

The Study of Perceptions of love in the Telling of the love Story of Leily and Majnoon - using Images of the Products derived from it among Adolescents in the library of the 5th District of Ekbatan, Tehran

Esmat Momeni¹

Department of Knowledge and Information Science, Allameh Tabataba'i University, Tehran, Iran.

E-mail address: momeni.esmat@yahoo.com

Farnaz Daneshjoo²

Department of Knowledge and Information Science, Allameh Tabataba'i University, Tehran, Iran.

E-mail address: farnaz.daneshjoo@gmail.com



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Abstract

The story of Leily and Majnoon's romantic poems in the 4700 lines composed by Nezami Ganjavi Hakim and Persian poet of the 6th century is observed in Iranian public libraries. Leily and Majnoon fell in love in early age. This love has had a dramatic impact on various Iranian art products such as painting, calligraphy, drama (show and opera), cinema, music, and carpet weaving.

The purpose of this study was to explain the meaning of love among adolescents in Tehran's Ekbatan Cultural Center before and after the analysis of the love poems by eLily and Majnoon; and explaining the awareness of the theme of love among the adolescents of Ekbatan Cultural Center in Tehran has been after representing Leily and Majnoon's images products. Methodology: The present study is a descriptive study using qualitative content analysis with a diagnostic approach. The research community, the selected poem from the Lilly and Majnon poems, and the validity of the results, are guaranteed by the systematic classification process, based on reliability. Based on the reliability of the content's mental interpretation. Data collection is library and documentary. The data collection tool is interviewing and analyzing it in a qualitative format, along with an accurate interpretation of the data.

At first, the concept of love of literature, the concept of love in Love Leily and Majnoon, mining and ultimately to measure the increase of love with the representation of the products in painting and carpets from Love between 20 teenagers who had the experience of love, the collected data were

¹ Faculty Member of Allameh Tabataba'i University

² Master of Knowledge and Information Science, Allameh Tabataba'i University

analyzed using SPSS statistical software. Findings show awareness of adolescents in Tehran's Ekbatan Cultural Center is about 80% high in love with intimacy, frenzy, and commitment. The teenagers are aware of self - devotion with a rate of 65 %. And finally, the teenagers in the study are aware of the evolution of earthly love to heavenly love at a rate of 70 percent. The level of awareness of the meaning of love based on the concept of love story Lily and Majnoon with love-making items with an average of 2.28 percent is moderate. The level of awareness of the meaning of love based on the concept of the love story of Lily and Majnoon with self-sacrifice, with an average of 1.6%, and the level of awareness of the meaning of love on the bases of the love story of Lilly and Majnoon with beloved guys as being half-lost. Understanding the beauty of nature and the relationship with Supernaturalism, loyalty to the beloved with an average of 2.6 percent to a degree above average. after the representation of painting images and carpet painting as a product of the love stories of leily and majnoon, awareness of the content of love among teenagers is derived from images of painting and carpet painting with an average of 2.5 percent over the average. As a result, with the implementation of four marketing pillars, the presentation of images taken from the love story in the form of painting and carpets (product) among the adolescents of the Ekbatan Cultural Center in Tehran,(people) together with the analysis of the love story of Lily and Majnoon (promoting) the level of understanding and attention has increased She loves lover (price / value).

Keywords: love, romance, leily and Majnoon poetry, Nezami Ganjavi, Ekbatan cultural library

Introduction and expression of the problem

Love is an art, as life is an art. If we want to learn how to be loved, we must choose the same way to learn any other art, such as music or painting. When the result of our theoretical knowledge comes together with what we have gained through experience, then an insight will be created in us which is the basis of mastering any artistic creation; but other than theoretical and practical learning, a third factor is also necessary for mastering any art. And that is the mastery of art in question should be the ultimate goal of the individual, that is, in his view, should nothing be more important than art (Fromm, 1956³; Soltani's translation, 2008). Romance, Kindness and love, from the perspective of philosophy, are in the general definition of transcendental love. The desire to stretch to the truth, is beauty and goodness which is a hierarchy. The willingness to talk to someone is called the first request, and because of the desire to be overpowered and excessive, it is then called the excessive desire. And because of the high level of devotion and excessive love, this excessive dedication is called devotion. And when love grows and becomes too much love, it is called love (Nesafi, 2002). It is faith and that little faith will not have much to do with love. A sense of responsibility and respect for your personality and strength is created as a result of love. If not respectful, domination and ownership will be created. Respect is the power of understanding another individual, and even this is important on the basis of liberty. Dignity and discipline, concentration and tolerance, and the sense of responsibility (compassion and attention), and the respect and passion for manipulating this art and the realism of thinking (wisdom) are aspects of love (Formm, 1956⁴; translation of Soltani , 2008). Love, like its concept, is at the end of the rise and at the end of the stealth, Love is the term "tendency toward something pleasing and adaptable to the specific nature and dependence between human and his perfection" that if it grows so, it is called love. (Gazali,1979)

