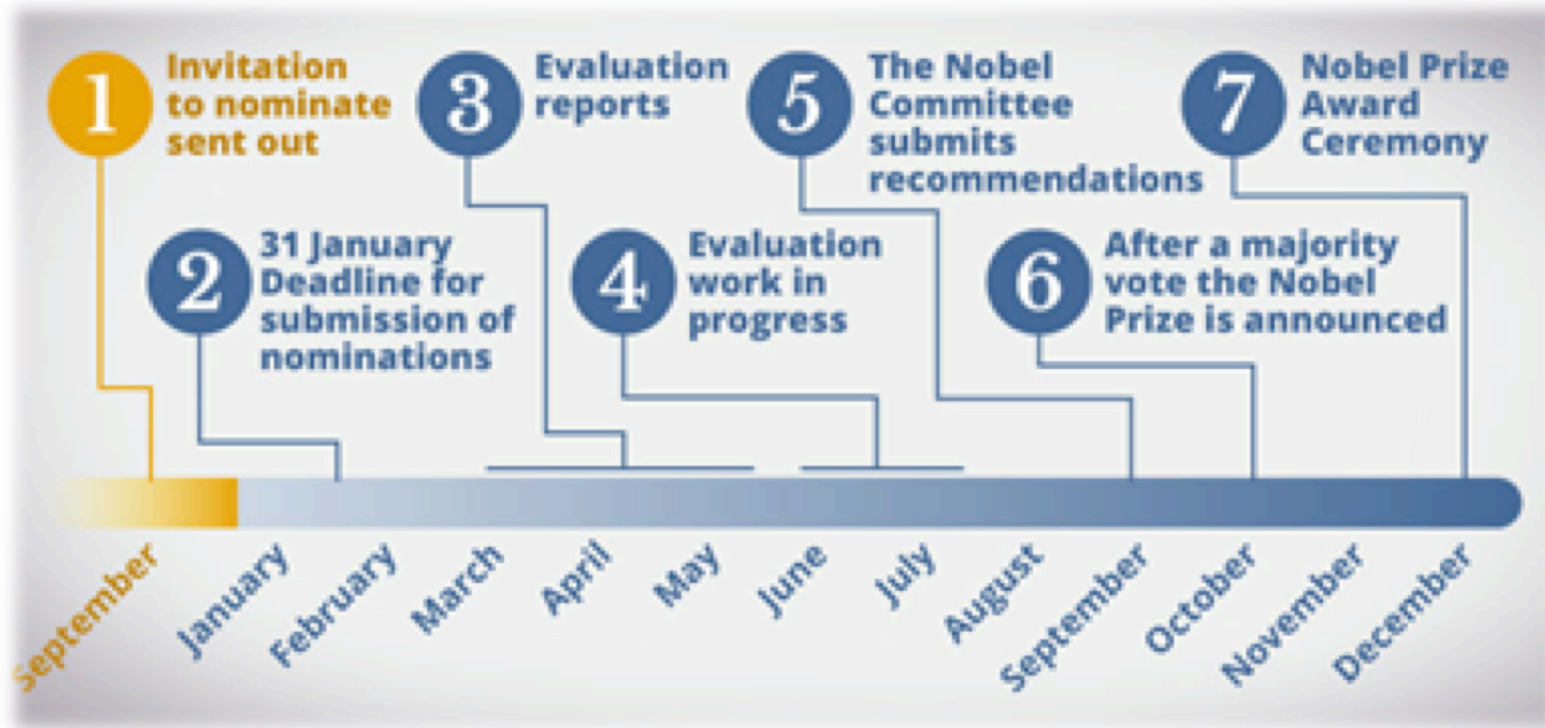
Alfred Nobel's Will

- To the person who has produced in the field of literature the most outstanding work in an ideal direction.



The Nobel Prize vs Bob Dylan

How are the Nobel Prize winners chosen?



