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**THE EFFECTS OF NON-VERBAL COMMUNICATION OF LIBRARIANS UPON SATISFACTION OF PATRONS WITH PUBLIC LIBRARIES (CASE STUDY: PUBLIC LIBRARIES IN SOUTH-EAST OF IRAN)**

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**Abstract**

**Introduction:** Communication has been described as the most important feature needed for the profession of librarianship by its nature requires complete communication skills. This study aimed to investigate the effects of non-verbal communication of librarians upon satisfaction of patrons with public librarians.

**Materials & Methods:** For collecting data in this co relational research, we used Jung Standardized Questionnaire. The validity and reliability of the questionnaire were confirmed after it was localized with Iranian-Islamic culture and adapted to the conditions of public libraries.

**Results:** Results has shown education level and gender of patrons had no effect on the mean value of librarians' non-verbal communication dimensions. There was a positive relationship between librarians' non-verbal communication and satisfaction of public libraries patrons.

**Keywords:** non-verbal communication, patrons' satisfaction, librarians, Zahedan public libraries

**Introduction**

The twenty-first century man is much different from early humans and to communicate and particularly to establish an influential and enduring relationship with him, you should be equipped with the art and complex knowledge of communication sciences. Communication studies is one of the young branches of the world's Contemporary Social Sciences. Communication needed for human as living in the community. The communication have been targeted to many changes during recent decades. The communication has become faster and better in 21<sup>st</sup> century (Arbabisarjou et al., 2015).

According to Iranian-Islamic culture, this is a very young science in Iran. Among topics discussed in communication sciences such as individual, group, collective, verbal, communication, the non-verbal world has attracted the least attention. The first scientific study on non-verbal communication can be found in the book "The Expression of the Emotion in Man and Animals, 1872" by Charles Robert Darwin. He believes that all mammals dramatically show emotions on their faces. Allan Pease in his own book "The Body Language, 1981" says: "it is amazing that in a million years of human evolution (or more), the non-verbal aspects of communication have only been actively studied since 1960s and people realized it only when Julius Fast published a book about body language in 1970. This book is a brief summary of the findings of behavioral scientists about nonverbal communication up to that time. Even today, most people are still oblivious to the existence of body language, let alone its importance in their lives (Peas, 1999). However, nonverbal world is one of the most important parts of individual communication. Some researchers estimate that 65% to 95% of messages and meanings are conveyed through nonverbal behaviors over communications. Even if these findings are slightly higher than the actual range, it'll be still impossible to deny the impact of nonverbal communication on what happens among humans who are making connection with each other (Wood, 2000).

Bear Decil who is one of the pioneers and leaders of nonverbal studies says that only 35% of meanings in a particular situation is transmitted to another one with words (verbally) and the remaining 65% is transferred nonverbally. The overall effect of message is 55% by nonverbal communication. Nonverbal Communication consisted of gestures, face expression, position and body movements (Arbabisarjou, 2012).

Albert Mehrabian, Iranian –American scholar and another pioneer who's very famous in this area also believes that only 7% of the meaning of a message sent on an interpersonal relationship is conveyed to another person through verbal messages and 93% is divided as follows: 38% is transferred through vocal cues and 55% by facial cues. However, findings obtained vary in different studies, it can be concluded that nonverbal cues are very important in interpersonal communication and play a crucial role in many cases of transmitting the meaning from one person to another (Farhangi, 1995).

This nonverbal communication or body messaging is done through the body organs and people more or less consciously or unconsciously, effectively or ineffectively use it in daily life and thus, they form their relationship with others by strengthening or wakening any form of their social interactions (Arjil, 1999). Some signs of nonverbal communication are how you posture, walk, stand, facial and eye movements, tone of voice, how you dress, etc.

Nonverbal communication is divided and classified into different channels and components. There are eight types of channels in one of these classifications which include: body language (speech movements), vocal language (pseudo-vocal), space (proximity), time (temporal), olfactory (smell), aesthetics (music and color), physical characteristics (body shape, size, and skin color), and artifacts (clothing, cosmetics, glasses and jewelry) (Brecko et al, 2010). Given that the present study examines the relationship between three more important components of nonverbal communication (speech movements, proximity and physical appearance) and patrons' satisfaction, all of these components and latter variable will be defined and introduced in the following part as independent and dependent variables:

\* **Speech movements:** this refers to body position and movements such as human's facial movements. It is clear that humans send many signs on how they think and how they see themselves through how their body is postured (Wood, 2012).

