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## HISTORY, CULTURAL CONTEXT AND TERMINOLOGY OF WINDSURFING

**Key words:** windsurfing, sports history, language of sport, linguistics.

### ABSTRACT

Windsurfing is acknowledged to be one of the most interesting sports, which originated in an English-speaking country in response to some aspects of modern civilization such as pragmatism, the pioneering role of American society, ability to react fast to some civilization processes and cultural innovation. As a sport activity related to the English language, windsurfing features numerous social and cultural aspects. The following article aims to discuss the historical and linguistic features of windsurfing in a cultural context as well as English windsurfing terminology. The paper presents windsurfing etymology and roots, its development up to the present day, and numerous examples of specialist windsurfing vocabulary and terms used in various media.

After World War Two people started to search for a medium that would help them to forget the war cruelties they had witnessed. They soon realized that one of the activities that proved most helpful was sport. In the first two decades following WWII, the rapid development of numerous sports, including windsurfing, took place. Although sailboarding is a relatively new sport, being only approximately 40 years old, the date of its emergence has not been yet determined. Anthropologists are not unanimous as to both the origin and the evolution of the surfboard construction and wave-riding activities. It is usually claimed that surfing might even predate the emergence of Polynesian culture, and could have been brought to the Hawaii Islands along with the great migration of Asian people to the western Pacific from the triangle between New Zealand, Tonga and Samoa, Tahiti and Marquises around 2000 B.C., [7, p. 1].

The Hawaii Islands were inhabited by people who had brought along their fundamental knowledge and deep passion for the ocean. They featured a high, cultural and religious level of

development and brought along their idols, beliefs, rituals and customs, including “playing in the surf on *paipo* (belly) boards” [7, p. 2]. Their early form of surfing later made Hawaii the cradle of the windsurfing sport worldwide. Ancient Hawaiians considered surfing an essential and indispensable part of their culture and treated it with appropriate reverence, shown, among other things, in the form of petroglyphs carved into lava rocks. As Butch Heleman, Hawaiian culture expert observes, “Our traditional beliefs are that we came from the ocean, not only in a spiritual but also in a physical sense. So... going into the ocean, the *kai* as we call it, is basically a spiritual experience for native Hawaiians” [13]. This form of recreation was practiced by almost all members of Hawaiian society, regardless of their social divisions at that time. It needs to be mentioned though, that surfing was mainly reserved for the royalty, who took priority over the commoners. The lower class was forbidden to surf at the same time and on the same waves as the members of the tribal aristocracy.

The earliest oral sources on surfing date back to c. 1500 A.D. and come from the Hawaii Archipelago. Not only do songs, ballads and legends represent the importance and foundations of wave riding in Hawaiian society, but also the religion and myths of the islands. Special chants are also known to have been sung while christening surfboards or praying for favorable surfing conditions. Surfing was very important in ancient Hawaiians' life, and it constituted an inseparable part of Hawaiian culture. When in January 1778 Captain James Cook arrived in Kealahou Bay, and as probably the first westerner, encountered Hawaiian surfers, wave-sliding had already been a widespread form of recreation, practiced for hundreds of years by the islanders. In his logs, Cook described the activity practiced by the natives and noticed that it was neither forced nor imposed but, on the contrary, performed with satisfaction. Cook's enthusiasm towards the newly experienced sport was shared by other members of his crew. The first sketch of a surfer on a board was drawn by the journey's draughtsman John Webber, and the commander of the HMS *Discovery* Lieutenant James King made a two-page description of wave riding in his diary. Lieutenant King noticed that the sport was highly popular among the aborigines, and his description of "wave-sliding" in English is recognized as the first record of the sport written by a European.

James Cook's voyage had far-reaching consequences. After his return to Europe the interest in the Hawaii Islands increased and the Archipelago became a destination for other expeditions. Not only did Cook bring logs from his journey but also a new sport called surfing. The discipline spread to other continents including North America, where its popularity skyrocketed.