The Nobel Prize vs Bob Dylan

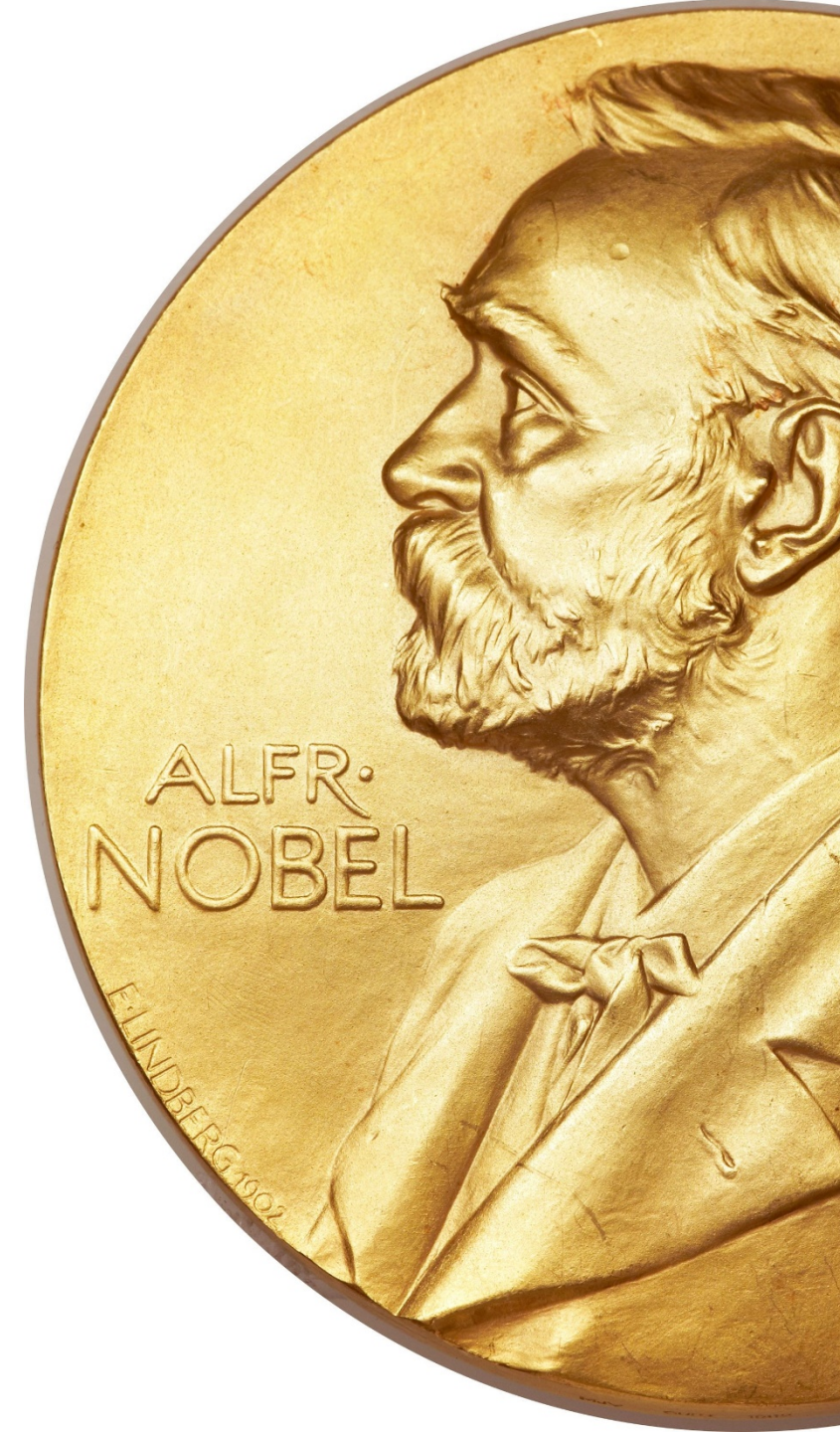
The Nobel Prize in Literature

- 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'

Expanding worldwide: cultural idea of literature

Embracing new styles without borders



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


"For the greatest benefit to mankind"
Alfred Nobel



The Swedish Academy has today decided to award the


2016 NOBEL PRIZE IN LITERATURE

to:



Bob Dylan

"for having created new poetic expressions within the great American song tradition"

 Nobelprize.org

Illustrations: Niklas Elmehed, Nobel Prize Medal: © The Nobel Foundation, Photo: Lovisa Engblom.

The Nobel Prize vs Bob Dylan

The controversy

Can song lyrics ever be poetry?

By Brian Wheeler
BBC News, Washington DC

🕒 14 October 2016

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(It's Alright, Ma, Bob Dylan)

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hallon.se

2016 in review: Bob Dylan's bizarre Nobel Prize in Literature for song lyrics

the recipient of the Nobel Prize in Literature surprised many, but what happened afterwards surprised even more.