\* **Proximity:** the trend and changing the distance between us and the people with whom we communicate are considered as part of individuals' communication experiences just as much as words can be exchanged in the communication process. People use space and distances to convey their desired meaning (Wang, 2009).

\* **Physical appearance:** it implies general attractions and people's adornment. The first message we send anyone that we are in contact with is passed by our physical appearance (Richmond and McCrusi, 2009).

\* **Patron's satisfaction:** in this regard we can say that a person's satisfaction means their approval or disappointment when comparing their own thoughts of the services received with their expectations. Therefore, customers' satisfaction refers to their emotional and rational impression based on their experiences of services (Liu, 2012).

Nowadays, body messaging as an important part of social psychology and professional training is widely used especially in the field of management, training, social affairs and sociology and people in all types of jobs related to social issues such as judge, lawyer, teacher, actor, director, interviewer, etc can benefit from it. In general, nonverbal notification is known as the main field of social psychology and has considerable scientific and practical importance (PahlevanNezhad, 2007).

In various businesses especially the ones in which employees and customers interact directly and face to face, communication skills play a special role in creating, understanding and conveying the information between the two of them. The use of nonverbal communication tools to convey messages can lead to strengthening the message in the person who receives it. When a service provider is trying to convey a positive sense to the customer, his/her nonverbal

methods should also be positive and in this regard, he/she needs to understand the psychological aspects creating nonverbal elements of the customer through the proper use of nonverbal communication components (Sun Hui-Jung and Eun-Hee Hyun, 2011).

If we can manage these positive feelings, then as expected, the customer will be satisfied and loyal. Satisfied clients repurchase and speak with others about their good experiences while dissatisfied customers usually turn to competitors' products and disparage your product for others (Cutler and Armstrong, 2010). Public library is the treasure of the collective memory consisting of books and other written resources which according to its defined functions and with its educational applications, social policy and cultural and economic informing (Hulk, Whirlpool and Landy, 1993) and as a social body with such usages reflecting its social impact duty (GhafariQadir and Shafaqi, 2010) with a range of patrons including all those who come to the public libraries or may, regardless of language, nationality, race, age, sex, religion and education is itself a society of handicaps, prisoners, patients, illiterates, specialists etc. These libraries with such a wide range of patrons can be considered as mass communication environments because its task is to impart information and ideas to large numbers of people.

This social institution carries out its duties through resources, tools, available information gatherings and with the help of trained and skilled librarians. Librarians working in these bodies use different tools and techniques to identify and meet patrons' informational needs. In fact, the users and their information needs constitute the basis and foundation of librarians' activities.

In addition to having specialized library knowledge, the information professionals are required to have skills such as establishing good communication, listening to the patrons so carefully, correct identification of their information needs, ability to analyze information needs and questions, ability to establish a proper connection between client's need and information sources and finally providing them with correct answer (Rahnama et al, 2014).

The success or failure in the process of guiding the patrons and delivering information to them depends on establishing good communication and using communication skills especially nonverbal ones as an influential and important element.

So given the importance of nonverbal communication discussed and the significant role of this interpersonal communication tool to interact with clients and convey emotions and thoughts, the main question is whether nonverbal communication skills of public libraries' librarians in Sistan and Balochestan Province have been related to patrons' satisfaction or not.

## **Literature review**

A linguist named David Abreu Krumbie states that we talk with our vocal organs, but we do the conversation through our whole body so there is a direct relationship between verbal and nonverbal behavior (Tavakoli, 1995).

Many researchers including Hymes (1962), Irving Tripp (1964), Gompers (1964) and Slubin (1967) agree that what in language as a set of structural rules and vocabularies on one hand and its application in the social context when speaking on the other hand is most effective in the explanation of the meaning of a message is not its structural relations but the non-linguistic elements and rational ideas or in other words nonverbal behavior which according to Ronaldo Ardaf (1984) are called the hidden dimension (Tvakoli, 1995).