³ Fromm

⁴ Eric Fromm

Perception, must be understood as a process in which sensory experiences are meaningful and, in this way, human beings recognize the relations of affairs and meanings of objects. It means mental or psychological process, which is a selection of micro - sensory information and finally giving them a kind of active role. In other words, the phenomenon of perception is the mental process that takes a form of meaningful sensory experiences during those experiences, And in this way, human finds relations of affairs and meanings of objects. This action takes places so quickly in human mind that seems to occur at the same time. In this practice, the sensory experiences of the concepts and impressions resulting from it interfere with the individual's motive and the situation in which the perception occurs (Eravani, 2002). Therefore, it should be said that on this new basis, the perception is not merely the recording of external reality; rather, it is an active process of creating meaning through the selection, organization, and interpretation of objects; which is an active interaction with the outside world and deals with it (Wood⁵, 2005; Translation by Mehrdad Firooz Bakht). In the past, perception meant the sense and meaning human sensibility. All humans understood the world in the same way. But today psychologists have figured out, in this sophisticated process, that individuals have chosen to pick up sensory stimuli, and interpret them into a meaningful and coherent image of the world (Surin and Tankard⁶,2007 ; Translated by Dehghan, 2014) The story is a series of real or non-real events, which is defined alive and mixed with details, in such a way that the reader or the wise singer can embody them (Brooks and P Warren⁷, 1974; quoted by Mohammadi, 1972) as reality (Raymond-Kenan, 2008)⁸.

There were traditions, myths, tales and stories, accompanying past Iranian thought, and later were written source of the emergence of many stories and myths (Jafari, 2009). The story of the Cathedral is referred to as any story that can overcome the artificial nature of its real history (Mirsadeghi, 2001). The story is a narrative to a prose based on fabrication and imagination. If it is long, it's a novel, and if it's short, it is called a short story. The term stories within the art of fiction has a general meaning and a specific meaning. In particular, it includes novel and short stories, and in the general is called "prose artwork" (Erani, 2001).

Because love is an art, and because art in the underlying layers of myth and metaphor is interwoven with people's worldview, and because understanding love during adolescence leads to the right decision making, and prevents future social damages, it can help adolescents to takes a smooth path through life. The peak of love-making and undrestanding the concept of love happens during adolescence. However, in many countries, families have a fight and flight over love and that causes this beautiful adolescent instinct to be suppressed. On the other hand, the Persian literature is full of delicacy and teachings of love including the the leily and Majnoon poetry and the Nezami Ganjavi's poems which are kept in libraries as one of the resources of the Department of Literature. Today, libraries have an important role in delivering information. And librarians can make an interactionn between information and visitors. The present research attempts to measure adolescents' awareness of love comprehension before and after the reading of love poems by Lilly and Majnoon's story and to increase this understanding by using the marketing method in the products derived from this story in the painting and the carpet painting attempt to measure the promotion of understanding of love between society is studied.

