



MALE HAIRDRESSER-CLIENT COMMUNICATION: WHAT SECRET THEY SHARE IN BARBER ARMCHAIRS!

Rüçhan GÖKDAĞ *

ABSTRACT

People who live and work in cities have to go to a hairdresser regularly in Turkey, and if there is no extraordinary case, they prefer to go to the same hairdresser. The longevity character of hairdresser-customer relation turns this relation into an interpersonal communication. This affiliation sometimes has gone too far to share some secrets. In today's world, communication in family, in work life, and between close friends has been gradually dissolving. Nobody has time to listen to others. People talk less with each other. Barber armchairs provide enough time for customers whose husband and wife or close friends do not give this time to them to talk. In this context, the time which customers spend in barbers' armchair has been passing through with a nice conversation, discharge and sharing the mental distresses. This study was conducted to reveal the subjects that the hairdresser and his/her customers talked about and how much the talks were repeated at later comings. A total of 14 male hairdressers working in Eskişehir were interviewed. After that, the results were discussed, and groups of themes were created for analysis. The results indicated that different client-hairdresser relations could be developed in different cultures.

Keywords: Hairdresser, Communication, Interpersonal Communication, Sharing Secrets, Coping with Stress.

ERKEK BERBER-MÜŞTERİ İLETİŞİMİ: BERBER KOLTUKLARINDA HANGİ SIRLARI PAYLAŞIYORLAR!

ÖZ

Türkiye'de; kentlerde yaşayan ve çalışan insanlar; düzenli olarak berbere gitmek durumundadırlar. Olağanüstü bir durum olmadıkça da hep aynı berbere gitmeyi tercih etmektedirler. Berberlerin müşterileriyle olan ilişkilerinin sürekliliği; aralarındaki ilişkiyi giderek kişilerarası iletişime dönüştürmektedir. Bu yakınlık bazen, saklı kalması gereken çeşitli sırların paylaşımına kadar gidebilmektedir. Günümüz dünyasında aile içi, iş yaşamı ve arkadaşlar arasındaki iletişim giderek zayıflamaktadır. Kimsenin kimseyi dinleyecek zamanı yoktur. İnsanlar birbirleriyle daha az konuşmaktadır. Berber koltukları; eşlerin ve arkadaşların birbirlerine ayıramadığı o zamanı yeterince sağlamaktadır. Bu bağlamda; müşterinin koltukta oturduğu süre iki kişi arasındaki hoş bir sohbet, içini dökmeye, sıkıntılarını paylaşmayla geçmektedir. İlgili çalışma müşteri-berber arasında konuşulan konular, bunların sonraki gelişlerde tekrarı bakımından kadın ve erkekler arasında fark olup olmadığını ortaya koymak amacıyla yapılmıştır. Eskişehir'de çalışan 14 erkek berberle yüzyüze görüşmeler gerçekleştirilmiştir. Daha sonra, sonuçlar tartışılmış ve tematik gruplar oluşturularak analiz yapılmıştır. Sonuç olarak, farklı kültürlerde farklı müşteri-kuaför ilişkilerinin geliştirilebileceği göstermektedir.

Anahtar kelimeler: Berber, İletişim, Bireylerarası İletişim, Sır Paylaşımı, Stresle Başa Çıkma

*Assoc. Prof. Dr., Anadolu University, Faculty of Communication Sciences, rgokdag@anadolu.edu.tr

1. INTRODUCTION

The first barber that most men go for a hair-cut is most probably the barber that their father's go to. However, individuals, when they get older and become adult, find their own barbers that they can trust and get on well with. Today, the number of those who pay attention to their hair-care, hand-care and face-care is increasing. Just like women, there are men with interesting hair styles. All men taking care of their hair have their own certain barber, and they are too conservative to change their barber. This is a kind of loyalty: "loyalty to barber".

All barbers know well what their faithful customers expect from them or what these customers like or dislike. Trust in the barber with respect to hair and care becomes stronger in time and spreads to different areas in a way that the barber-customer relationship, which essentially requires receiving and providing a service, could gradually turn into a communication-confidentiality between individuals who share a number of secrets with each other.

