

The Transformation of Social Value towards Tattoo: Case study of Taiwan

萬宜平, B.A.

Wenzao Ursuline University of Languages, 2017

ABSTRACT

During the early period in Taiwan, people regarded tattoos as a negative symbol and they also associated it with criminals. Along with the change in times, tattoos became more popular than it used to be, we can also see tattoos appearing on some movie stars and some famous people. Young people began to think of tattoos as an art instead of a negative connotation. We might think that tattoos has been accepted by people, but it is not the case, most people who have tattoos, still hide their tattoos beneath their clothes. Therefore, the purpose of the study is to understand Taiwan's changing perception of tattoos as a culture.

In this research, the author searched some basic data on the internet. There were some news, reports, and related journals which allowed the author to understand more about what a tattoo is. The author, then tried to clarify the information and summarized the major problems in Taiwan's tattoo industry. To get the data, author interviewed tattoos artists who were engaged in tattoo industry for over 20 years. Their opinions were used as the perspective of tattoo artists to realize the condition of Taiwan's tattoo industry and development process and culture of Taiwan's tattoo.

In sum, this paper discussed the condition of Taiwan's tattoo culture. The main contribution of this research is that people could know more about this specific art in Taiwan and eliminate the stigma of tattoo art.

Key word: Taiwan tattoo culture, Taiwan tattoo industry, Tattoo artists, subculture