

This thesis deals with stigmatization of piercing subculture as drug subculture. To better compare and to search for possible connections, we present characteristics of both subcultures in question, their history and present, including all trends and streams connected with these subcultures. The results of the search aimed at finding opinions of public on stigmatization of individuals with piercing were used in a project which could be integrated in the high school curriculum concerning personal development (according to the RVP). The project offers a concept of content structure of classes and recommendation as to the choice of teaching methods, including motivational games and exercises. The topics can, with adjustments to the age group, be widely used in the high school system of education.