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

RETWEETS 83 LIKES 118

1:11 PM - 13 Oct 2016

🔄 83 ❤️ 118

Tom Scocca @tomscocca

Nobel Prize for Chemistry goes to Keith Richards

12:31 PM - Oct 13, 2016

❤️ 7,864 💬 6,012 people are talking about this

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?

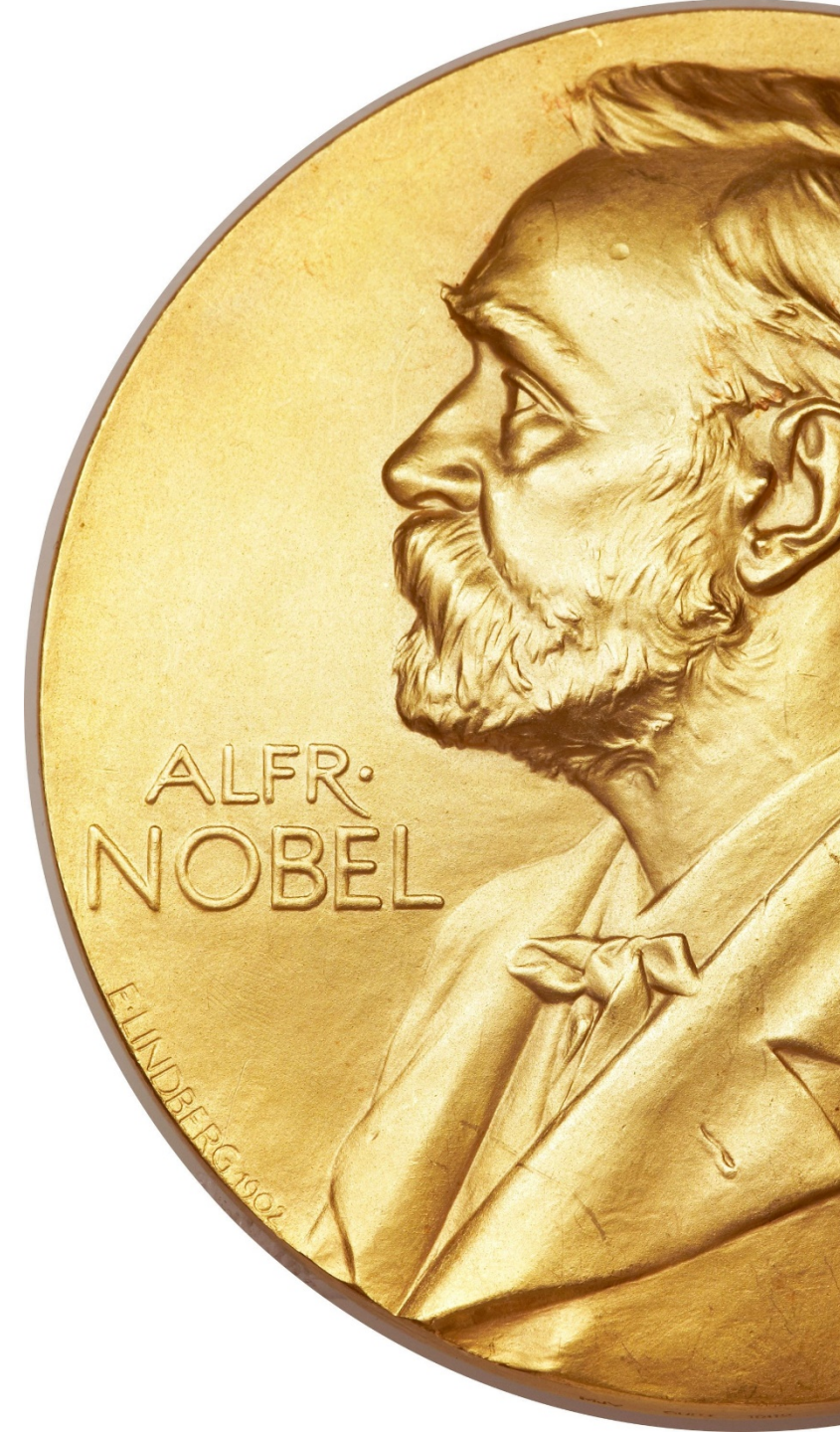


The Nobel Prize vs Bob Dylan

