

Tattoos and Popular Culture

Cultural Representations in Ink

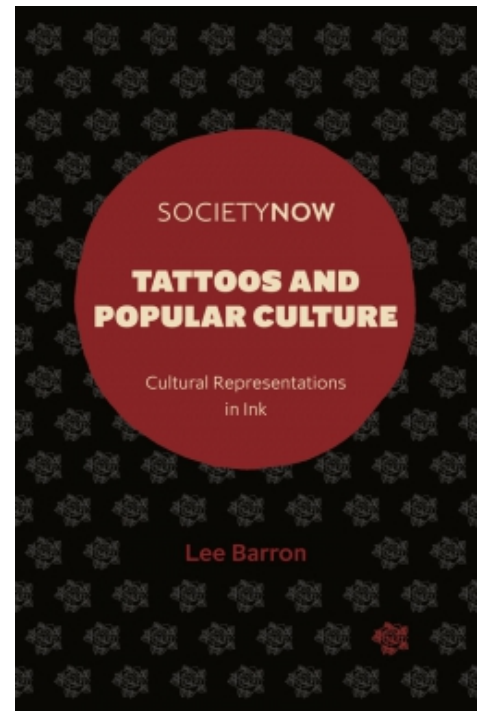
SocietyNow

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About the Book

The rise of tattoos into the mainstream has been a defining aspect of 21st century western culture. *Tattoos and Popular Culture* showcases how tattoos have been catapulted from 'deviant' and 'alternative' subculture, into a popular culture, becoming a potent signifier of 'difference' for the Millennial generation.

From tattooed film superheroes such as Harley Quinn, MTV's *Just Tattoo of Us*, and the extensively tattooed and mediated bodies of celebrities across social media, tattoos are now not only inscribed into increasing numbers of Millennial and Gen Z bodies, but also into mainstream culture. As the entrenched stigmas associated with tattoos are eroded Barron asks, how do subcultural and mainstream tattoo images and practices co-exist? Which cultural expressions are at the forefront of modern tattoo culture?



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