

Stoked. Die Geschichte des Surfens.

Kampion, Drew

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Stoked Die Geschichte Des Surfens

M Tight

Stoked Die Geschichte Des Surfens:

Mythen und Imaginationen des Wellenreitens - Zur Kultursoziologie einer Szenesportart Florian Zibell, 2009

Examensarbeit aus dem Jahr 2006 im Fachbereich Sport Sportsoziologie Note 2 0 Carl von Ossietzky Universität Oldenburg Sprache Deutsch Abstract Die vorliegende Arbeit beschäftigt sich auf unterschiedlichen Ebenen mit Fragen nach den Kernthemen der Wellenreiterszene die sich in den Mythen und Imaginationen der Szene unterscheiden In der analogen Einengung auf das Szenekonzept sind Fragen nach der Konstitution von Szenen sowie der speziellen Kultur von Szenen angelegt die ich in Form einer datengestützten Analyse und Konstruktion der Kern Themenbereiche versuche zu beantworten Fragen nach historischer Werdung Hintergründen und möglichster Anbindung der Themen an bestehende Untersuchungen und theoretische Konzepte wird nachgegangen Ziel ist es dabei anhand unterschiedlicher Materialien die geteilten mythenhaften Erzählungen Vorstellungen und mögliche Wissensbestände der Szene darzustellen und tiefer gehend zu beleuchten In einem weiteren Punkt soll in verkürzter Form ausgesuchten Fragen nach der tieferen Verbindung der Praktiken und Imaginationen sowie den Mythen des Wellenreitens nachgegangen werden Wissenschaftliche Betrachtungen zum Wellenreiten sind kaum vorhanden die wenigen Abhandlungen die ich hier benutze stammen fast ausschließlich aus dem englischsprachigen Raum Sie behandeln abgesehen von dem hervorragenden Werk von Nick Ford und David Brown meist kleine Teilbereiche des weiten Feldes des Surfens Ich möchte unter anderem im Rückgriff auf die theoretischen Grundlagen des Szenekonzeptes von Hitzler Bucher und Niederbacher versuchen ein vertieftes Verständnis dreier ausgewählter Kernbereiche der Surfszene noch genauer formuliert der Kultur dieser Szene zu ermöglichen und somit einen weiteren bisher wenig beachteten Teilbereich zu beleuchten Neben dem Nachweis der besonderen Stellung und der herausragenden Bedeutung dieser Themen soll es also darum gehen einige der Gründe anzuführen die zu dem vertieften Interesse und den resultierenden Rollen von Events bei der Verbreitung von Trendsportarten Christoph Zimmermann, 2000-07-27 Inhaltsangabe Einleitung In den letzten Jahren haben Trendsportarten im Bereich des Sports zu beträchtlichen Veränderungen geführt Auch die Wirtschaft insbesondere die Werbung und die Sportartikelindustrie sind auf das erhebliche wirtschaftliche Potential und die steigende Bedeutung der Trendsportarten aufmerksam geworden Trendsport ist in aller Munde Das uneinheitliche Begriffsverständnis und die Frage welche Sportarten zu den Trendsportarten zu rechnen sind sorgen jedoch in Theorie und Praxis für Verwirrung Deshalb wird im Rahmen dieser Arbeit auf das Wesen und die Besonderheiten der Trendsportarten eingegangen Dabei werden typische Merkmale aufgezeigt durch die sich Trendsportarten von anderen beliebten Sportarten abgrenzen lassen und es wird eine Gruppierungsmöglichkeit für Trendsportarten dargestellt Weiterhin werden die theoretischen Grundlagen von Events und Event Marketing aufgezeigt die Funktion und Besonderheiten dieses Kommunikationsinstrumenten her betrachtet und detailliert auf das Verhältnis zwischen Events und Trendsport eingegangen Es wird erläutert warum gerade im Trendsportbereich der Event und damit das Event Marketing ein Kommunikationsmittel mit sehr großem Potential darstellt