The present study is on communication between male barbers and their customers. The study examines not only the things customers, who have interpersonal communication with their barbers, share with them but also what the extent of this sharing is. Since the barber-customer relationship is at the level of interpersonal communication, the focus in the following pages will be first on interpersonal communication and its characteristics and then on the prominent characteristics of this interpersonal communication in terms of barber-customer relationship.

1.1. Interpersonal Communication and Its Characteristics

Interpersonal communication is the exchange of messages between people who have influence one another in specific ways within the framework of social and cultural norms. Interpersonal communication is just personal. This type of communication, according to DeVito (2011), is the one between people who are familiar with each other.

Barber-customer communication, initially, starts within the framework of roles appropriate to impersonal, or social, norms. However, the relationships of those who always go to the same barber with their barber develop in time in a way to have an interpersonal character in line with their own functioning and rules. There are several rules which determine the quality of interpersonal communication and which should be obeyed for a healthy communication. These interrelated rules can be gathered under six headings (Gibson & Hanna, 1992).

Honesty. Honesty in a relationship refers to purity in that relationship, which does not involve any deception or abuse of confidence. It is a relationship free of fraud or cheating. People believe that the most important characteristic that distinguishes true friends is honesty.

Self-disclosure. Self-disclosure refers to sharing one's feelings, thoughts and problems with others. Self-disclosure is fairly important for the protection and development of interpersonal communication. "Confidence" and "Self-disclosure" are two concepts that complete one another: Confidence is prerequisite to self-disclosure, and vice versa.

Empathy. Empathy is the ability to understand and evaluate others' experiences and feelings. It also means putting oneself in others' shoes and feeling their feelings ("Empathy", n.d.). Empathy involves establishing close relationships, maintaining friendships and developing strong gatherings (Palmer, n.d.).

Positivity. Positivity, as a characteristic of effective interpersonal communication, refers to confident and constructive behavior. It involves use of positive messages instead of negative ones. In other words, saying something positive rather than anything negative ("Communication strategies: positiveness", 2012).

Being supportive. Providing a person with intimate support means backing him or her up. "Supportive communication supports the other; it is explanatory (not evaluative), conditional (not certain), spontaneous (not strategic); it is for solving a problem (not supervisory); and it is empathic (not far) and equalitarian (not superior)" (Rubin & Martin, 1994, p. 36). In this respect, being supportive is the behavior of establishing, not destroying, a relationship.

Equality. Equalitarian communication is based on the thought that people are respected due to their humanity. Within the context of interpersonal communication, equality means respecting others and minimizing the differences between the two parties' levels of skills, statute, power and intellect.

1.2. Characteristics of Barber-Customer Relationship

In their first meeting with their customers, barbers open a file in their memory specific to their customers and store important information in this file. Whatever the number of customers they have is, this memory functions wonderfully and recalls the related information and uses it when necessary. Even though the time passing from the last meeting to the present one is long, barbers can go on their chat with their customers while doing their job. Depending on the level of relationship with their customers, they absolutely ask questions to their customers in relation to their job and families. Frequently, there are times when their customers forget the chat subjects of their last meeting with their barbers.

In Turkey, barbers, while addressing their customers, do not avoid using such titles as "Sir" or "Madam" together with their names. These words are indicators of intimacy, and they pay special attention to respect. Whatever happens, barbers always have a positive and smiling face. They do not reflect their own spirits to their customers. They do their job seriously and allow their customers to feel special. Even in smallest barber saloon, there are always hot and cold drinks offered to customers. Barbers' behaviors and attitudes mentioned above create an environment necessary to have personal relationships with their customers. This environment allows developing equality and empathy in interpersonal communication and helps customers disclose themselves. The

barber-customer relationship is a kind of friendship. Friendship involves relationships between two individuals who are equally influential on one another (Rawlins, 1992). In the present study, the research problem is related not only to what customers share with their barbers but also to the characteristics of sharers.

The barber term in Turkish is defined as "the person who deals with cutting, combing and doing hair and beard or the ones who acquire that as a profession, the men's hairdresser and barber". The coiffeur means "hairdresser, barber and beauty parlor" (Canyılmaz, 2009). Hairdressers are defined as "the persons who cut, form, dye and do hair care according to the current fashion trends and pleasure of the client" (Güzel, 2013).