Management decision

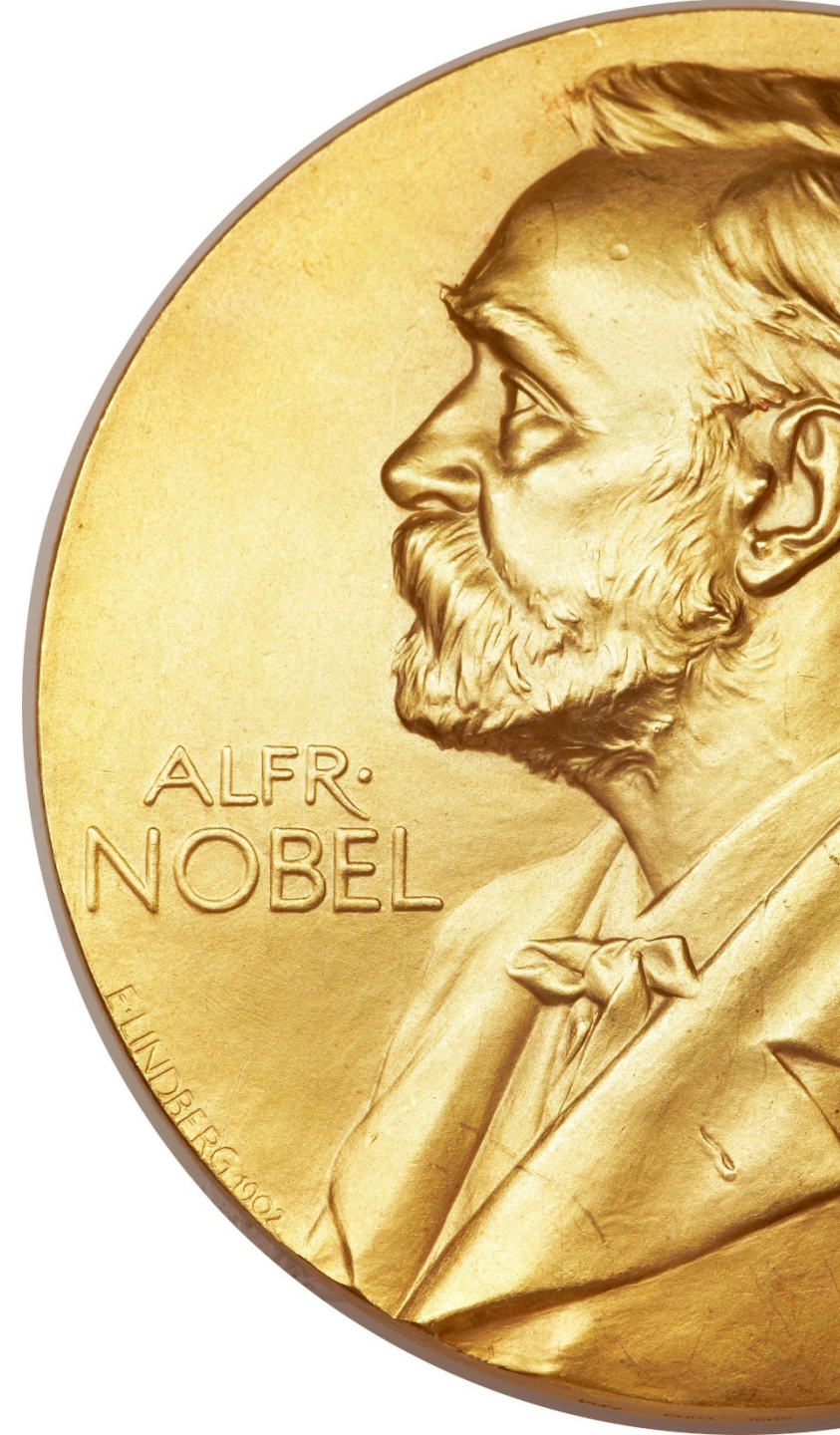
- Sent his friend 'Patti Smith
- His actions gain a big relevance in the eyes of the media & general public
- Mandatory lecture
- June 2017, Bob Dylan delivered his speech, evaluated as “extraordinary” and “eloquent” by the Swedish Academy, regarding his Nobel Prize in Literature.

“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?

