

Globalisation, access and ideology influence the continuity of surfing as a popular culture.

Surf Culture has impacted the world. ~~surf~~ Surfing can be seen all around the world. In competing events of professional surfers there is an international approach. But it isn't just the hardcore surfers that indulge in this popular culture. Surf culture is also present in fashion accessories and clothing from style to brand names that have become ideals of the popular culture.

There are different people who are part of the popular Culture of Surfing. They include the 'surfers' who consume the fashion accessories and clothing of surf culture. Brand names from Mambo, Rip Curl, ~~and~~ Quiksilver and others. These people don't actually surf themselves but usually are beach lovers. We also have the 'weekend warriors', those who have other commitments

like work and family and spend limited time and resources on the popular culture. The 'Hardcore Surfers' are those where the ~~bas~~ popular culture is the basis of their identity. We can see that access to the the resources of surf culture influence its existence and continuity.

Surf brand names are seen around the world relevant to the aspect of globalisation of the consumption of the popular culture. Other aspects that develops consumerism is ~~to~~ other texts produced by the popular culture and which also influence it include, music and the media. This can be traced back to the Beach Boys with their songs 'girl surfer' ect. With their songs indicating the good times of beach lovers all contribute to the development of the popular culture.