

a) - Popular culture

Globalisation, access and ideology influence continuity in the consumption of surf culture in many ways.

Globalisation is influence through information systems and multinational companies that provide communication of each company resulting in the bringing together of the world as one place.

Access and ideology relate to globalisation in that the access to new ideas and procedures is that now of a global market.

How globalisation, access and ideology all relate to surf culture can be described through the evolution of surf culture in Australia.

Surf culture began during the period of WWII. Surf ~~clubs~~ clubs and life savers were very much apart of Australian beach culture. Surf culture back then was

very regimented, life saving competitions were held on weekends and it was a very prestigious way of life.

Years later the surf board was created and then began the start of surf boarding culture. Conflicts occurred between the surf life saving clubs and the surf board riders. It was then in the 60's surfers ~~were~~ were seen as rebels and was very much a way of life for teenagers that lived near the beach.

In the USA surf culture was beginning as a new popular culture. Movies in the 60's such as 'Gidget' and music such as the beach boys were very popular as teenagers across the world adopted this new popular culture. This is a result of globalisation and access. Teenagers in the 60's in Australia were now using American slang and listening to American music to



be apart of this popular culture.

In the 70's and 80's ~~surf~~ surf culture cleaned up its act. Now surf culture was a dominating sport across the world and championships were held. Multinational companies such as 'Coca Cola' were sponsoring these large events, in order to do so ~~surf~~ surfers were to produce a clean cut sporty image.

Surf brands were now starting to appear on the market. Brands such as 'Rip Curl' which was invented in Torquay Victoria were taking the world by storm. People in the USA associated these brands with the Australian way of life. Globalisation and access through the media allowed these surf brands to become milliardollar companies.

These surf brands continue today in the year 2001. With now even more surf brands to choose from, with out access

and globalisation the continuation of surf culture may have been forgotten.

The reason why most of these popular surf brands have continued to stay popular is because the companies choose to distribute their products in small surf stores which only sell prestigious surf labels. If they were to sell their products in large retail outlets the individuality of these brands will become too mainstream and eventually become less popular.

Therefore surf brand companies choose to limit the access of their product to small surf shops were only other large company surf brands are sold.