In the study of Togan, Tosun, Turan, and Arslan (2014) conducted in Manisa, again most of 156 participants do not have sufficient knowledge on self-care and material cleaning and they exhibit wrong behaviors. In the study of Baryaman et al. (2011), the Hepatitis B related issues have been analyzed on the craftsmen and employees of the municipality and no increased risk for Hepatitis has been detected on the coiffeur-hairdresser staff. In the study of Boztaş et al. (2006), it has been aimed to determine the opinions and practices of 100 people working in 14 coiffeurs, 19 hairdressers and 8 beauty parlors on blood-borne diseases. 56% of 100 participants have assessed their profession high risky with regards to blood-borne diseases while only 19% of them had their Hepatitis B injection.

In the study of Güzel (2013), 344 women and men hairdressers of Erzurum have been examined and it has been determined that the most common professional disorder is sleep disorders with 63.8% and the highest value on professional satisfaction is "relations between staff" and the lowest one is "working hours".

Many people have happy and difficult times that they will share only with their close friends. The relations of some hairdressers with their customers are real friendly relationships which have a long history. Also, in time, the subjects they share with each other become more private issues as they start to know each other better. The research problem in the present study is to reveal the secrets hairdressers and their customers who have friendly relationships share with each other. In Turkey, the number of studies conducted with hairdressers is quite limited. The studies mentioned above mostly focused on health conditions, professional problems and hygiene issues regarding hairdressers. The present study was generally conducted to determine the secrets shared in low voice in barber armchairs.

2. PURPOSE OF THE STUDY

The purpose of this study is to present the topics and shared secrets in male hairdressers-client communication under main themes.

Accordingly, the answers to following questions are sought.

1. What is the profile of hairdressers?
2. What is the profile of clients?

3. How is the hairdresser-client communication?
4. What are the characteristics of statements they share?
5. What are the secrecy/secret sharing attitudes of hairdressers?
6. What are the thought of hairdressers on their profession?

2.1. Limitations

This study is limited with the accessible male hairdressers working in the city center of Eskisehir who accepted to have an interview. The data has been collected by semi-structured interview technique. The number of participant hairdressers is fourteen. The study is limited with the opinions of the selected hairdressers and generalizability of results is limited.

3. METHOD

The qualitative research approach was used in this study. In qualitative studies, participant observation, in-depth interviews and focus groups techniques can be used. Understanding the social interactions and the reality of a given situation is among the advantages of these research types. Because of the flexibility of the method; this study has been conducted by semi-structured interview technique. According to Yıldırım and Şimşek (2005), an interview is a purposeful conversation between an interviewer and an interviewee or a group for getting information.

In this study, it has been tried to reveal the content of the communication between hairdressers and their clients from the hairdressers' point of views: What are the shared secrets, held topics, how these subjects differ according to the demographic variables. Consequently, it is tried to present the topics and shared secrets between them under main themes and sub-themes mentioned in the purpose of the study.

3.1. Data Collection Tool

In order to collect the necessary data a set of question have been prepared. The trail of these questions has been made by the researcher with a hairdresser close to her institution. The sound recordings of the trail interview have been analyzed together with the interviewee, and the help of an expert, and the interview form has been finalized accordingly. The aforementioned form has been applied on the male hairdressers who work in Eskisehir. Also an empty space is left at the end of the form for the hairdressers to get their freely opinions, feelings, emotions and recommendations on the issues other than the questions.

3.2. Determining the Hairdressers Participating in the Study

For determining the hairdressers to be surveyed, the names of hairdressers in Eskisehir city center have been obtained from the Chamber of Barbers and Coiffeurs of Eskisehir. The selected surveyors at the helm of the researcher have visited the coiffeurs, requested permission and conduct the form. A total of 14 hairdressers participated in the study.

3.4. Collecting Data

The date and time of interviews have been agreed with the hairdressers for conducting the study. The interviews have been conducted in between 1-15 April 2016 as previously planned in the pre-interviews with the hairdressers. Before, each interview, the researcher has explained the purpose of the study and mentioned that the contents of interview would not be read by anyone other than the interviewer, their names would be kept confidential and they should feel relaxed and free to state their opinions. The researchers and interviewers have jointly visited the hairdressers and recorded the questions and answers of the interviews by a sound recorder by getting consent of them. The interview questions have been asked in the aforementioned order. If, the questions could not be understood, brief explanations have been provided by paying attention not to influence answers. Moreover, while the previous questions were replied, the following but answered ones were not asked again. Finally after the recording was done, the researchers have thanked the hairdressers for their times and left the shop.

