

Start here.

## Popular Culture.

The media has had a significant impact on the development of the popular culture of surfing from a local to a national to a global level.

Through the use of technology, and globalisation surfing ~~has~~ <sup>is</sup> now recognised as one of the most popular sports in the world.

Surfing originated in Hawaii in the late 1800's, by a pioneer waterman known as 'Duke'. Surfing started as a way to travel over ~~reefs~~ shallow reefs to islands, where boats were unable to access. Duke continued to be a pioneer of the sport and developed ideas to improve watercraft, with the use of different materials and surfboard dimensions. Surfing remained popular in Hawaii until Duke travelled to Australia, where he introduced the sport to Australians. The beach lifestyle that Australian's lived meant that surfing was always going to be popular ~~for~~ in Australia, which means surfing has gained acceptance in another country.

Surfing soon turned into a competitive sport, with the help of sponsorships from worldwide known brands such as 'Coca-Cola' and 'Fosters'.

Surfing was now globally accepted, with countries all over the world, such as Brazil and China holding their own international surf events.

Media coverage was very popular at surf competitions, and ~~the~~ events started to be shown globally.

The paraphernalia aspect of the popular culture also means that surfing is globally accepted, as there are many magazines, tv shows, movies, video games and clothing labels devoted to surfing, for example the famous movie 'Big Wednesday' is about big wave surfing in Hawaii.

Advancements in Technology has had a significant impact of the acceptance of surfing around the world.

The internet has allowed consumers to watch surf competitions live on particular websites, no matter where you are in the world, which suggests that surfing is very popular around the globe.

Surfing also has its own competition tour, where 45 of the best surfers from around the globe compete in a number of contests each year, all in different

Additional writing space on back page.

countries. This is a career to them and they devote their life to training and competing in order to become the best surfer in the world.

The use of media to broadcast surfing, on the internet, TV and even mobile phones has allowed surfing to become globally accepted, from a local to national scale. Surfing is recognised as one of the most popular culture's in the world and advancements in technology continue to better the sport. Technology has allowed for paraphanelia associated with the popular culture to be sold to consumers worldwide.

The media is seen as the most important factor for the global acceptance of surfing, and is a huge factor in the future success of the sport and existence of the subculture.

You may ask for an extra Writing Booklet if you need more space.