

# TABLE OF CONTENTS

CHAPTER	PAGE
I. INTRODUCTION . . . . .	1
Purpose	
History of Surfing	
Review of Literature	
II. METHODOLOGY . . . . .	13
Examination of <u>Surfer</u>	
Examination of <u>Other Surfing Periodicals</u>	
Examination of <u>Mass Media</u>	
Letters to Surfers	
Florida Trip	
Pezman Interview	
III. FINDINGS . . . . .	23
History and Format of the Magazine	
Content	
IV. CONCLUSIONS . . . . .	77
Statement of Conclusions	
Implications of Conclusions	
Suggestions for Further Study	
APPENDIX . . . . .	88
BIBLIOGRAPHY . . . . .	96