3.5. Data Analysis

The data collected for the study has only been subjected to descriptive analysis. Naturally, when a descriptive analysis is done, the data obtained through interviews are presented originally without adding our opinions and comments as researchers. The following procedure has been followed in data analysis:

- The interview records have been transferred to computer environment without making any changes on them. The text format of sound recordings corresponds to 130 pages. During this transfer the statements of the interviewer and interviewee were written in different characters for easy separation.
- In the reading for checking the texts, the words, sentences or phrases of answers were written by bold characters for easy separation.
- A blank notebook was taken and each interview question has been written as titles at upper right corner by skipping two-three pages. Then, the answers of each hairdresser were combined under the related title by means of bold texts in computer. These answers were sometimes summarized by a single word or a phrase and sometimes written as stated. During this procedure, the answers

not included in the interview form but asked during interviews were written at the end of the notebook.

- The answers transferred to the notebook were read and replied answers for each question were tallied. While tallying, the notions, sentences or phrases sometimes used by hairdressers or discovered prematurely were used. These procedures were done on the empty space at left side of the page where the questions were written. By this way, all the answers to a question and the number of hairdressers repeating the same answers have been revealed.
- The subtitles where the tallied answers given for each answer could be gathered have been decided jointly by an expert.

3.6. Reliability Study

The research questions, an interview printout, and considered subtitles were given to an expert, and it's requested from the expert to choose the statements which can be answers for each question and then place the chosen answers under the suitable subtitles. Finally, the evaluation of the answers of the hairdressers made by the researcher has been compared with the answers and subtitles determined by the expert. As a result, the reliability level between the researcher and the expert has been found as 95% for the answers. It has been observed that there is a complete unity in subtitling the answers of the following two hairdressers. For reliability calculation:

The formula of $\frac{\text{Consensus}}{\text{Consensus} + \text{Disconsensus}} \times 100$ has been used

Report of the study has been written through combining the tallied answers gathered under particular titles on photocopying paper and the bold statements in the computer. The bold statements have been used as direct quotes.

4. FINDINGS and INTERPRETATIONS

4.1. Information Related with the Interviewed Hairdressers

All of the interviewed hairdressers (14) are men; the age average of them is around 35 and their ages vary from 23 to 46; one of them is primary school (5 years) graduates while thirteen

of them are primary school (8 years) graduates; two of them have job experience around 5-8 years, one around 9-12 years, two around 13-16 years, one around 17-20 years, six around 21-24 years and two around 25 and higher years of experience.

In Turkey, most of the hairdressers serving male and female customers are male barbers, and the participants in the present study were all male barbers. One striking

finding in the present study was that all the hairdressers participating in the study had taken only the 8-year elementary school education given in Turkey. Based on this finding, it could be stated that people who have not taken any high school education mostly do this job.

4.2. Information on Client Profiles of the Interviewed Hairdressers

Clients of three of the interviewed hairdressers have been going to the same shop for 5-8 years, two for 9-12 years, four for 13-16 years, one for 17-20 years, two for 21-24 years and two for 25 years and more. Almost all the hairdressers (13 of them) serve 16 and more old clients.

The monthly visit frequency of old customers has been indicated by two of the hairdressers as once, eight hairdressers twice, two hairdressers thrice, two hairdresser four times and more. If, the time the old clients spend at the shop is analyzed, five of the hairdresser have mentioned as the lowest time spent by their clients at the shop as between 10-20 minutes, nine of them as between 20-30 minutes; nine of the hairdressers have mentioned that the highest time spent by their clients at the shop as around 1-2 hours, two of them as around 2-3 hours and three of them as 3 hours and more.

If, the income levels of secret sharing clients are analyzed, it is observed that one hairdresser has secret sharing clients from low income level, two hairdressers have secret sharing clients from minimum wage income level, nine of them have more secret sharing clients from the middle income level and two of them have secret sharing clients from the higher income level.

If, the age range of secret sharing clients is analyzed, it has been mentioned by four hairdressers that these clients are around 20-25, two hairdressers have mentioned that they are around 25-30, seven hairdressers have mentioned that they are around 30-35 and one hairdresser has mentioned that they are around 40 and older.