The first attempts at modernizing surfing boards and equipping them with sails were made at the beginning of the 20<sup>th</sup> century. In the years 1948-49 a hitherto unknown American inventor Newman Darby came out with the idea of a hand held sail system connected to the board by a universal joint. He applied his concept in a small catamaran and soon found that it was possible to steer the craft without the rudder and the keel. As opposed to customary sailing boats the mast on Darby's catamaran was pivoting and enabled the board to be controlled without using the helm. In the following years Darby improved his invention, and in 1963 the prototype of the first sailboard was built. The craft was launched a year later on

Trailwood Lake, Pennsylvania. At that time boardsailing required standing on the leeward side of the diamond-shaped sail. The direction of the course could be changed by way of mast inclination. The craft underwent some modifications and soon after the design turned out to be a success: the world's first sailboard business called Darby Industries Inc. took off. Its founders promoted the new sport as well as worked on a solution to the problem of limited maneuverability. In 1965 the Darby Industry management decided to name the sport *sailboarding* and the craft *sailboard*.

Around that time two southern Californians: sailor and aeronautic engineer James Drake and surfer and businessman Hoyle Schweitzer, unaware of Darby's achievement, amalgamated the sports they practiced in the form of an unprecedented hybrid, and in January 1967 built a board in Jim's house. It was rectangle-shaped and was similar to Newman's. With the aid of computer design technology they obtained the final shape of the board, the sail and the boom. The most significant part of their invention was a special universal joint which, unlike Darby's device, was able to rotate the mast in all directions. Their invention was a "key improvement" in windsurfing history [10], and it remains a fundamental feature of modern sailboards.

In 1968 Drake and Schweitzer received the patent for a "wind-propelled apparatus", founded a company and started to produce boards on a large scale. Thanks to their invention boardsailing started to become more and more popular. At the beginning, the sailing boards were made of insulating foam. The hull of the board was laminated, and made of glass fibre. According to James Drake, in 1969 their company sold their first surfboard to Bert Sailsbury, who coined the name "windsurfing". As Drake mentions, in 1967 or 1968 Sailsbury saw a board and after approaching it closely said "Gee, I have the perfect name for it. Windsurfer!" [11]. Since the 1970s the duo's board was manufactured on a mass scale. The year 1973 was crucial for both men as under Schweitzer's pressure Drake sold him his half of the patent for thirty-six thousand dollars, which was a staggering sum at that time. Hoyle started to cooperate with European manufacturers and became a tireless promoter of the new sport. Due to the growing popularity of windsurfing worldwide, new companies mass-producing different boards emerged. In the next decades European-made boards gained

respect and were exported to the United States. This trend persisted well into the 1990s and became consolidated at the beginning of the new century.

In 1973 the first European Championships, and in 1974 the first World Championships in windsurfing were held by the International Windsurfing Class Association. The competitions were successful and had far-reaching repercussions in the sailing circles. One of the most important events in the history of windsurfing took place in December 1977, when windsurfing was officially recognized by the highest sailing authorities, i.e. the International Yacht Rules Union [4, p. 9].

In the 1980s windsurfing evolved constantly, and international monotype classes of producers were established. The wealthiest ones started to attract the best sailors to form trademark teams. Thanks to this approach professional windsurfing was born. The first windsurfing champions appeared, e.g. Mat Schweitzer, Mike Waltz, or still active Björn Dunkerbeck and Robby Naish.

The rapid development of boardsailing equipment witnessed setting various records. The most spectacular long-distance record included crossing the English Channel in 1975 and the Atlantic Ocean in 1981. In March 2008, French windsurfer Antoine Albeau set the speed record at 49.09 knots (90.91 km/h) along a course at Saintes-Maries-de-la-Mer, France, which still remains the ultimate speed record of sailing boats.

Since 1978 windsurfing has developed in different ways, including the Olympic class, professional and amateur-recreational sailing. For the first time windsurfing was recognized as an Olympic sport in Los Angeles in 1984, but events in this class were contested only for men. The first Olympic champion was Stephan Van den Berg from the Netherlands. Eight years later, in Barcelona, the windsurfing competitions were expanded and a separate class for women was created. The first woman to win the Olympic gold medal in windsurfing was Barbara Kendall from New Zealand [6, p. 594]. The current Olympic champions in the Neil Pryde RS: X Class are Jian Yin from China and Tom Ashley from New Zealand.

There are four major international windsurfing organizations: the IFCA (International Funboard Class Association), Formula Windsurfing, IBSA (International Boardsailing Association) and PWA (Professional Windsurfers Association). The last one “organizes and sanctions professional events, makes new rules for the sport, helps to

promote grass roots growth, strengthens the bonds of friendship between existing associations, classes and disciplines of windsurfing and provides support and services for all windsurfers” [14]. The PWA also gathers the best sailors in the world and, most of all, organizes the Windsurfing World Cup.

