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Question 12 - Popular Culture.

a) Surfing is a culture that originated in Polynesia 3,000 years ago. It was a method used by fishermen in order to reach the shore with their catch. Polynesians settled in Hawaii and surfing was called He'enalu or wave sliding. The high <sup>class</sup> ~~class~~ surfers were called 'Ali and if a non-member dropped in on their wave, they would be severely punished. Rituals existed in the making of surfboards. It could be have been considered as a belief system.

b) Heroes impact the consumption of popular culture. Surfing used to be a sport classified only for males, but due to female surfing heroes like Layne Beachley, the inequality surrounding the sport ~~is~~ ceases to exist or at least is not as focused as before. As heroes emerged including Layne Beachley, 'Midget' and other surfing legends, transnational corporations have taken advantage of their image creating advertisements, figurines in order to enhance the consumption of their surfing goods. As gender is no longer an issue

When it comes down to surfing, consumption goods are more vast aiming for both female and male surfers meaning a larger consumer market. By using heroes like Layne Beachley to model their products, consumers are immediately attracted to the brand with the belief they may become like their hero and/or are provided with the best gear for the sport.

As Layne Beachley has won surfing titles in various competitions, involvement in the popular culture is encouraged as communities come together to host these events or just spot their surfing heroes. It is likely for transnational corporations to use competitions as an opportunity to advertise new products for ~~comp~~ consumption.

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