⁵ Wood

⁶ Surin and Tankard

⁷ Brooks and P Warren

⁸ Raymond-Kenan

Theoretical bases and literature of research

Love and lovemaking:

Love is a psychological process, which is consisted of 3 dimensions of intimacy, excitement and decision-making and commitment. Excitement is the feeling of physical attractiveness associated with the physiology of sexual attractiveness and positive mental attitudes toward the beloved. This aspect has a motivational aspect, and intense desire with the excitement of physiology combined with the desire for affectionate sex in the person. Intimacy: It is a sense of affection and caring. It's the interest of caring and feeling empathy and sadness towards the person who loves him. Intimacy has an emotional aspect. It gives individuals a sense of warm affection, closeness, and restraint. Decision and Commitment includes self-conscious and non-deliberate decisions which the person takes for the sake of another and undertakes to preserve it. This state of affairs has a cognitive aspect and includes a short-term decision, which make the individual to love and care for the beloved. It is then decided to hold the loved one and hold a long - standing relationship with him. (Rice ⁹1997; Sternberg¹⁰, 1986). The concept of love-making derived from the selected poem from Leilly and Majnoon's romance is as follows: the pain of separation, anxiety and restlessness, a feeling of wandering, feeling distressed, a sense of affection, the desire to reach the beloved, the intensity of unconditional love, the intensity for passing of time, and the quest for visiting the beloved.

Self- sacrifice:

Self-sacrifice means to ignore the activities and behaviours that are of interest to the individual. The perception of self-sacrificing behavior is a process in which the person arranges and interprets the perceptions of his spouse's self-sacrificing behavior (Stanley et al., 2006)¹¹. In other words, self-sacrifice acts as a tendency to abandon personal and immediate interests in the direction of welfare and comfort of the spouse, and the loss of valuable and important things for those who are more valuable and important (Van Lange, 1997)¹² which is a necessity for every sincere connection. Research shows that self-esteem behaviors have a positive relationship with the health and continuity of marriage. That is, the perception of spouse's self-sacrifice behaviors reduces marital conflicts and challenges (khojaste mehr et al., 2014). The concept of selflessness derived from the chosen poem from the Lilly and Majnoon romantic system is the indigence and love of the beloved, to reach the believer, depression, psychosis, annihilation and death; the struggle to reach the beloved and even to the point of dying for the beloved.

Evolution from earthly love to heavenly love:

Terrestrial love, especially sexual love, comes from special needs, and it is not stable. Moreover, the character of immortality does not exist in terrestrial love. Love affects the fundamental issues of human existence, in some way it affects the relationship of one person with others. Undoubtedly, the phenomenon of love is the monopoly of the attention of the person and to fill his existential space, he needs the support of the beloved. Love always requires the duties and the law. Love for God or heavenly love has several important features. It has an eternal character, and it does not end at a certain point, it requires the highest level of

⁹ Rice

¹⁰ Sternberg

¹¹ Stanley et al

¹² Van Lange

fascination and monopoly of attention. The most important human need is to saturate the desire for immortality, therefore the heavenly love increases the resistance to all earthly problems. The combination of these features makes this love the ultimate kind of love and true love. In contrast to earthly love, in both sexual and non-sexual love, all these features are not simultaneously seen (Gaemina, 2007). The concept of evolution from earthly love to heavenly love derived from the selected poem from the romantic system of Leily and Majnon, is that beloved as a soul mate by the help of the beauty of nature and connection with supernatural, becomes loyal to the beloved.

Marketing:

Marketing is a social and managerial process by which each individual fulfills his needs and wants through exchanging value with others. In a simpler language, marketing involves creating an exchangeable relationship and value with the client. So we define marketing as such: marketing is a process in which the company creates value for the customer and establishes a solid relationship with them in order to gain value from the customer in return. The product is in the heart of marketing. Service or merchandise is offered by the organization for sale. Pricing is the only component of marketing revenue and is very crucial. Determining the price for a product is a cunning and difficult task. The price of the product has a direct impact on the demand and profitability of the company. If the product meets the needs of the consumer and is reasonably priced, it will then be available at stores and dealerships at an affordable price. If consumers do not have enough information about the price, features, and how to access the product all the efforts of the marketing team will be in vain. Promotion is done through sales, advertising, and public relations (kutler, 2000¹³; Translated by Rezaei Nejad, 2000).

Selected poetry from the poetry of Leily and Majnon:

Jamaloddin Abu Muhammad Ilyas ibn Yusuf ibn Zaki ibn Muayed, known as Nezami is a Persian poet and storyteller in the sixth century (12th AD) (Matini,1991).

