

a) Globalisation, access and ideology have greatly influenced the change in consumption patterns of the populo-culture Blue jeans. This was achieved by changing the mythology associated with jeans, consequently increasing access to them and establishing themselves as egalitarian items, worn by the masses.

The industry of Blue Jeans was established during the gold rush, in 1853, when Levi Strauss began the mass manufacturing of jeans after the workers demand for highly durable and long lasting jeans. From this early beginning, Blue Jeans began to have the ideology of durable and tough associated with it, helping it perpetuate as a populo-culture, seeing and seeing it develop from a local, to national to global level, characterising it as a populo-culture.

Here was a myth that

During this time, mythology and ideology



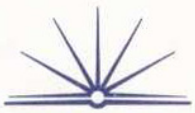
also saw a change in the consumption of Blue Jeans. During the 1930s, Hollywood westerns, depicting cowboys ~~wearing~~ wearing Blue Jeans, ~~was~~ developed to a mythical status. This ultimately saw people on the East, travelling over from the west and buying ~~some~~ a pair of these famous "Blue Jeans, or "waist overalls" as they were known. This ultimately saw a change in the consumption of Blue Jeans, as they became worn not only ~~to~~ for work but also for leisure.

Mythology and ideology ~~also~~ during the 1950's also saw ~~the~~ the consumption of Blue Jeans change, as they became ~~associated~~ with the uniform of Teenagers. Hollywood movies, and movie stars such as James Dean in Rebel without a cause, and Marilyn Monroe, ~~and the~~ along with "juvenile delinquents" and "motorcycle boys" shown increasing on TV wearing



Blue Jeans, saw a rebellious ideology associated with Blue Jeans. During this time, Blue Jeans were associated and consumed by the teenage market, and access to ~~them~~ Blue Jeans was limited mainly to them.

In today's society, the ideology of Blue jeans has once again changed the consumption patterns of the populo-culture. Today Blue jeans once again hold the ideology of durable and good value, as well as being valued for their place in the ~~pe~~ fashion world. With the ageing of the "baby boomers" of the 1950s, Blue Jeans has been associated less with the ideology of rebellious teenagers, and now valued by all members of society, with no exception to age, race, case or gender. Instead of being the uniform of ^{teenagers} ~~the masses~~ they are now the uniform of the masses. This is due mainly to the association of the ideology



of them been available, as well as the ideology of them created by the fashion designers as a virtual piece of fashion. This has ultimately seen a change in consumption, as they are now consumed globally by the masses.

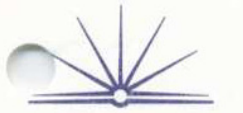
Globalisation, has also seen a change in the consumption of Blue Jeans. As the world began to ~~pe~~ become a single place, a global village, the consumption of Blue Jeans has greatly increased.

The introduction of the global village or the internet, search engines as well as other technological advances such as the television and film, saw people become more aware of the fashion trends of other societies and culture. The internet was able to truly globalise the fashion industry, which ultimately saw the consumption and popularity of Blue Jeans greatly increase. Designer jeans, established

in the 1980s, saw the nature of jeans change globally and become a fashion item.

The introduction of global Transnational corporations, have seen the production of jeans develop globally, with a majority of jeans now produced in "sweet shops" in the east. This has taken the consumption of jeans to a truly worldwide level.

The increase in the access of jeans, brought about by globalisation and modernisation, has seen a change also in the consumption of Blue Jeans. With the access to jeans now available to the masses, an associated rise in the consumption of Blue jeans is also witnessed. With Blue Jeans no longer associated with an ideology of a minority group and the globalisation of the fashion industry, Blue Jeans is now able to be accessed by the



masses. This has ultimately seen a change in the consumption as they become more popular. Ostensibly, globalisation, access and ideology has had a large impact on the change of patterns of the consumption of Blue Jockey