und welche Rolle hierbei Wertewandel und Erlebnisorientierung spielen Zusätzlich wird beschrieben welche Punkte beachtet werden müssen damit ein Event seine erwünschte Wirkung erzielt und eine effiziente Zielgruppen bzw Szenenansprache gewährleistet ist Bezuglich der Verbreitung der Trendsportarten wird aufgezeigt wie durch Events umweltliche und soziale Diffusionsbarrieren überwunden werden können und welche Auswirkungen ein Event auf diffusionsrelevante Merkmale der Trendsportarten haben kann Inhaltsverzeichnis Inhaltsverzeichnis Inhaltsverzeichnis Abbildungsverzeichnis I Einleitung 1 1 Problemstellung und Zielsetzung 1 2 Aufbau der Arbeit 2 Events und Event Marketing 3 2 Grundlagen 3 2 1 1 Definitionen Begriffe und typische Merkmale 3 2 1 2 Entwicklung und gegenwärtige Bedeutung von Events und Event Marketing 5 2 1 3 Klassifikationsmöglichkeiten von Events 6 2 1 3 1 Eingliederung aufgrund des Anlasses 7 2 1 3 2 Klassifizierung anhand der Größe 7 2 1 3 3 Einteilung nach dem Schwerpunkt 8 2 1 3 4 Zuordnung in Abhängigkeit des Veranstalters 8 2 2 Event Marketing als Kommunikationsinstrument 9 2 2 1 Event Marketing ein Kommunikationsinstrument below the line 9 2 2 2 Integration in den Kommunikationsmix 11 2 3 Planung und

Deutsche Nationalbibliographie und Bibliographie der im Ausland erschienenen deutschsprachigen Veröffentlichungen, 1999 German books in print

, 2002 **Stoked** Drew Kampion, Bruce Brown, 1998 **Stoked** Drew Kampion, Bruce Brown, 1998 Un ouvrage abondamment illustrant la pratique de ce sport depuis ses origines et les grands noms qui l'ont marqué **Stoked** Drew Kampion, Bruce Brown, 1998 **Stoked!** Drew Kampion, 2003 Once the sport of Polynesian kings surfing embodies the ultimate encounter between man and nature Played out on the beaches and breaking waves of the world's continental fringes surfing is the epitome of a classic cult of freedom and individual expression an arena not only for survival but for grace under pressure style and artistic invention Yet surfing is more than just riding the waves it's a lifestyle a state of mind a subculture with its own codes and heroes In Stoked A History of Surf Culture surf journalist Drew Kampion traces the evolution of the modern beach culture and the challenging beautiful sport that gave rise to it From its Polynesian origins and the early days of Duke Kahanamoku's beachboys to the California style surfing cult that exploded in the 1960s to the international pro circuits and radical big wave contests of today Stoked tells the compelling story that has inspired entire genres of music movies fashion and art This revised second edition has updated text and new photographs With a foreword by legendary surf filmmaker Bruce Brown whose seminal film The Endless Summer captured the essence of the surfing lifestyle Stoked is the lavishly illustrated history of the legends and the places the artifacts and the trends that continue to give surf culture its universal allure and appeal **Heavy water**, 2019 Der packende Dokumentarfilm taucht tief ein in die Kultur des Surfens und folgt dem charismatischen Big Wave Surfer Nathan Fletcher durch die Evolution des Wellenreitens Gepaart mit atemberaubenden Aufnahmen von haushohen Wellen und waghalsigen Manövern gibt Fletcher zusammen mit anderen Surf und Skateboard Ikonen persönliche Einblicke in die legendärsten Momente dieser Sportart Schon Fletchers Großvater gehörte zu den Pionieren des Surfens am North Shore von Oahu auf Hawaii Der Film zeigt zudem die enge Verbundenheit von

Surfen und Skateboarden vor allem wenn Nathan auf riesigen Wellen den sogenannten Acid Bomb Drop wagt ein waghalsiges Man ver bei dem er halsbrecherisch mit seinem Surfboard aus einem Helikopter in die Wellen springt Produziert von Red Bull Mediahouse dem weltweit f hrenden Produzenten von Extremsportfilmen The Art of Flight The Fourth Phase Durch die Wand The Dawn Wall Die Geschichte des Surfens Drew Kampion,Bruce Brown,2003

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