The poems such as: (leily passed of the insane valley one night she paid attention to him , she came and took up his head out of the dirt /then she put his face on her skirt; let's calm down for a moment / let's have a rest for a moment gratify our wishes; ... he said let me alone leily, I love your breath leily / Leily is everlasting feeling; here there is no place for body /a crazy man is not familiar with these things/ Majnon flowed like a boat on the night river/ Leily was sailing on that little coffin / they ride on the waves likes boats.

¹³ kutler

Images retrieved from the Leily and Majnoon romantic system (Painting)



Images retrieved from the Leily and Majnoon romantic system (Carpet)



The Place of Libraries in Promoting Information Using Marketing Techniques

The most important reason for marketing is to increase customer satisfaction which in turn will increase the willingness to use and pay for services received. Today, marketing in libraries is considered to be an important factor in the rapid growth of knowledge and the use of it and the diversity of users with different needs. This, has increased the responsibility of librarians to address marketing needs, as marketing is a tool to improve the satisfaction with the library which lead to enhancement of the use of library services. Accordingly, with increasing competition in the world of marketing information, it will be an important factor for

the survival of libraries. The society that generates and uses the most knowledge and information is the most powerful society (Mohseni, 2001). Although intelligence services marketing is a relatively new concept, it is now becoming an important area for libraries and information centers, since information as a product of the library is an element of business and is a successful concept which controls the information, including the development of access to information dissemination and analysis (Fener, 2003; translated asnafi, 2004). Libraries and information centers have begun to identify service and product markets. They complete the management, and in particular they are tools for improving user satisfaction and promoting the exploitation of potential users of the service (Peterson¹⁴, 2002). The important factors such as the information boom during the technology revolution, is changing the costs of library and users with diverse needs have increased the responsibility of librarians to develop more products marketing. Some managers feel that marketing hurts the nature of their activities. However, with increasing competition in the world, marketing information is a factor in the dynamics and longevity of libraries and information centers.(Farsijani.2005) From this point of view (KJJ), the marketing of information is a comprehensive term that includes processes and interactions which result in user satisfaction and increases incomes of the library and information centers (Justin and Paramzari, 2002)¹⁵.

Toghyani et al. (2010) conducted a study entitled "Investigating the Impact of the Divine Laws on the Leily and Majnon Military". The poetry of Leily and Majnoon Hakim Nezami Ganjavi is the fourth poem of Khumsa. This work was written by Nezami at the request of Shervanshah Akhmad Bin Manouchehr. Nezami has taken more of the story scenes from this book. He cultivated it with his own taste and style, and organized it in the form of a story. Of course, the themes of Nezami verses, except for a few of his own, are much more beautiful and elegant than the insignificant verses in the Qais bin Mehlun Divan.

Permoradian et al. (2014) conducted a research entitled "The story of Leliy and Majnon in the field of comparative literature (case study: Literature and Fine Arts). They mentioned that the story of Leliy and Majnon is an uncanny narrative of the ancient story of "Love," which the passage of time is the aging dust on its facade. This story, albeit rooted in the ancient Arabic history of the first century, and is reflected only in a literary work, entitled Leyli and Majnoon's play by Ahmed Shoghi, both in contemporary times. In Turkish literature, more than 30 poems have been written to imitate Leily and Majnoon Nezami, and Azerbaijani music, drama and cinema must be added to it. In India, this story, more than literature, has reflected in Indian film industry. Through this passage, countries such as Iran, Tajikistan, Azerbaijan and Malaysia, have been making films called Leily and Majnon. By entering to other countries, this story is adorned with customs as well as the color of the people of the same environment: It seems that "Liely" and "Majnoon" are people of the same land (Agha hoseni and Pude, 2016).

In the same line of thinking, Aga Hosseini and Poodeh (2017) did s research entitled "Analytical review of love in the Leily and Majnon Maktabi Shirazi". The Shirazi maktabi of poetry is the end of the 9th century and the early 10th century and one of the most famous theorists of the Nezami's Leily and Majnoon. His most striking feature is how to lay out the characteristics of an pure for love among the best Nezami imitators and Nezami himself. Unique Features of maktabi Narration about Love pure is that the essence of this love lays in

¹⁴ Peterson

¹⁵ Jestin & Joseph

the existence of a lover and beloved from the beginning of the birth. There is no tolerance, and in some cases, the approach of love is an pure to true and cosmic love.