During the year numerous sailboarding events are organized by different windsurfing associations and windsurfing-promoting companies. The best-known ones take place either in the Hawaii Archipelago or on Gran Canaria and are usually organized by the PWA. The World Cup consists of about fifteen events. Such competitions may be called social events as they attract hundreds of people from all over the world. They are perfect occasions for corporations to promote their products: mostly boards and rigs but also other specialist equipment. Top sailors who take part in the events are noticed by sponsors, and individual events are broadcast on TV. Aside from sport competitions parties, windsurfing shows and presentations are also held.

Besides the professional windsurfing competitions, amateur ones are also organized but on a smaller scale. They are not as popular as the professional ones and are supervised by national institutions or private organizations in countries where windsurfing is practiced. They usually consist of a few slalom races, in different sex and age categories. They take place about ten times a year and are popular especially among the youth who treat these tournaments as an opportunity to promote themselves, find sponsors and improve their boardsailing training.

Currently, more and more people, regardless of their age, practice windsurfing and establish new standards for the sport. Thanks to them sailboarding has become one of the most dynamically developing sports of our times, producing – for the last forty years – a wealth of specific terms.

The forceful progress of windsurfing and demands for more and more specialized technical solutions have contributed to mass-scale production of equipment, with the UK and the USA in the lead. Together with the development of more modern windsurfing products, new terminology has been also coined and penetrated into lexical domains other than sports. As the windsurfing equipment has been produced mainly in English-speaking countries, the windsurfing terminology is mostly English.

As it was mentioned above, the term *wind-surfing* was invented in the late 1960s. Today the word means a water sport, consisting in sailing and/or performing evolutions on a board with a moveable rig attached to it, using the wind strength. The name consists of two parts *wind* and *surfing*. According to *Cambridge International Dictionary of English*, wind is “a current air moving approximately horizontally, especially one strong enough to be felt” [9, p. 1666]. The second part of the name – *surfing* – is defined as “the sport of riding on waves on special boards” and is derived from the verb *to surf* that is “to ride on a wave as it comes in, towards land, while standing or lying on a special board” [9, p. 1467]. The origin of this name is not certain. It is possible that it could have been a phonetic respelling of a word *sought*, which meant “a rushing sound”. The word got its current meaning only in 1917 [12], and the name of people who practice this sport – *surfers* appeared no sooner than in 1955 [12].

In the late 1990s the word *surf* was adopted by the computer language. It was used to describe an activity of using and searching the Internet. At present the phrase *surfing the net* is popular not only among computer scientists but mainly among young people who are mostly unaware about its origin.

The combination of the two words *wind* and *surfing* gave a perfect name for one of the most fashionable sports of the 20<sup>th</sup> century, practiced all over the world.

Practicing any sailing sport, including sailboarding, involves both understanding the rules concerning moving in the water by using wind strength as well as specialist vocabulary. Because sailing takes place in two natural environments: water and wind, it is necessary to acquaint oneself with some of the characteristic aspects of these elements. The water environment is characterised by such features as uplift pressure, wave movement and streams. As far as wind is concerned it need to be noticed that the sail movement is caused by the impact of the wind on a rig. Surfers usually measure the wind strength in meters per second and the most popular scale is the Beaufort scale.

Because the wind is the factor that determines sailing conditions, certain terms that will facilitate understanding the theory of sailing need to be discussed. As far as wind directions are concerned there are five basic names of sailing courses. The first one is called *Go No Zone* and is

an angle around 45°, where the bow of the board is placed upwind and it is impossible to sail. *Close Hauled* is a course closest to *Go No Zone*, where the wind blows at an acute angle from the diametrical axis. The next course, *Beam Reach*, takes place when the wind blows perpendicularly to the diametrical axis. *Broad Reach* is a course when the wind blows to a traverse. While sailing along this course the motor strength is the biggest and the board travels faster than in any other directions. The last course is called *Running*. It is a course when the wind blows straight in the back of the board.

Thorough understanding of these only seemingly complicated terms is important for practising sailboarding. Every course determines different actions on the board, the quality of traveling and, in extreme situations, may even save a sailor’s life. Knowing the directions is important because of yet another reason: water etiquette. Similarly to road traffic, certain rules must be followed in the water. Compliance with the rules makes windsurfing a pleasing and cultured experience.