If, the professional status of secret sharing clients is analyzed, it has been mentioned by eight hairdressers that these clients have a profession while they do not know what they are, one hairdresser has mentioned that these clients are university students, three hairdressers have mentioned that they are factory workers, one hairdresser has mentioned that they are public servants, and one hairdresser has mentioned that they are manufacturers.

If, the marital status of the secret sharing clients is considered, it has been stated by eight hairdressers that they are married and five of them have mentioned that they are single and one hairdresser has mentioned that he has clients sharing secrets from all marital status (married, single or divorced).

When the above information about the customers was taken into account, the following points could be summarized: 16 customers had been the customers of the 14 hairdressers since they first started their job. These customers went to these hairdressers

once to four times a month for hair-cut, shaving or both. The findings also demonstrated that nine customers stayed in the barber armchair for about 20 to 30 minutes. In addition, it was seen that there were other customers who spent 1 to 2 and even 3 hours in the barber armchair. It could be stated that this time changes in line with the quality of the service provided by the hairdresser.

The hairdressers reported that they did not know what the jobs of eight customers were, and based on this finding, it could be stated the customers did not want to share any information about their jobs.

4.3. Information on Hairdresser-Client Communication

When, the information on secret sharing client is asked, all fourteen hairdressers mention that their clients share secrets with them. With regards to the number of secret sharing clients, four hairdressers mentioned that they have 5 and fewer clients sharing their secrets with them, four hairdressers mentioned 10-15 clients, two hairdressers mentioned 20-25 clients, two hairdressers mentioned 40-45 clients and two hairdressers mentioned 100 and more clients.

All of the hairdressers consider the cause why their clients share their secrets with them as sincerity/being close, twelve as confidence, twelve as therapy/we listen to their problems and comfort them, nine as friendship/companionship, and one as "it makes more sense to tell foreign". The question on whether their secret sharing clients warn them not to share their secret with anyone else is answered by 7 hairdressers as "no", 2 "yes" and 5 hairdressers as "very rare". Almost all the hairdressers (11 of them) have mentioned that their secret sharing clients ask for advice related with their secrets.

Considering the information above, it could be stated that secret sharing between the hairdresser and the customer was not restricted only with being a customer for long years. This finding could be obtained when the number of customers regarded by the hairdressers as old customers and the number of customers sharing secrets are compared. Secret sharing was mostly based on sincerity, friendship and secret keeping.

4.4. Information on Characteristics of Shared Communication

If, the subjects of communication between hairdressers and client are analyzed, it draws attention that the secrets on family/relation issues for 14 times girlfriend, lover, relationship, love, private life; for 12 times marriage; for 5 times sex life and for 1 time complain about women are shared. Other than these, it is observed that the secrets on the business life are shared for 6 times, everything about life for 4 times, money for 3 times, politics for 1 time, football for 1 time, education for 1 time and fighting with friends for 1 time. Almost all the hairdressers (12 of them) mention that their clients complain about their lives. The subjects which their clients complain about are indicated as 8 times lover/girlfriend, 6 times family members, 5 times complaints about his

spouse/hardships of marriage and children, 1 time longing for family, 7 times general working life, 2 times his hardship of work, 2 times low wage, 1 time long working hours, 5 times general life problems, 4 times financial issues/money, 2 times education (collage, courses and academics) and 1 time condition of Turkey.

If, the depth of communication shared between hairdressers-clients is analyzed; 9 hairdressers have mentioned that they have clients sharing superficially, 5 hairdressers have mentioned that they have customers sharing in detail. If, the continuity of subjects communicated between hairdresser-client dialogues is considered; 9 hairdressers have replied the question whether the subjects on shared secrets are reopened as "yes", 2 hairdressers have replied as "no" and 3 hairdressers have replied as "rare". Related with follow-up of the shared communications, 10 hairdressers have mentioned that they ask questions to their clients on previously shared subjects, 3 hairdressers have replied "no" and 1 hairdresser has replied as "rare".

4.5. Information on Keeping/Sharing Secret Attitudes of Hairdressers

Eight hairdressers have replied the question on whether they share the secrets shared by their clients with other clients as "no, I do not", six hairdressers have replied as "yes, but I share examples without mentioning any name". Eight hairdressers have replied the question on whether they share the secrets shared by their clients at other places as "no, I do not", six hairdressers have replied as "yes, but I share an examples without mentioning any name". Ten hairdressers replied the question whether they share the secrets shared by their clients on phone as "no, I do not", one hairdresser have replied as "yes, I do", three hairdressers have replied as "yes, but I share an examples without mentioning any name".