Arian and et al. (2017) conducted a study entitled "A Comparative Study of Leily and Majnoon with the Asli and Karam of Azerbaijan". Azerbaijan is the land of many romance tales, and "Khosrow and Shirin", "Asli and Karam, and" Mohammad and Pari "are examples of these stories. The "Asli" and "Karam" are among the romantic stories which comes in Turkish language and has many similarities with the story of "Leily and Magnon". The story with which Azerbaijani people live and the same as "Leily and Majnoon", which is the symbol of love, "Asli and karam" is the symbol of romance in the literature of Azerbaijan.

Research methodology:

Content analysis as a flexible method for analyzing information has a special interest. Content analysis expresses conceptual and interpretive conceptual approaches to systematic and accurate approaches. Content analysis is divided into quantitative and qualitative methods. Qualitative content analysis has a lot to do with textual data. Qualitative content analysis can be considered as a research method for subjective content interpretation of textual data through systematic classification processes, encryption and customization, or designing known patterns. The validity of the results is guaranteed by a systematic encryption process. Qualitative content analysis approaches are expression, Qualitative Content Analysis, directional, and diagnostic. An Analytic approach to content analysis, following single words and in relation to special text. This type of analysis leads the researcher to interpret the meaning of particular terms or specific content of the vocabulary. In this type of analysis, the focus is on discovering the meanings of the principles or terms of the word (Eman; noshadi, 2011). The present study is a descriptive study using qualitative content analysis with a tabular approach. The research community, the poetry selected from the Leily and Majnoon poems, and the validity of the results, has been guaranteed by systematic classification process, and based on reliability, content interpretation. Data collection is library and documentary. The data collection tool is interviewing and analyzing it in a qualitative format, along with an accurate interpretation of the data. At first, the concept of love in the literature, the concept of love in Leily and Majnoon, was mined and ultimately measured the increase of love with the representation of the products in painting and carpets from Love between twenty adolescents who had the experience of being in love. The collected data were analyzed using SPSS statistical software.

Findings

Answer to the first question: what is the awareness of the meaning of love among the teens of Ekbatan's Cultural Center before and after the analysis of the love poetry of Leily and Majnon of Nezami Ganjavi?

At first, the level of awareness of love, including the meaning of love, selflessness, the evolution of earthly love to the heavenly love, then the level of awareness of love based on the concept of the romance of Leily and majnoon of the Ganjavi Nezami, including love-making, sacrifice and evolution from earthly love to heavenly love was measured, as shown in the tables below.

A. the scale of awareness to love meaning

Table no.1 Frequency and percentage of the scale of awareness to love meaning among twenty adolescents

	frequency	percentage	Cumulative percentage
the scale of awareness of love (intimacy, obligation, deliriousness)	16	80.0	80.0
	2	10.0	90.0
	1	5.0	95.0
	1	5.0	100.0
Total	20	100.0	

Table 1 shows that 16 adolescents out of 20 i.e. 80 percent, knew about the meaning of sincerity, conscientiousness and commitment.

Table no.2 Frequency and percentage of the scale of awareness to self- sacrifice among twenty adolescents

The scale of awareness to	frequency	percentage	Cumulative percentage
(passed away from personal interests, precious things).	13	65.0	65.0
	3	15.0	80.0
	1	5.0	85.0
	3	15.0	100.0
Total	20	100.0	

Table 2 shows 13 adolescents out of 20, In Ekbatan Cultural Center of Tehran (65%) were aware of self-sacrifice, including personal interests and valuable things.

Table no.3. Frequency and percentage of the scale of awareness to evolution from earthly love to heavenly love among twenty adolescents

The scale of awareness to	Frequency	Percentage	Cumulative percentage
(increased resistance and persistence, increase eternal living than appeasement and attention to love .	14	70.0	70.0
	6	30.0	100.0
Total	20	100.0	

Table 3 shows that 14 adolescents out of 20, in the Ekbatan Cultural Centre of Tehran which is 70 percent frequency knew the meaning of the evolution of earthly love for the love of heaven, including increased resistance, and the eternal increase of living towards attention and fascination with love.