Practicing windsurfing calls for three basic conditions: wind, water region and special equipment. Depending on the weather conditions, the equipment need to be properly selected, but always includes two basic devices: a *board* and a *rig*. The first one is defined as a “thin flat piece of cut wood or other hard material” [9, p. 141]. As early as in Old English the term *bord* meant “a plank, flat surface” and took its roots from Proto-Indo-European *bhrdho* and Proto-Germanic *bortham*, meaning a “foot-stool” or “a plank” [8, p. 103]. The *board*, also called *hull*, is the device on which a surfer stands while performing the sport. It is usually made of light modern materials like carbon fiber, fiberglass, polystyrene foam or thermoplastics. In other sports the term *board* is often used for describing special equipment or objects. For example, in ice-hockey, the *boards* are the wooden fence surrounding the ice surface.

The second indispensable device necessary for practicing sailboarding is a *rig*. The name *rig* is originally nautical, probably from Scandinavian source, where *rigge* or *rigga* meant “to fit with sails”, hence “arrangement of masts, sails, etc.” [8, p. 767]. The *rig* is a set used for propelling the board using the wind strength. It is composed of *a sail, a mast, a boom, a universal joint* and *lines*. The noun *rig* meaning “distinctive arrangement of

sails, masts, etc. on a ship” was first recorded in 1822 [12]. The most important element of a rig is a *sail*, defined as “a sheet of material fixed to a vertical pole on a boat to catch the wind and make the boat move” [9, p. 1249]. The origin of the term *sail* is unknown, without any known cognates outside Germanic. *The Oxford Dictionary of English Etymology* provides information that an Old English term *seg(e)l* means “to catch the wind” [8, p. 782].

The term *sail* is also very popular in everyday usage. A verb *to sail* is always connected with a boat journey or traveling across the water. As far as phrases are concerned, *to sail of a person* means moving smoothly, confidently and quickly and *to sail through something* is to “succeed in it without difficulty” [8, p. 782].

Both the windsurfing *boards* and *rigs* are usually divided into seven categories based on diverse weather conditions. The first category is *funboard*. The prefix “fun” before the words *board* or *sail* suggests that they are designed mostly to give surfers fun. Beginners appreciate their size and stability. The second category is *freeride*. The name consists of two elements: *free* and *ride*. The combination of these two parts means joyful traveling, therefore, freeride equipment is meant for comfortable and recreational sailing, mainly for beginners and pre-intermediate sailors. Another category is represented by *Formula Windsurfing Class*. The name of this modern windsurfing class was borrowed from motor sports – Formula 1 motor racing. The name was loaned to stress that in this class the most important factor is speed. That is why the equipment, both boards and sails, were designed to reach the optimal performance even in unfavourable weather conditions. Boards are flat, very wide and easy to use in the planing mode. Sails are usually big and have a good aerodynamic profile, which is good for reaching high speeds.

The next category is *race*. This originally Norse word [8, p. 735] received its current meaning only in mid-16<sup>th</sup> century and meant “contest of speed” [12]. As the name itself suggests boards designed for that category are used for reaching high speeds. Hence, they are light, narrow and quite difficult in steering. They require strong winds and are intended for professional sailors. Racing sails are the biggest sails, expanded and strengthened, heavy and difficult to control.

The fifth category is *slalom*. The word which in its original definition was reserved only for

winter land sports, along with development of water sports, changed its exclusive meaning and was borrowed by other disciplines, including windsurfing. Slalom boards are very similar to racing boards; they are short and light but easier to control. Similarly to racing, slalom sails are big and heavy but easier to control.

The sixth category is *freestyle*. The term is composed of two items: *free* and *style*. The present meaning of the phrase comes from 1770 [12]. As far as water sports are concerned the term *freestyle* is used in swimming and means “sports competition, especially a swimming race, in which each competitor can use any style or method they choose” [8, p. 562]. In windsurfing the term determines a way of sailing in which acrobatic tricks, jumps and flips are performed. This is why the freestyle boards are short but wider and easy to steer. Freestyle sails are medium big, designed for sailing on both flat and wavy water, and are very easy to control.