Rahnama, Fattahi and Diani (2015) assessed librarians' communication skills and effective factors and found that the most important factors affecting the interpersonal interactions from the perspective of librarians are firstly organizational factors and then environmental, individual and cultural ones. Also, there is no significant relationship between librarians' education level and experience and the level of their communication skills. In addition, they showed that the librarians' communication skills status in university's four educational areas (Humanities and Social Sciences, Fundamental Sciences, Engineering and Agriculture) is the same and there was no significant difference in this regard.

Dorudi and SamadiTabar (2013) conducted a study aiming to determine the relationship between nonverbal communication and customers' satisfaction in Toyota Company Agencies of Tehran and showed that there is a significant relationship between staff nonverbal communication and customers' positive and negative feelings and their satisfaction. The results also indicated that Toyota customers attached importance to the components of nonverbal communication differently.

HosseiniHatvani and SajediBazkhaneh (2013) investigated the reasons for the importance of nonverbal communication in social and organizational environments. In this paper, it was specified that at what level the relationship between manager and staff should be performed to get things done efficiently.

They argued that nonverbal messages are not of significant importance in organizations so much and this is a weakness to management and employees. The population consisted of members of the Department of Cooperatives, Labor and Social Welfare which is connected to the public.

RajiZadeh, Ahmadi and Nekouyiperformed a study entitled "the impact of verbal and nonverbal communication on dealing with customer in Kerman SepahBank branches and showed that quality will not be able to respond to the needs

of the organization. Therefore, establishing friendly relations such as lingual and eye contact and having neat appearance is very important for the organization and staff in order to achieve the desired goals.

Katlia and Erlieb (2013) suggested that objectifying the nonverbal cues through Avatar can improve online interaction and communication. Those versions of chat tools that had used nonverbal cues more prominently encountered more proper understanding, more information exchange and greater willingness to pursue the relationships.

Aeroboti (2012) argued that people have different impressions about nonverbal communication and sellers due to the wider differences in demographic features. This article suggests that business owners and employers to efficiently teach their sellers so that they can identify the needs of each customer and use their communication skills to convince them to purchase so they could have a successful sale.

### **Research objectives**

**The main objectives:** The effects of non-verbal communication of librarians upon satisfaction of patrons with public libraries

**The secondary objective:** to identify the importance of each dimension of librarians' nonverbal communication from the perspective of Zahedan public libraries patron.

### **Research hypotheses**

#### **The main hypothesis**

There is a positive and significant relationship between librarians' nonverbal communication and satisfaction of public libraries patrons.

#### **Sub-hypotheses**

1. There is a positive and significant relationship between librarians' body movements and satisfaction of public libraries patrons.
2. There is a positive and significant relationship between librarians' physical appearance attractiveness and satisfaction of public libraries patrons.
3. There is a positive and significant relationship between librarians' proximity to patrons and satisfaction of public libraries patrons.

### **Materials and methods**

The present study is an applied research objectively and a descriptive – survey and correlational investigation methodologically. The study population includes all patrons of public libraries in Sistan and Balochestan Province. The

sample was randomly selected among the patrons and to determine the sample size, Cochran formula for infinite population was used. Finally, 360 questionnaires were returned of all distributed one. To compile the research literature, the library method was performed and field study method was used to collect data, information and testing hypotheses. Data collection tool was a 36-item questionnaire derived from the standard questionnaire (Jung and Yoon, 2011) which was finalized after it was localized and adapted to the conditions of public libraries and then it was distributed among patrons of public libraries affiliated to the Zahedan Public Libraries Organization. The questionnaire was set based on a 5-point Likert scale (never, rarely, sometimes, often, always). The validity of questionnaire was confirmed by some of the professors in the field of psychology and knowledge information science. Cronbach' alpha method was used to obtain the reliability of questionnaire which was 0.81 in this study. Furthermore, to analyze the data, the right descriptive and inferential statistics methods as well as correlation coefficient and Friedman tests were applied using spss20 software.

**The main hypothesis testing**

There is a positive and significant relationship between librarians' nonverbal communication and satisfaction of public libraries patrons.

H<sub>0</sub>: There is no positive and significant relationship between librarians' nonverbal communication and satisfaction of public libraries patrons.

