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## RESEARCH OF CONTEMPORARY PERCEPTION OF TRADITIONAL TATTOOS ON THE EXAMPLE OF TATTOOS OF CATHOLIC WOMEN FROM BOSNIA AND HERZEGOVINA

### Abstract

The paper deals with tattoos of Catholic women from Bosnia and Herzegovina, function of the tattoo from the identity, religious and communication aspect, primarily as a means of non-verbal visual communication as well as its contemporary perception. The traditional/religious tattoo on the example of tattooed Catholic women from BiH, which is the subject of this research, represents a conscious bodily modification historically conditioned by the environment and culture. The paper studied perception of traditional/religious tattoos taking into consideration the fact that more than 90% of the population of the Republic of Croatia are declared believers and whether a person with a tattooed religious symbol is a believer, or whether that person is perceived as a believer because of a tattooed religious symbol/sign. The paper also discusses the possibility of traditional tattoos contribution to the process of new evangelization. The research was conducted on a sample of 310 respondents, and the aim of the research is to determine the perception of religious/traditional tattoos, i.e. whether they are influenced by sociodemographic characteristics, whether it is generally acceptable or declared believers have a more positive attitude and can the traditional tattoo be a communication symbol of declared believers.

*Keywords:* tattoo; traditional/religious tattoo; communication; new evangelization; perception