The last category is *wave*. According to *The Oxford Dictionary of English Etymology*, in Old High German and Old Frisian words *wag* and *weg* meant “water in motion” and in Middle English *waw* meant “moving billow of water” [8, p. 994]. Its present shape and meaning come from the 16<sup>th</sup> century. Wave boards are the shortest and have the smallest draught of all the hulls. They are used on very wavy water regions and are designed only for professionals. Analogically, wave sails are very small, their surface is specially reinforced, and they are very easy to control, even with strong winds.

Proper attire is an indispensable part of every sailor’s equipment. Special clothing is not obligatory, though it very useful as it facilitates sailing. The clothing has become an inseparable element of the discipline, practically from the very beginning of the sport, though it managed to reach its present shape and look after some evolution. Designing special attire was necessary as sailors often fell into the water and after getting on the board their bodies were exposed to cold, as the wind evaporated the water from the skin. The use of special attire that would protect the body from cold wind and water, and minimize the heat loss was necessary. A solution turned out to be a special wetsuit borrowed from other water sport – i.e. diving. Diving suits fulfilled the requirements to protect the body from chilling but were highly impractical for windsurfers as they were very thick and limited the sailors’ movements. The suits for surfers did not have to be

as thick, as a sailor spent most of the time out than in the water. That is why special suits for surfers started to be produced. They were thinner, lighter, more elastic and comfortable. Today, windsurfing suits are usually divided into two groups: *wetsuits*, used in summer and *drysuits*, worn at low temperatures, in spring or autumn. The present-day windsurfing attire is produced from high-tech materials and may come in a variety of styles, fittings, shapes and sizes. A supplement for a suit is a pair of special *boots*, made of neoprene with an anti-skidding sole, protecting the feet against cold and injuries.

The “light” clothing used frequently by the youth and professionals has had a great impact on the windsurfing fashion characterised by the comfort of wearing. Clothes worn on the land for boardsailing lovers are made of modern and ecological fabrics and are very colorful. A characteristic pattern is a motif of Hawaiian flowers. Big corporations specialize in production of clothing and other accessories especially for young and demanding sailors. They also use their products to place the company’s logo there. Windsurfing clothes are designed to be worn on the beach or in the city so they set certain trends in young people’s lifestyle.

In the era of globalization and advanced technology, fashion is merely a small element influencing sports popularity. A huge role is played by the modern mass media. Sport can be called a spectacular event which draws attention of millions of people around the world, despite “the depth and range of audience reached by sports journalism” [2, p. 11]. As far as sport and its special language is concerned, the media are a particularly rich area for linguistic investigations. Sport events can be surely named events that “accumulate various cultural experiences” [3, p. 7] and make sport present and important in our lives.

The media are essential for sport because they fulfill a number of tasks. First of all, they draw attention of millions of people around the world who unite in a common aim of cheering their beloved teams or athletes, and strengthen relationships between the fans. Secondly, thanks to some media we can become familiar with certain, especially extreme, sports. They usually take place in locations inaccessible for most fans. Only thanks to TV or radio broadcasts it is possible to find out more about them, become acquainted with special equipment and people involved in a given sport.

Thirdly, the mass media are also a determinant of popularity of some sports. Not only are they responsible for peculiar sport fashions but also for rises and falls of some sports. What is more, newspapers, magazines, radio and TV are factors that encourage children to practice popular sports, which has a positive influence on their health. The media have also got some psychological and sociological effects. Their influence on society may result in adoration or hatred for some athletes. It is so because they provide a lot of both sport and personal information about certain athletes and shape viewers’ opinion about them. “If one of the reasons for having commentary is to add colour to a game, then it is likely that commentators will show a certain amount of support for the home team” [1, p. 73]. It needs to be emphasized here that although the media promote and cast positive light on national athletes, they should not insult and downgrade foreign athletes, as it may lead to various conflicts. Another important task is rapid information transmission. At present, thanks to modern devices messages can be sent fast over very long distances. The technological development of appliances create therefore strong connections between media and sport.

Sport as an element of culture and a social phenomenon is combined with processes of communication realised through language. “Sport practicing generates many various communication situations, starting from training and finishing with everyday conversations of people engaged in a given discipline” [5, p. 378]. In connection with such a broad range of situations there are many forms of utterances, also called messages. They are affected by “situational conditioning, social roles of senders and receivers, their personal features along with the topic and the aim of the process of communication” [5, p. 378]. An important feature that shapes the form of the message is a type of contact between participants of the process that can take the form of different configurations, either direct or indirect. There are four kinds of direct contacts: a single sender and a single receiver, a single sender and collective receiver, a single receiver and collective sender, and the collective sender and the collective receiver.