4.6. Considerations of Hairdressers about their Profession

The barbers, who had negative attitudes towards sharing problems with their customers, reported that they were tired of listening to others' problems; they listened to their customers' problems superficially; their customers regarded them as a center of therapy; and that their customers did not listen to their own problems. The barbers also stated that they went on a picnic or drank beer to forget about their problems. One of the barbers said he talked about his problems to himself in the mirror.

Five of the barbers reported that they shared problems mutually with their customers, while three of them stated that only their colleagues listened to their problems. In addition, two of the barbers said they talked about their problems to people they felt close to, and one of them reported that he shared his problems with those who had the same problems. Another barber stated that his customers were likely to share their secrets regarding quite unexpected subjects; for example, one of his old customers, falling in love with his ex-love, did not see his children and grandchildren.

When the professional interaction is taken into account, it is seen that three barbers had good relationships with their customers in terms of information sharing; one barber was in contact with their customers; one barber thought he started to learn human

psychology; and that one barber said he helped a lot of people overcome their psychological problems.

In relation to professional thoughts and evaluations, some of the barbers reported that their colleagues were not successful in keeping secrets and that their customers should not thus talk about their secrets. In addition, the barbers reported that they did not regard their customers as a monetary object; they did not even ask for money at times; they even witnessed customers talking about their sexual relationships; they did not regret becoming a barber; and that they considered their job to be necessary and beneficial though their job tends to extinct in future.

5. RESULTS, DISCUSSION AND RECOMMENDATION

Hygiene is emphasized as a very important issue both in the domestic and foreign literatures. It is observed in the study that there are lots of deficiencies and risk related with hygiene. However, while there are important findings on this issue, information on hygiene is rarely observed in the interviews. Gökdağ&Ünügür (2016) consider that this can be related with cultural characteristics of Turkey.

As another interesting finding, it can be presented that politics are not communicated much. There have been some incidents in Turkey where great casualties have been experienced. As a result of bombings; civilians, soldiers and policemen have lost their lives. In a country where there are so many martyrs, several bombing and explosions and political polarization, it draws attention as an interesting finding that clients do not talk about these issues. We can explain this issue by pathological grief. Instead of normal grief reactions, unexpected, exaggerated or extremely extended reactions or unresponsiveness might be developed; the reality of loss is not accepted (Bildik, 2013). People in pathological grief try to cover the facts making them uncomfortable and not to think about them. By this way, an incident is presumed as not existing and denied; in other words people write off the fact of terror, life-threatening situation, bombing and martyrs and ignore them as they create extreme sadness and stress.

While women go to a hairdresser to relax (Gökdağ&Ünügür, 2016), men go to a barber for a hair-cut on special days when they really need to go (religious festivals, job interviews, birthdays, marriage, meeting one's darling).

When men come together, the most frequent subject they talk about is related to the opposite sex (love, sex, beloved, dating and so on). However, as an interesting finding, in Turkish culture, they do not talk about their relatives, wives, sisters or mothers because talking about sexual subjects in relation to women they love in their so close environment is considered by men to be an issue of honor and virtue. Therefore, talks about these issues are likely to lead to arguments, crisis and even to murder.

Men are extremely conservative about changing their barbers. They do not want to change their barbers. In literature, it is seen that there are a number of findings and observations of researchers supporting this. Men are also conservative about their hair styles, and they thus prefer the same style. Actually, this is the reason why men do not

want to change their barbers. They think their own barber knows their own hair styles. Therefore, they do not have to explain their hair style again and again.

As a result of the study supporting the study of Gökdağ and Ünügür(2016); it is observed that hairdressers see their job "very exhausting" due to ergonomic conditions, long working hours and listening problems and complaints of their clients, they cannot be relieved by telling their problems with their clients. When the direction of communication (barber-customer and customer-customer) in male barbers is examined, it is seen that customers mostly establish communication with their barber rather than with other customers.

