ANALYSIS OF GENERATION Y OF COMMUNICATION PROBLEMS AND SOLUTION PROPOSALS: A CASE STUDY OF SULEYMAN DEMRE UNIVERSITY ISPARTA VOCATIONAL HIGH SCHOOL

Abstract

As part of this research, communication problems were researched for the Y Generation who was born between 1980-1999. These problems have been identified with brainstorming method and that have been analysed with fishbone diagram according to students' view of Suleyman Demirel University Isparta Vocational High School. Communication problems are classified as family, friends, university, social media and community. Solution proposals have been presented by why-how tree diagram. Addressing this group's communication problems is important for Turkey's future and continuity.

Key Words: Y Generation, Communication, Communication Problems, Fishbone Diagram, Tree Diagram