Sport language owes its distinctiveness also to other factors, i.e. “activities connected with sport practicing, their products, accessories and kinds of relationships between the participants” [5, p. 378]. All these factors make the sport language a distinct

component of every language. Its features are visible mainly on the lexical level: names of disciplines, activities, equipment places, etc. The lexicon contains many non-native words, which become adopted by adding derivatives or suffixes. An example from windsurfing can be a term *surfari* that was created from two terms: *surf* and *safari* and is used to describe an activity of intense sailing for a few days in various places.

Sport language is characterized also by “a specific shaping of a syntactic level” [5, p. 378] visible mainly in statements connected directly with sport practicing. It mainly uses short constructions, appearing usually in imperative and exclamatory sentences that facilitate fast and precise communication between a trainer and an athlete [5, p. 380]. In this matter windsurfing is not an exception. Such a linguistic process is very common and can be seen, for example, in phrases like “Right hand up!” When a trainer shouts the phrase, it means that the sailor should put his right hand higher while making a manoeuvre.

For precise and complete understanding of any spectacular sport, including windsurfing, both written and spoken sources need to be analysed. It is commonly known that language used in various media is different. Press reports are written in a different way than instructions and pieces of advice in coaching manuals. Live comments on TV are not the same as the narrative language of films. Each medium has its own language, which is characterized by special features and has different aims and tasks.

One of the most important written sources on sailboarding are books which as far as language and style of writing are concerned differ greatly from periodicals. As opposed to magazines, books on sport “are more substantial and more sustained in what they have to say” [5, p. 99]. They cannot be updated and, considering the rapid development of various sports, including boardsailing, the data which they contain is often out-of-date. The language used by book authors is very direct, and they often employ imperative verbs and pronoun *you*, which help to convey the author’s knowledge to the reader who is told “in no uncertain terms what to do” [1, p. 91]. Sentences are usually short and contain precise vocabulary and clauses beginning with *if*. What is more, the language is deprived of vivid and colourful terms, known from the magazines, as it is not meant to impress the readers, rather to supply them with certain

information and provide useful advice. Such a way of writing is characteristic of formal and informative style and seems to appear in most books about windsurfing.

Magazines and periodicals are recognized to be the most popular and up-to-date sources of information concerning sport. Although supplying information is the main purpose of most newspaper sports coverage, it is not really so straightforward. “Sports coverage in newspapers is more concerned with entertainment than information” [1, p. 85]. Windsurfing magazines are not an exception. Their main tasks are not only to inform a reader about current windsurfing events, but also to present new techniques of sailing and maneuvering, together with tests of new equipment. However, it cannot be stated that they play a purely referential role. As the language of press reports may be characterized by certain features, the articles are often much influenced by the authors’ opinions and their personal views. They give the reader certain information in an informal way using poetical and expressive language as well as numerous balancing opposites and metaphors [1, p. 106]. Therefore, the language fulfills the informative, descriptive as well as impressive functions.

Television coverage and films are thought to be very popular ways of presenting windsurfing, as they are easily available and rather do not require any deep knowledge of boardsailing from the viewer. Since television and films combine spoken language with some visual effects they may be recognized as both spoken and visual sources.

“Major sporting events are watched on television by huge audiences. Satellite broadcasting means that there are channels given over entirely to sport” [1, p. 57]. Sports reporting, including boardsailing, requires its own special commentators who have specialist knowledge about the sport, its terminology and tactics, together with different linguistic skills. During competitions there are usually two commentators or the main one and the expert assistant, who analyse the events. “The main commentator describes the action first time, the expert then gives a review while watching the action replay on his monitor” [1, p. 74]. The main commentator uses present tenses, while the comments on action replay are reported in past tenses. Although their performance has a mainly informative function, their way of speaking is very emotional, analytical, critical and usually unbiased. The pronunciation and intonation seem to indicate

sometimes support for chosen athletes. Commentary needs to be a very complex talk as a commentator must deliver information simultaneously with the ongoing events. It is spontaneous, unscripted with its main aim to capture the excitement of the event. The language of commentary is rather fluent, with few signs of hesitation, re-starts, words which do not make sense, unplanned pauses, etc. It sometimes happens that during this continuous flow of talk unintentional, often humorous, errors appear, but most listeners usually do not notice them.