B. the scale of awareness to loving based on love story Leily and Majnoon

Table no. 4. Mean of the scale of awareness to loving based on love story Leily and Majnoon, among 20 adolescents

Loving	Mean	Std. Deviation	Variance
	2.28	.47	.22
Sum	45.67		

Table 4 shows that, with the hypothesis average of 3, the level of love is based on the concept of love story Leily and Majnon with an average of 2.28, that is, somewhat aware.

Table no. 5 Mean of the scale of awareness to self- sacrifice, among 20 person

Self- sacrifice	Mean	Std. Deviation	Variance
	1.6	.63	.40
Sum	32.00		

Table 5 shows that, with the hypothesis average of 3, the amount of self-sacrifice is based on the concept of the love story of Leily and Majnoon with an average of 1.6, a low awareness.

Table no. 6 Mean of the scale of awareness to evolution from earthly love to heavenly love among 20 persons

Evolution from earthly love to heavenly love	Mean	Std. Deviation	Variance
	2.6	.41	.17
Sum	52.60		

Table 6 shows that, taking into account the hypothesized mean, the level of evolution from earthly love to heavenly love is based on the concept of love story of Leily and Majnoon with an average of 2.6, which is more or less aware.

Answer to the second question: what is the knowledge about the theme of love among the teenagers of Ekbatan Cultural Center after representing the images of the poetry of Leily and Majnoun of Nezami Ganjavi?

At first, the selected images of eight pictures of paintings (four paintings) and four carpets from the poetry of Lilly and Majnon of Nezami Ganjavi, were among 20 people from the teenagers of Ekbatan Cultural Center of Tehran who were shown on the sheet to promote the theme of love. Their level of understanding and attention to love was measured, as shown in the table below.

C. the scale of awareness to loving themed based on love story Lili and Majnoon

Table no. 7 theme of the scale of awareness to the love derived from the images among 20 persons

The theme of love derived from images	Mean	Std. Deviation	Variance
	2.5	45.0	20.
Sum	51.67		

Table 7 shows that, considering the hypothesized mean 3, the amount of attention and understanding of the theme of love derived from the images based on the concept of love story Leily and Majnoon with an average of 2.5, more or less aware.

Discussion and conclusion

The awareness of adolescents in Tehran's Ekbatan Cultural Center is about love with intimacy, frivolity, and commitment with 80 percent, namely, feelings of intimacy, sadness, empathy, attractiveness, conscious and unconscious decision on love at a high level. The awareness of these teenagers is about self-sacrifice, meaning loss of personal interest and valuable things for a beloved with a level of 65%. Finally, the studied adolescents are aware of the evolution of earthly love to heavenly love with the elements of increasing resistance and attention and enthusiasm to the lover with a rate of 70%. The level of awareness of the meaning of love based on the concept of Leily and Majnoon love story with the meanings of love making with an average of 2.28% means the pain of separation, anxiety and restlessness, a feeling of wandering, feelings of distress, a sense of affection, the desire to reach the beloved, the intensity of love Unconditional, the intensity of love for the passing of time, and the attempt to meet the beloved is moderate. The level of awareness of the meaning of love based on the concept of the love story of Lilly and Majnoon with self-sacrifice, with an average of 1.6%, namely, a tendency towards a believer, a depression, psychosis, and death, and even to the point of loss of life for the beloved is below average. And the level of awareness of the meaning of love on the basics of the love story of Lily and Majnoon with beloved as a soul mate, the beauty of nature and the connection with supernatural, loyalty to the beloved with an average of 2.6 percent to somewhat higher than the average. After representing pictures of paintings and carpets as a product of Lilly and Majnoon's love stories, awareness of the theme of love among the adolescents, taken from pictures of paintings and carpets with an average of 2.5%, the amount of understanding and love of lover by the designer Pictures, the variety of painting, engagement, the value of love, interacting with the show, and increasing the effectiveness of love are slightly higher than average. As a result, with the implementation of '4 Ps of

Marketing', the presentation of images taken from the love story in the form of painting and tableau (product) among the teenagers of the Ekbatan Cultural Center in Tehran, along with the analysis of the love story of Lily and Majnoon (promotion), the level of understanding and love of the lover Has increased the lover (price / value).

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