

Question 5a

(A)

When talking about popular culture we are talking about a culture that started in the 60's & is still going today & will probably stay forever in this changing society that is "SURFING". Firstly how it effected ^{us} thro globalisation thro starting a trend & people sticking to it. Secondly the access people have had towards the sport. Therefore these aspects will show us change in our society.

Firstly when talking about Globalisation & how it is going to effect our society we see the history behind it. Surfing began in 1959 when a group of men came to Australia to surf as a Olympic Demonstration by the 60's starting had to pick up because another group of men who spent competing around the world as surfers had held a campasion at Bardi Beach & over 60,000 people came to watch this show that

Surfing had pick up as a sport. But by the 1970's surfing had faded away a little bit because men & woman were talking part in the Vietnam War & with the Vietnam War on the only thing people can think of was to help the people in need. But by the 1980's people come back to surfing by as a native sport for them.

But now in todays society surfing is seen as a ^{sport} ~~sub~~ that is cherished in every country firstly as a sport & but also as and accessories to wear. Yet, whilst this is all happening we also see that ^{more} ~~people~~ ^{of} ~~are~~ the older generation is surfing & the younger generations are not finding interest to it up.

Another effect on the surfing culture is the access to it. The access to surfing plays a big part because you will see that a surfer we keep to a specific beach because they like the break & after a while surfers

be known as a local & people will start to give them respect because of what they are preoccupied in.

But surfing doesn't have to as a surfing culture it can also be seen as a trend habit. Because when people started to see that surfing was becoming a sport & people started to make their own companies that would be "aimed at 'TEENECARS, & the SURFING CULTURE'", so now in today's society we have companies such as Rip Curl, Billabong, Quiksilver, Mamba, Starlet etc. who are making billions because they are letting people be a part of the culture not in a surfing way but in a trend way. And also because of these companies people are starting are getting sponsored because they are the best in the world this people are KELLY SLATER, NAT YOUNG & BOWE YOUNG.

Therefore we can say that surfing plays a big part because it is forever changing

It forever being passed down from generation to generation. My believe is that surfing what faded it will only be the people who are apart of it.