Presenting the compatibility model of couples based on the component of communication literacy (with emphasis on contextual features)

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ABSTRACT

This research was carried out with the main purpose of presenting the pattern of couples' compatibility based on the component of communication literacy (with emphasis on background characteristics). The qualitative research method is based on the theory of database and to benefit from the opinions and views of experts and experts in social communication, media, sociology, counselling, culture, family, education, and advertising. , health and other fields related to the topic, the field interview strategy was used (focusing on causal, intervening, contextual conditions, strategies and strategies, consequences and results) and a total of 35 interviewees answered open and explanatory questions. At the same time as conducting the interview process, the main data was collected (round trip and receiving feedback again) and according to the choice of the researcher and the satisfaction of the interviewee, new questions were asked so that the meaningful concepts and results were as much as possible. Saturation arrived. In the following, by categorizing common sentences and synonyms, 120 concepts were extracted in the open coding stage, 40 categories were extracted in the central coding stage, and 10 final categories were extracted in the selective coding stage, and the results showed: The most important background conditions influencing couples' compatibility Based on the communication literacy component including ten components: "conventional ideas, traditional thoughts and family experiences", "incorrect modeling", "individual independence and ownership", "adherence to beliefs and spirituality", "information and more information", "Primary understandings", "Individual and social skills", "Individual and personality traits", "Love, interest, feeling of belonging", "Level and quality of life of couples" and "Status and characteristic couples".

1. Introduction

The family is the first, most important and highest social institution in human history, which provides the basis for the development, growth and emotional and social prosperity of its members. The family and realization of a healthy family is conditional on its members having good mental health and good relationships with each other. Therefore, the health of family members and their relationships will undoubtedly have positive and significant effects on society (Bernstein, 1994; translated by Pourabdini, Manshai, 2014), the main and most effective pillar in The family is the subsystem of the couple whose connecting point is marriage. Marriage starts with a world of hope, but sometimes this hope fades when dealing with the realities of marriage and cohabitation between couples. Needs are not met, anger creates distance, judgment becomes a problem, and the feeling of loneliness prevails (Palagi, McKay, and Falling, 1994; translated by Mehdi Qarchedaghi, 2014).

The main purpose of marriage is communication, communication allows the husband and wife to discuss and exchange opinions with each other and learn about each other's needs. Couples' relationships are aimed at satisfying all levels of needs. This is why the most common problem raised by unhappy couples is the lack of success in establishing a relationship (Adib Rad and Mahdavi, 2014). Shahnaz Nouhi considers the real purpose and specific basis of marriage in the Qur'an and the Islamic religion to be the peace of a man and a woman together, to complete and achieve growth and transformation during their life together. Marriage has different goals and motivations and fulfils many needs and goals. The most important goals that are pursued in marriage are:

-Achieving stillness and peace (Qolizadeh, 1376): Marriage plays an important role in creating inner peace and tranquillity because marriage is a kind of innate need, which is why single people do not have complete mental and emotional peace There is always some kind of internal conflict, but marriage fulfils the emotional needs of people and eliminates the internal conflict and strengthens the desire and motivation of life in them because a person who is married knows that Someone loves him from the bottom of his heart and waits and needs him.

- The blossoming of emotions and feelings: Another fruitful fruit of marriage is the blossoming of emotions. In the shadow of this sacred and royal agreement, the pure emotions that are hidden in the existence of men and women blossom and bloom. In the shadow of the blossoming of these pure emotions, it is clear that the problems of life become easier one by one, and people bear the problems of life and give love and sacrifice to each other, and if they have faults, they forgive. This blossoming of emotions also causes people to have love and affection for their children stay awake at night patiently and endure many hardships to raise their children and make them well. train them and deliver them to the society (Qolizadeh, 2016).

- Satisfying sexual needs: Humans have a set of needs and instincts and failure to satisfy any of these instincts causes personality instability. One of the most powerful human instincts is the sexual instinct, which, due to marriage, provides this need naturally and healthily and protects men and women from deviation and sin. Therefore, the only natural and legitimate means of satisfying this instinct is marriage and family formation.

