

One could argue that longevity is the real test of an author's greatness, and Shakespeare has undeniably long outlived his century due to his literary merit and genius innovation. As a revolutionary writer of the Elizabethan ~~era~~ era, with his work which spanned from sonnets and poems as well as historical, tragic and comedic plays, Shakespeare has stood the test of time and there can only be one reason that his work is held in such high esteem still - and that is his immense contributions to the English vernacular, bestowing him with time-dedying relevance. Thus, I firmly believe that he still remains an essential author in the school curriculum.

In his plays embedded with multiple interlocking plots and simple yet unpredictable nuances, Shakespeare uniquely altered the use of insults in English literature, ~~transcending~~ for reasons transcending pure comedy. While dialogue in drama and play settings was often used for various reasons, such as setting mood / atmosphere or developing relationships between characters, insults could humour the audience, and achieve all of the above in a short and snappy ^{manner}. Analysing literary techniques and language forms coupled with critical thinking skills are undoubtedly key for the English Literature GCSE, and Shakespeare's plays allow our minds to instinctively analyse characters and the tone they are setting through their insults. A fitting example of this is in the tragedy 'Romeo and Juliet' where the Montague and Capulet families attack each other to settle unresolved political tensions. Tybalt of the Capulets calls Benvolio of the Montagues a "heartless hind"

reflecting the animosity between the two families, as he embarrasses and provokes Benvolio in front of his own men and family, forcing him into a fight to maintain his honour. The insult gives readers an insight into the characterisation between the two enemies, with Tybalt thinking Benvolio is nothing but a cowardly dog, who does not deserve any political power. Ostensibly, this scene foreshadows Tybalt's ~~harm~~ ^{harm} with his hot-headedness and carelessness causing his ultimate downfall. While it can be argued that Shakespearean comedy is simply outdated in today's society of evolved ^{anyone} insults, and ~~it~~ ^{one} is "neither funny nor relevant" today, I am inclined to disagree. I think Act 3 VI scene 2 of "Titus Andronicus" speaks for itself - "Villain I have done thy mother" - Aaron.

In 2012, * Brand Finance, a London-based evaluation firm estimated that Shakespeare's 'estate' with his * 235 'first folios' is worth more than 1.1 billion dollars, or roughly 900 million pounds. To factor this into account, if you were to ask several members of the ~~E~~ English public, who the most ^{relevant} and key members of our society/culture are, they would presumably answer with professional athletes such as ~~the~~ ^{the} Manny Kane (60M) and Wayne Rooney (20M), chefs such as Gordon Ramsey ~~and~~ (200M) and Jamie Oliver (150M), and singers such as Ed Sheeran (300M). The combined networth of them all is a rough estimate of 900 million pounds, equivalent to William Shakespeare's "brand" alone. Having sold ~~about~~ ^{about} ~~four~~ ^{four} billion books, Shakespeare is the best-selling author of all time, making his relevance in today's society undisputable. Furthermore, each year, more than 64 million students (including us) from all around the world study Shakespearean

literature in their curriculum, and, in the ever-growing world of cinema and television, there have been more than 400 adaptations of his plays, with movies such as Oscar-winning "The Lion King" being inspired by Shakespeare's "Hamlet" and the hilarious "10 Things I Hate About You" being an adaptation of Shakespeare's "Taming of the Shrew".

Whilst William Shakespeare passed in ~~1612~~¹⁶¹⁶, his plays are still acted out today, amazing audiences and encouraging tourists to learn a key part of Elizabethan English culture and how it shaped the society we all live in today. For instance, Shakespeare's works offer glimpses into the gender roles and status of women in Elizabethan society, as he portrays strong, independent female characters, such as Cleopatra in "Antony and Cleopatra" and Lady Macbeth in "Macbeth", challenging traditional gender norms and highlighting the unknown complexities of women's roles in society at the time. With both Cleopatra and Lady Macbeth playing crucial roles in their respective plots, wielding their power and influence to their own profit, he thus bravely contested the Elizabethan notion that women were subservient and a secondary opinion.

Additionally, Shakespeare's plays encompassed and explored timeless themes and moral messages, still relevant today for students to learn. Questions on morality, politics and power were cleverly woven in-between the lines of his plays, with an example being Macbeth's insatiable hunger for power, reflecting the dangers of unchecked ambition, and, as in today's culture, the pursuit of success is highly valued, Macbeth now serves as a reminder of the potential moral decay and downfall that can result from an overwhelming desire for control, with his

descent into darkness highlighting the erosion of his moral compass as he became consumed by his ambition. As a whole, Shakespeare's plays involved complex characters that challenged societal stereotypes echoed the elaborateness of human nature and by this ~~by~~ they encourage us to critically examine societal norms and question our own preconceived notions. Shakespeare's characters therefore serve as a window through which we can learn from their triumphs and failures, gaining a deeper insight into ourselves and the world around us.

To conclude, Shakespeare has held a mirror up to readers, from his intricate representations of characters that go ~~has~~ ~~began~~ beyond stereotypes, to how he has conveyed profound moral messages, as well as subversively writing about contemporary socio-political concerns. He was an unconventional author of the time, defying literary tradition - blending two distinct genres together to form the tragic-comedy, as well as violating Aristotle's ~~classical~~ classical unities of time and place on countless occasions ^{in his} ~~in~~ his plays. He has been an ~~influential~~ influential playwright and author for centuries, making indispensable contributions to the literary cycle and entertainment industry, with his work which has powerfully taught us life lessons that we can apply to our own lives, indisputably proving that Shakespeare ^{himself} must be taught in ~~schools~~ the school curriculum, now and henceforward.