During the 1960s, The Beatles frequently found themselves at the center of media controversies, often triggered by statements that challenged prevailing cultural norms. One notable incident occurred when John Lennon remarked that the band was "more popular than Jesus," a comment that ignited significant backlash, particularly in the United States, where it was interpreted as a challenge to religious values (Nguyen 59–60). This controversy highlighted the media's role in amplifying The Beatles' statements, reflecting broader societal anxieties about shifting cultural hierarchies (Nguyen 59–60). Additionally, the band's outspoken views on political issues, including their opposition to the Vietnam War, further fueled media scrutiny and polarized public opinion (Nguyen 59–60). These controversies underscored not only the band's influence but also the media's capacity to shape and sometimes distort public perception, necessitating a complex navigation of media relations by the band to maintain their public image (Nguyen 59–60).