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Popular culture can be described as the fads, ideas and trends that capture the public imagination.

Surfing is not only a sport, but a popular culture which has emerged from a local to national to global level, with the aid of the media.

Surfing was created by the Ancient Hawaiians, who rode planks of wood in the surf. ~~as~~ Royals used the sport as a symbol of their superiority. It could be said that the first "reporter" wrote an article about this in 1777. Upon arrival at Hawaii, Captain Cook documented that he had witnessed this act, ~~and~~ ~~it was at this time that surfing was first~~

The spread of surfing was accredited with 'The Duke' who took surfing from Hawaii and introduced it to the Californian Coastline in 1912. & He then brought surfing to Manly Beach, Sydney, in 1915. Surfing remained an underground subculture, until the band 'Beach Boys' catalysed worldwide interest with their iconic tunes, at which time the sport evolved into a popular culture. ~~The first contest~~ At this time, surfing was viewed as being 'rebellious', with many surfers being labelled as 'beach bums' and 'wax heads'. This was reinforced by the creation of surf films such as 'Big Wednesday', 'Gidget' and Bob Brown's 'Endless Summer'. These films embodied the 'laid-back', 'care-free' lifestyle.

that was the 'surfing life style' and inevitably, it became increasingly popular amongst the youth who wanted to rebel against the conservative ways of their parents. The first ever surf contest was held in 1928 in Southern California, with the first ever world title held in Malibu in 1964, won by Midget Farrelly. Of course, as within any popular culture, profit motive is key, and many investors saw this as an opportunity to make money. Thus, the emergence of surf companies such as Quiksilver, Ripcurl and Billabong created clothes which embodied the 'surfer image', funded contests and sponsored surfers, allowing them to promote their products as well as the sport itself. <sup>Surfing</sup> Magazines also began to generate interest, featuring advertisements and images of the top ranked professionals. As the major companies increased their advertising, awareness and interest in surfing accordingly increased.

Today, surfing is a multibillion dollar industry. The advent of technological developments such as <sup>pay</sup> television and the internet has allowed live coverage of competitive events and widespread access to surfers and non-surfers alike. Live surf updates are regularly made, and viewers can observe the surf conditions on websites such as 'Coastal Watch' which stream the surf live all around Australia. The media has played an integral role

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in popularising surfing. This can be seen in the promotion of surf music. Eg Jack Johnson and his film clip 'Taylor,' the creation of surf movies, such as 'Modern Collective' and 'Young Guns' which encapsulate the way that surfing manoeuvres and the level of performance has improved and evolved to an extreme extent.

However some <sup>modern</sup> films maintain continuity, in that they promote a similar lifestyle to that seen in old films like 'Big Wednesday.' An eg. of this is 'Drifter' which features a professional surfer named Rob Machado, who spends 3 months living in Indonesia, chasing 'the perfect wave.' The continuation of surf brands like Ripcurl and Quiksilver ensure that surfing is grounded in tradition, but at the same time, the competitive nature of the surf industry presents the challenge for these companies to expand, diversify and adapt, and thus, even at a global level, surfing as a popular culture is constantly changing and evolving, and is constantly promoted through the media with new advertisements, for new products and new surf destinations, which propel the mythology of the search for the 'perfect wave.' This is evident in Ripcurl's slogan 'The search....' Through the media, surfing has ~~in this way, it can be~~ become extremely popular and widely accepted. The emergence of surfing as an elite sport, with elite professional athletes has changed

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The image of surfing, so it is no longer viewed as "rebellion."

The media has aided the emergence of surfing through its promotion as a uni-sex sport. Female participation is now widely encouraged, with Billabong advertising the 'Girls Get Out There Day' and Ripcurl advertising the 'Rip Curl Girls go Surfing Day.' In modern times, the media can be accredited with the popularisation of surfing amongst females which has led to this global identity. The 2002 film 'Blue Crush' was responsible for catalysing great interest and <sup>the</sup> popularity of surfing for girls. ~~See~~

However, the media has also had "negative impact in its promotion of women's surfing as it developed. Like many male-dominated sports, female surfing was often trivialised or down-played, and they didn't receive the same media coverage or sponsorship as men. It was not until the 1980's that women began to be recognised in surfing. And still today, there is inequality and disparity of coverage and funding between the genders. In some cases women have been portrayed more for their 'surfer-girl' image and sexual appeal than for their athletic ability. Eg Alana Blanchard. In this way it can be clearly seen that the media has played a very influential role in the development of surfing from a local to national to global level.