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

Track 07

One of the main factors in ensuring a 1. harmonious society is that there are clear, established patterns in the way we conduct ourselves. And we expect people to 2. behave according to our accepted standards of behaviour. There are those who 3. observe these 4. social mores religiously, and these people are often labelled 5. 'conservative'. It's actually through such people that our 6. heritage is preserved. But then, gradually, over time, as our society becomes more and more multicultural, there is a blending of these 7. customs and we gradually come to redefine 8. the norm. If we enter a new group, we notice the unwritten rules and social norms of that group. Those who fail to observe these norms are inevitably excluded from that group. Of course, there will always be those who seek to break away from tradition, and to rebel. These people see themselves as 9. unconventional in every sense of the word. They create a 10. counter-culture and they 11. shun mainstream values. However, ironically, in doing so, they inevitably also create their own new code of behaviour with its own set of unwritten rules. For example, becoming a hippy in the 1970s required you to don the accepted casual dress of a hippy rather than the obligatory suit and tie that was 12. standard at that time.

LIVEWORKSHEETS

3.2 ▶07 PARAPHRASE **Now listen again and note the words and phrases with a similar meaning to the words in italics in 3.1. You may need to listen several times and/or read recording script 07 at the back of the book.**

4 COLLOCATION **The words in the box collocate with either *social* or *group*. Use the words to complete the sentences.**

behaviour	decline	interaction
member	minority	pressure

1 Many people fear that relaxing our laws on alcohol consumption will lead to social _____.
2 Each new group _____ is expected to undergo a special induction programme.
3 In developed countries, smoking is now seen as anti-social _____.
4 Social _____ is very important for new migrants if they are to feel part of their new community.
5 _____ groups tend to have a lot less power in the community than more dominant groups.
6 People often give in to peer group _____ to conform, simply to make life easier.

Vocabulary note

The following are collocations with the word *community*: *a vibrant community, a close-knit community, the farming community, the rural community, the ethnic community*. Use your dictionary to help make a list of some more.

LIVEWORKSHEETS