

## **Abstract**

The aim of my diploma thesis is to give an insight into the social reality of lightly tattooed people as well as those, who are just considering tattoo. Of people, for whom is tattoo neither a lifestyle nor only the fashion trend that recently penetrating into the mainstream culture. Presenting attitudes and opinions of these tattooed and potentially tattooed people the thesis tries to elucidate, what does it mean for them to be tattooed, if there are any concrete values and meanings connected with tattoo, how tattooed understand and reflect a possibility of conflict with the social norms and if the risk of this conflict somehow influences the decision of getting a tattoo. Main current approaches to the phenomenon of tattoo, historical development and changes of its situation in western culture are introduced in the theoretical part. The empirical part then draws on data acquired from semi-structured interviews with tattooed and potentially tattooed living in Czech Republic.