The cultural status of tattooing has steadily evolved from that of an anti-social activity in the 1960s to that of a socially acceptable fashion statement today. First adopted and flaunted by influential rock stars like the Rolling Stones in the early 1970s, tattooing had, by the late 1980s, become accepted by ever-broader segments of mainstream society. Today, tattoos are routinely seen on rock musicians, sports stars and other public figures who play a significant role in setting the culture's behaviour patterns.

The market demographics for tattoo services are now skewed heavily toward mainstream customers. Tattooing today is the sixth fastest-growing retail business in the United States. The single fastest-growing demographic group seeking tattoo services is, to the surprise of many, middle-class suburban women. The state and local governments of New Jersey, like those of other regions across the United States, are being forced to alter their attitude and laws in response to the changing cultural status and popularity of tattooing and have now adopted a more open-minded approach to tattoos.

According to one recent journal, tattoos were most common among motorcyclists, criminals and gang members. However, these stereotypical associations have changed over the past 20 years and it is estimated that almost half of the tattoos now being done are on women.

2.2 PARAPHRASE **Now find words and phrases in the passage with a similar meaning to the words in italics in A–F in 2.1.**

2.3 **Use a dictionary to check the meaning of the following words from the passage. Then use them to complete the sentences below.**

flaunt suburban influential segment skewed status

1 Celebrities are extremely _____ in setting fashion trends.
2 The chart shows that people over 65 form the fastest-growing population _____.
3 Many rich people _____ their wealth through their expensive cars and grand houses.
4 These figures are _____ because not all of our customers have paid their bill yet.
5 Not everyone dreams of a quiet, _____ life. Many find it dull and boring.
6 I soon realised my _____ when I was asked to use the tradesman's entrance.

Community

3.1 07 **Look at the following list of opinions about groups and society and make sure you understand all of the vocabulary used. Listen to a talk and tick the opinions you hear expressed.**

1 ___ When people *conform*, it helps make society more *peaceful*.
2 ___ Some people *obey social customs* without question.
3 ___ *Conventional* people help keep our *traditions* alive.
4 ___ Some multicultural societies focus more on developing *traditional ways* than others.
5 ___ As time passes, our idea of *what is normal* changes.
6 ___ Some people try to be *different from the group*.
7 ___ Some people create *an alternative social group* and *rebel against the traditional way of life*.
8 ___ In the 1970s, it was *usual* for hippies to wear second-hand clothes.

LIVEWORKSHEETS