

## **ABSTRACT**

The theses named Subculture of a tattoo, Content analysis of a magazine Inked is primary focused on the nowadays phenomenon of a tattoo, there then the whole development of this social subculture. The aim of this thesis is to sum up and analyse the term of subculture, to see in detail the historical beginnings and development of tattooing, to describe functions, motivations and the reasons of an actual act of a tattoo.

The main focus will be set on the American lifestyle magazine Inked. I will try to analyse this printed media, which targets on the tattoo subculture, culture itself, style and art. This thesis will characterise the magazine and will basically follow the Inked in two year time period. Which are the years 2009 and 2010, my interest is focused in this theme agenda and its development during this period of time. The researching method will then be a quantitative content analysis.

### Key words:

Tattoo, tattouage, subculture, history, phenomenon, skin, motif, colour, development, function, analysis, research, Inked, magazine.