H<sub>1</sub>: There is a positive and significant relationship between librarians' nonverbal communication and satisfaction of public libraries patrons.

	non-verbal communication of librarians	satisfaction of patrons
non-verbal communication of librarians	1	0.512 **
Pearson Correlation		0.000
Sig. (2-tailed)		
N	360	360
satisfaction of patrons	0.512 **	1
Pearson Correlation	0.000	
Sig. (2-tailed)		
N	360	360

\*\*. Correlation is significant at the 0/01 level (2-tailed).

**Results of Pearson test for the main hypothesis**

Results obtained from Pearson test show that the correlation coefficient value between librarians' nonverbal communication and public libraries patrons' satisfaction is equal to 0.512 which represents a direct and high correlation

between the two variables. This means that increase in nonverbal communication of librarians will enhance patrons' satisfaction. Also, since the value of significance level obtained from correlation coefficient test (0.000) is less than the test value  $\alpha = 0.05$ , thus the null hypothesis is rejected and alternative hypothesis is accepted.

**The first sub-hypothesis testing**

There is a positive and significant relationship between librarians' body movements and satisfaction of public libraries patrons.

H<sub>0</sub>: There is no positive and significant relationship between librarians' body movements and satisfaction of public libraries patrons.

H<sub>1</sub>: There is a positive and significant relationship between librarians' body movements and satisfaction of public libraries patrons. Results obtained from Pearson test show that the correlation coefficient value between librarians' body movements and patrons' satisfaction is equal to 0.503 which represents a direct and strong correlation between the two variables. This means that increase in body movements of librarians will enhance patrons' satisfaction in public libraries. Also, since the value of significance level obtained from correlation coefficient test (0.000) is less than the test value  $\alpha = 0.05$ , thus the null hypothesis is rejected and alternative hypothesis is accepted.

Results of Pearson test for the first sub-hypothesis

	librarians' body movements	satisfaction of public libraries patrons
librarians' body movements Pearson Correlation	1	0.503**
Sig. (2-tailed)		0.000
N	360	360
satisfaction of public libraries patrons Pearson Correlation	0.503**	1
Sig. (2-tailed)	0.000	
N	360	360

\*\*. Correlation is significant at the 0/01 level (2-tailed).

**The second sub-hypothesis testing**

There is a positive and significant relationship between librarians' physical appearance attractiveness and satisfaction of public libraries patrons.

H<sub>0</sub>: There is no positive and significant relationship between librarians' physical appearance attractiveness and satisfaction of public libraries patrons.



H<sub>1</sub>: There is a positive and significant relationship between librarians' physical appearance attractiveness and satisfaction of public libraries patrons.

Results obtained from Pearson test show that the correlation coefficient value between librarians' physical appearance attractiveness and patrons' satisfaction is equal to 0.599 which represents a direct and strong correlation between the two variables. This means that increase in physical appearance attractiveness of librarians will increase public libraries patrons' satisfaction.

Also, since the value of significance level obtained from correlation coefficient test (0.000) is less than the test value  $\alpha = 0.05$ , thus the null hypothesis is rejected and alternative hypothesis is accepted.

Results of Pearson test for the second sub-hypothesis

	librarians' physical	satisfaction of public
librarians' physical appearance attractiveness		0.599*
satisfaction of public librariespatrons	0.599**	

\*\* .Correlation is significant at the 0/01 level (2-tailed).

**The third sub-hypothesis testing**

There is a positive and significant relationship between librarians' proximity to patrons and satisfaction of public libraries patrons.

H<sub>0</sub>: There is no positive and significant relationship between librarians' proximity to patrons and satisfaction of public libraries patrons.

H<sub>1</sub>: There is a positive and significant relationship between librarians' proximity to patrons and satisfaction of public libraries patrons.

Results obtained from Pearson test show that the correlation coefficient value between librarians' proximity to patrons and patrons' satisfaction is equal to 0.545 which represents a direct and strong correlation between the two variables. This means that increase in librarians proximity to patrons will raise patrons' satisfaction. Also, since the value of significance level obtained from correlation coefficient test (0.000) is less than the test value  $\alpha = 0.05$ , thus the null hypothesis is rejected and alternative hypothesis is accepted.

