Abstract

This bachelor’s thesis dealt with origins of Mod’s subculture in the United Kingdom. It pursued the main features of the subculture, life style of its members and their values. The thesis sought to put Mods to historical context and find their significance for British society. Mods are a denomination of a group of youths sharing the same interest in clothing and clubbing. They originated in London suburbs in the late 50s of the 20th century. Members were predominantly men of working-class origin. Media noticed them in 1964 because of their participation in riots in coastal resorts. It is the first authentic British subculture which was recognized internationally.