As opposed to written accounts, spoken ones are characterized by using many more words and the range of vocabulary reflecting developments in the sport and its changing social role. Commentators commonly use passive and impersonal constructions. Some nouns or even verbs are omitted and phrases are replaced by short constructions or abbreviations.

Another great visual and spoken source of windsurfing terminology is the cinema. Bearing in mind the rapid development of this medium, like books, films cannot be updated and after around five years from their release they serve purely archival purposes.

Sailboarding movies include instructional films and documentaries, but the most popular ones are feature films showing the pleasure of practicing windsurfing in beautiful, often exotic, places. Their great qualities are good shots that enable the viewers to understand the discussed events. Language used in the films differs in many aspects from the one used in written sources. The most noticeable discrepancy is that the spoken language is very direct. Speakers are not formal and address the viewers directly. A relaxing atmosphere is introduced, which makes the viewers feel comfortable with what they are watching. The language is very fluent; there are signs of hesitation, restarts, repetitions and sometimes unplanned pauses.

As far as vocabulary is concerned spoken accounts use significantly more words than written accounts. The speakers frequently use jargon and vocabulary characteristic of the windsurfing environment, for example, *We had a great surf!*, i.e. "We had great time and conditions for surfing", which may be confusing especially for non-surfers. What is more, they often use abbreviations. Articulation and intonation have a great influence on the reception of the film or a TV broadcast.

What is impossible in written sources appears in spoken ones and enables the commentators to stress certain information or events. The narrators' speech is greatly influenced by their views and attitudes. Their presentation is not limited to pure information about sailboarding, but they also mention some details of windsurfers' personal lives and experiences. Their presentation does not resemble analytical commentary on TV but is filled with emotions.

Windsurfing has supplied a great number of expressions to other sailing sports, like kitesurfing, as well as to the general lexicon. The popular mass media are vast carriers of modern terminology and phraseology. The development of new words and expressions together with constant transformations of the language of windsurfing definitely require further research into the area, which may be quite promising indeed.

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In many respects, the terms communication and culture can be used interchangeably. Yet the influence of culture on human interaction is paradoxical. As we conduct our daily lives, most of us are unaware of our culture; however, culture influences our every thought, feeling, and action. As the late internationally recognized anthropologist Edward Hall asserts in the quote at the beginning of this chapter, culture hides more than it reveals, particularly from its own members. Australian anthropologist Roger Keesing argues that culture provides people with an implicit theory about how to behave a... Instances of what could be called cultural history have existed throughout the modern era, but most of these have tended to be rather journalistic accounts of day-to-day curiosities that struck the fancy of various amateur historians. There are also many examples of histories of cultural developments like music, art, literature, and ideas, that could be counted as cultural history defined broadly. For instance, Jacob Burckhardt's *Civilization of the Renaissance in Italy* (1860) is often considered a founding work of modern art history. "There are no constraints on the human mind; No walls around the human spirit; No barriers to our progress except those we ourselves erect." RONALD REAGAN. In the context of globalization and free trade, business communication has to cut across different cultural identities. These invariably cause cultural barriers that have to be overcome. The relaxed and leisurely pace of the Easterners, the formal and official style of the Britishers, the casual and matter-of-fact nature of the Americans, the thorough nature of the Germans and the extreme courtesy and politeness of expression of the French are all cultural features. It is easy for an American to give his opinion even to his boss whereas decisions and opinions are seldom expressed in the presence of elders and seniors in the East. Keywords: theory of terminology, history of terminology, General Theory of Terminology, Communicative Theory of Terminology. Introduction. This book emphasizes the difference between terminology and linguistics on several fronts. a. regarding language the priority of the concept; the precision of concepts (monosemy); the univocity of the term (absence of synonymy); the semiotic conception of designations; the exclusive interest in the lexicon, leaving aside all other linguistics levels; the synchronic treatment of terms; the priority of written registers. Even in the context of minority languages terminological practice based on sociolinguistic evidence had moved away from the principles of the theory. Triangle Model of cultural differences. Classification of cultural norms into Linear-Active, Multi-Active and Re-Active. Their characteristics in various spheres of life: the use of space and time, listening habits, types of leadership, organization of society and business, etc. Some combinations of cultural norms. Intercategory comparisons. The Use of Time: Linear Time, Multi-Active Time, Cyclic Time. Time for the Chinese and the Japanese. The Validity of Time Concepts.