

## **THE COMPARISON OF HAIRDRESSER-CUSTOMER COMMUNICATION: THE ANALYSIS OF COMMUNICATION THEMES IN BARBERSHOPS**

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### **ABSTRACT**

Nowadays, people cannot communicate effectively in their families and they cannot solve their problems. This lack of communication even is seen in workplaces. People do not want to listen to each other's problems and cannot tell their problems to anybody. When they go to their hairdressers, they get a chance to tell their problems. Hairdressers resemble a therapy center while also being a place for personal care. Thus, people sharing their secrets and problems in hairdressers get rid of their stress. This study consists of the topics discussed in hairdressers. Also, it examines the secrets shared by the customers about their personal lives. At this point, fourteen male barbers and thirteen female hairdressers were interrogated and whether there is difference between the topics discussed at these barbershops were scrutinized. In the end, the similarities and differences in topics were revealed in themes.

**Keywords:** Male barbers, female hairdressers, interpersonal communication, similarities, differences, gender.