

Start here.

c) Globalisation is the process used to ~~explain~~ the growing consciousness of the world as a single place. In the past ~~globalisation~~ has contributed to the consumption of the popular culture surfing by increasing awareness of the sport globally, allowing brands to become Transnational Corporations (TNCs).

The implications of continued globalisation on ~~the~~ future ~~consumption~~ are positive, as a growing awareness of surfing ~~will~~ ^{will} continue to inflate surf ~~company's~~ profits, for example adding to the \$146 million ~~per annum~~ Australian brand Billabong ^{already} receives ~~of~~ each year.

~~Technology~~ Technology, as a result of globalisation, will also continue to impact positively on the consumption of surfing. Already the internet is utilised effectively with webcams of surfing events and surf forecasts. This use of technology allows consumers widespread access to the popular culture. Continued globalisation will allow this ~~use~~ use of technology to reach larger numbers of consumers around the world, engaging them in surfing and ~~contributing~~ contributing to ~~its~~ its consumption.

The growing consciousness of the world as a single place as a ~~result~~ result of globalisation has ~~further~~ further positive implications

for the consumption of surfing. ~~The globalisation~~ This aspect of globalisation has already led to attempts to find new surf hotspots in ~~new~~ unexpected places such as Antarctica and Russia. The continuation of ~~the~~ globalisation will contribute to ~~of more fulfilling for~~ more varied and new ways of expressing ~~on~~ the consumption of surfing such as these.

~~The~~ ~~cost~~ One disadvantage of continued globalisation of future consumption of surfing is a more critical response to ethics of ~~surf companies~~ big ~~business~~ businesses, impacting choices consumers make.

Overall, the implications of continued globalisation on the ~~the~~ future consumption of surfing is positive.

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