

WHY ARE TATTOOS IN LATIN SO POPULAR NOWADAYS?

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Introduction. Latin has been a dead language for more than a millennium. However, in many parts of the world, its existence is known not only to specialists, but also to ordinary people. In fact, many people still use Latin today without realizing it. A curious phenomenon of contemporary life is that Latin is making a comeback. During the latest decades, tattoos have become a mainstream part of society. According to surveys, 36 percent of Americans and 25 percent of Europeans aged 18-25 have at least one tattoo. And Latin is a very popular choice for a tattoo word phrase.

Aim. We aimed to find out how Latin became a part of modern youth culture, took the lead in the poll of 'The 10 Coolest Dead Languages', and is keeping gaining popularity.

Materials and methods. The material of the study is inscriptions in Latin language tattooed on the young people from Europe and North America. In the study, such methods as descriptive, comparative, comparative ones, induction, analysis, and synthesis were used.

Results and discussion. We have followed the main steps in history of tattoos and determined the main reasons of their taking over the youth society. We have studied special sites for Latin lovers, conducted a social survey among among students of the NUPh and visitors of the above-mentioned sites from around the world. We have found out what tattoos are the most popular among young people in the US and Europe (including Ukraine).

Conclusions. Latin language is one of the greatest and popular languages in the world that were spoken long time ago. With its popularity, Latin left to us many popular quotes that became pledge of success for many of people. Few languages can describe the many aspects of life in as great a way as Latin. Coupled with its brevity, quotes in Latin have deep meaning and tattooed show person's inner world in all its glory. Tattoo quotes in Latin have become something like public proverb by which one can say all that he/she has in his/her heart by one word or phrase. So nowadays, they have become a very popular tattoo trend.