Briefly, according to the resources and studies in the literature, it can be indicated that different client-hairdresser relations can be developed in different cultures. This study is a pioneer for other researchers and studies in this field and within the context of wider cultural studies; it is recommended to expand the study for comparing male hairdresser with female hairdressers and the clients of male hairdressers with the clients of female hairdressers. In addition, the hairdresser-customer relationship could be examined separately for male and female customers.

According to the results obtained in the present study, hairdressers could be said to have a therapeutic role in relation to people's sharing anxiety and happiness and their relaxing by talking about their problems. Problems that people do not or cannot share with their spouses, families or friends are mentioned in barber armchair. Hairdressers – due to the communication problems people experience in their relationships with their close environment – are naturally more successful and effective in this therapy. For this reason, based on the research findings, a program specific to hairdressers regarding interpersonal communication should be developed, and hairdressers should be provided with related in-service training.

REFERENCES

- Baryaman, E. S., Aslan, M., Saltoğlu, N., Yakar, H., Kocazeybek, B., & Samasti, M. (2011). Esnaf ve Belediye Çalışanlarında Hepatit B Seroepidemiolojisinin Değerlendirilmesi ve Hepatit Sertifika Eğitimi Çalışması. *Viral Hepatit Dergisi*, 17(1), 16-21.
- Bildik, T. (2013). Ölüm, kayıp, yaşvepatolojikiyaş. *Ege Tıp Dergisi*, 52(4), 223-229.
- Boztaş, G., Çilingiroğlu, N., Özvarış, S. B., Karagöz, A., Karataş, F., Kara, G. et.al. (2006). Ankara İlinin Bir Semtinde Bulunan Kuaför ve Güzellik Salonlarında Çalışan Kişilerin Kan Yoluyla Bulasan Hastalıklar Konusunda Bazı Görüş ve Uygulamaları. *Hacettepe Üniversitesi Hemşirelik Fakültesi Dergisi*, 13(1), 60-68.
- Canyılmaz, D. (2009). Berber ve Kuaför Hizmetlerinde DAS Uygulamaları. 6. *Ulusal Sterilizasyon Dezenfeksiyon Kongresi*, Antalya, Türkiye: Kremlin Palace Hotel.
- DeVito, J. A. (2011). *Essentials of Human Communication* (Seventh edition). Allyn & Bacon.
- Gibson, J. W. & Hanna, M. S. (1992). *Introduction to Human Communication*. Wm. C. Brown Publisher.
- Gökdağ, R. and Ünügür, N. A. (2016). *Female Hairdresser-Client Communication: What They Talk and What Secret They Share in Barber Armchairs!* [Oral Presentation]. International Conference on Communication, Media, Technology and Design, Zagreb.
- Güzel, D. (2013). Erzurum İlinde Faaliyet Gösteren Bayan ve Erkek Kuaförlerinin, Ergonomik Çalışma Koşulları, Mesleki Rahatsızlıklar ve İş Memnuniyeti Yönünden İncelenmesi. *Atatürk Üniversitesi Sosyal Bilimler Enstitüsü Dergisi*, 17(3), 345-358.
- Rawlins, W. K. (1992). *Friendship matters: Communication, dialectics, and the life course*. Transaction Publishers.
- Rubin, R. B. & Martin, M. M. (1994). Development of a measure of interpersonal communication competence. *Communication Research Reports*, 11: 33-44.
- Togan, T., Tosun, S., Turan, H., and Arslan, H. (2014). Manisa il merkezinde berber, kuaför ve güzellik salonu çalışanlarının Hepatit konusundaki bilgi düzeyi, tutum ve davranışları. *Ankem Dergisi*, 28(2), 50-57.
- Yıldırım, A. And Şimşek, H. (2005). *Sosyal bilimlerde nitel araştırma yöntemleri*. Ankara: Seçkin Yayıncılık.

ONLINE REFERENCES

Communication strategies: positiveness (2012, August 3). Retrieved from <http://tcbdevito.blogspot.com.tr/2012/03/communication-strategies-positiveness.html>.

Empathy (n.d.) .Retrieved October 14, 2016 from <https://www.psychologytoday.com/basics/empathy>

Palmer, S. (n.d.). Empathy: Why It's Important, Why We Should Nurture It in Our Kids. Retrieved October 14, 2016 from <http://www.parentfurther.com.php53-8.dfw1-2.websitetestlink.com/blog/raising-empathetic-kids>