Results of Pearson test for the third sub-hypothesis

	librarians' proximity	satisfaction of public libraries patrons
librarians' proximity Pearson Correlation Sig. (2-tailed) N	1   360	0.545*  0.000 360
satisfaction of public libraries patrons Pearson Correlation Sig. (2-tailed) N	0.545**  0.000 360	1   360

\*\*. Correlation is significant at the 0/01 level (2-tailed).

**The results of Friedman analysis of variance test (ranking of librarians nonverbal communication dimensions)**H<sub>0</sub>: dimensions of nonverbal communication from patrons' viewpoint are of equal importance.H<sub>1</sub>: dimensions of nonverbal communication from patrons' viewpoint are not of equal importance.

Results of Friedman analysis of variance about librarian nonverbal communication dimensions from patrons' viewpoint

Chi-square calculated	Degree of freedom	Significance level	Error level	Test result
24.553	2	0.000	5%	H <sub>0</sub> rejected

Since the significance level (0.000) is less than error value thus at 95% confidence level and accepting the 5% error level, the null hypothesis is rejected and alternative hypothesis is accepted. Therefore one can claim that at 95% confidence level, each of the dimensions of librarians' nonverbal communication is not of equal importance.

In other words, at least the values of one mean rank pair for librarians' nonverbal communication dimensions are different from each other.

**Ranking of librarians nonverbal communication dimensions**

Librarians' nonverbal communication dimensions	Mean rank	Priority
Librarians' body movements	1.70	Third
Physical appearance attractiveness	2.32	First
Librarians' proximity to patrons	1.98	Second

As represented in the table above, among all dimensions of librarians' nonverbal communication, physical appearance attractiveness with mean rank of 2.32 is the first priority, librarians' proximity to patrons with mean rank of 1.98 is the second priority and in the end librarians' body movements with mean rank of 1.70 gets the third place.

## **Discussion and conclusion**

People react to the unsaid things or the speaker's nonverbal cues just as much as they react to what others are saying and is evident through the meaning of the words. Thus, nonverbal communication plays an important role in the communication process and in understanding of meanings and concepts as well as influencing others. Libraries as the most important and most justified institutions have always attracted so much attention and a wide variety of patrons. So undoubtedly it is necessary to recruit professional librarians aware of both verbal and nonverbal communication skills in the libraries in order to achieve their ultimate goal of delivering services to the scientific and cultural community and satisfying them. How the librarians communicate with patrons has a direct impact on their satisfaction and encouraging them to use the library which in turn and in a broader range leads to the social improvement and efficiency. This paper was an attempt to assess the effect of nonverbal communication on patrons' satisfaction with public libraries. Generally, the results indicate that there is a relationship between nonverbal communication and patrons' satisfaction. The more the librarians are familiar with nonverbal skills and care about the patrons while communicating with them, the more they can affect and ultimately satisfy them. All people either consciously or unconsciously regardless of their sex or education level are affected by various dimensions of nonverbal communication.

Applying nonverbal communication skills positively can encourage visitors and stimulate their positive emotions and thus increase their satisfaction with the library or conversely make them disappointed and unsatisfied. The results also showed that patrons who use public libraries attach importance to the dimensions of non-verbal communication (movement of body parts, proximity and physical appearance) differently, Which means people primarily pay attention to the librarians' physical appearance secondly to how they talk and in the end to their proximity and body movements. So, given the importance of patrons for public libraries, librarians need to learn and take advantage of nonverbal communication skills to establish an effective relationship with them.

In this way, they will be able to retain current visitors and attract new ones and increase their satisfaction. Thus, librarians can play a vital role in increasing education level and promote society's culture and social efficiency.

## **Suggestions**

In order to improve the quality of service delivery, it is recommended that managers and officials of Public Libraries Organization hire professional librarians with Knowledge and Information Science degree in sufficient numbers and in

proportion to the number of patrons of public libraries and consider their appropriate communication skills emphasizing on verbal and nonverbal over the recruitment and interview process.

It is recommended that various in-service training courses and workshops be held for all librarians especially the ones who are directly in contact with the patrons in the field of communication skills with an emphasis on verbal and nonverbal skills.

It is recommended that a couple of credits in the undergraduate curriculum description of knowledge and information science discipline be allocated to the communication skills and how librarians can properly deal with visitors. Since in any society, the communication skills are derived from community culture and authors, thus it is suggested to use practical literature and works in accordance with our own culture.

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