

ABSTRACT

Title of the Dissertation: Tattoo: An Inquiry into its Different Dimensions

Tattooing the body, and how it is shaped by society's culture and fashion trends, is the sort of body alteration that is the focus of the current research. The value of tattooed bodies is enormous. To begin with, they are the first visible form of body art through which society's cultural standards of conduct are established and an individual's self is formed. Individual autonomy in the process of becoming tattooed is asserted in today's discourse about tattooed people through self-expression. However, tattoos are becoming more popular as a show of defiance against social standards. The concept of Impression Management is an important phase in the development of one's identity. Individuals are thus regulated and disciplined by society's cultural standards of behaviour on an unconscious level in order to avoid stigmatisation and portray an ideal self-image. The goal of this study is to find out how these tattoos or other indicators of body modification reflect a group identity or a personal development. In the instance of bodily alteration, what role do gender and religious variables play in the process? What role does technology play in this situation? What are the social and individual benefits and drawbacks of body modification? A blended or mixed method was used, for the study, with emphasis on qualitative approach. The empirical findings were based on 50 respondents in Kolkata who are between the ages of 20 and 60. Secondary material from books and journals was used to supplement the information acquired.

Tattooing is one of the oldest types of body alteration, with practitioners from nearly every culture throughout the globe. Despite the fact that tattooing as an art was mostly practised by tribes in the past, it has grown in popularity among today's young. Tattooing culture, which was once mostly linked with the western world, has grown in popularity all over the world.

Following the prevailing cultural trends of the society, or rather, following the fashion trend, becomes significant in order to establish or convey the perfect social self or identity. Body alteration techniques are governed by social conventions based on gender and religion, which define our social identities as men and women and also highlight our religious identities. These standards also govern the dos and don'ts of tattooing. The tattooing technique carries some serious health concerns, yet it can also be used for therapeutic purposes.