- Preservation of type and lineage: Another purpose of marriage is to preserve type and lineage. The human race is maintained and continued by marriage. Of course, not only the physical preservation of the body, but also the preservation and continuity of the emotional and psychological bond of human beings takes place in marriage, and another is the preservation of lineage. If marriage does not take place, people's lineage will be destroyed and huge problems will be created, an example of which is the many problems that fatherless children create for society, family and the woman who gave birth to that child in the West. has done. In general, attribution to parents and ancestors brings peace of mind and human dignity (Qolizadeh, 2016).

- Prevention of moral deviations and diseases: Prevention of moral deviations and various physical and mental diseases is another very important fruit of marriage. Research shows that the crime rate among single people is several times higher than that of married people. This amount reaches up to eight or nine times in different societies. Sexual deviations, alcohol consumption, drug addiction,

smoking, murder, theft, political deviations and even driving accidents are many times more common among single people than married people. Also, types of sexually transmitted diseases such as syphilis, gonorrhoea, AIDS and other sexually transmitted diseases, along with mental diseases such as depression, anxiety, scabies phrenic, etc., are much more common in single people than in married people. (Qolizadeh, 1376).

- Reaching the completeness of the personality and completion and evolution: getting married is a kind of mental and emotional evolution that completes the human personality. A person who is not married has not yet reached that level of mental growth and development and his character is not complete, but marriage and family formation complete his character.

Cooperation and cooperation: In the shadow of marriage, the spirit of cooperation and cooperation reaches its peak, in this bond, husband and wife work hand in hand and solve problems. Children are brought up and raised, and the problems that would probably not be solved until the end of life or at least take several years in being alone and unmarried, are left out of the way of a person's development.

- Response to the call of nature: Marriage is a sacred covenant that is based on divine nature and the order of God Almighty, and in fact, it is a right and legitimate response to the call of nature and instinct. Almighty God created man to achieve peace and continuity and survival of the human race and species, he placed the sexual instinct in his being and its purpose is mercy and kindness, peace and comfort, love and affection, forgiveness and sacrifice, blossoming of emotions, Mental and physical health is the health of society and the survival of the species. (Qolizadeh, 1376)

Therefore, due to the importance of the issue of couples' compatibility and knowing the background characteristics affecting it and the relationship between these two with communication literacy, this research aims to provide a model of couples' compatibility based on the component of communication literacy (with emphasis on background characteristics).

Theoretical foundations and review of past studies

compatibility

In the Dehkhoda dictionary, "agreement" is defined as a synonym of the following meanings: (compound hyphen) agreement in work. Sazvari (Moniri's Honorable Mention) (Definitive Proof) (Nazem al-Taba). Prosperity (Rbanjani). Compatible action. Compatible. building. Compromise according to agreement Agreement. Good manners and respect

"Sutherland" (1989) considers adaptation as a change in behaviour or thought processes that enable the organism to accept changes in the environment or transformation in its abilities with the adaptation strategy (Nashbandi, 1378).

"Shohan" (1991) considers adaptation to be a balanced and harmonious relationship with the environment, which includes the ability to meet many individual needs and adapt to the requirements of the environment (Naqshbandi, 1378).

"Feldman" (1989) believes that adaptation is the effort that people use to meet expectations and solve the problems they face in the environment (Naqshbandi, 1378).

"Aiken" (1985) calls the ability to adapt to society and fulfil one's needs adaptation (Naqshbandi, 2018).

Therefore, adaptation is a dynamic, complex and continuous process that is very important, because a person adapts to the ever-changing social environment through adaptation to the constantly changing needs, and adaptive people are recognized as active participants. (Moran, Ramaniuk, Coffey, Channen, Dignehardt, Burshman and Patton, 2016). Leader (1999) in the definition of adaptability says: Adaptability is the useful and effective behaviour of a person by the physical and psychological environment in such a way that he does not only match the changes in the environment but does not settle for unconsciously following it. But he can also influence the environment and change it suitably. Adaptation in humans has two aspects: 1. Adaptation of a person with himself and his inner environment 2. Adaptation with others and surroundings.

Compatibility in life together

Spouses who have communication skills, the ability to control stress and anger, and the ability to

make decisions are compatible in a joint life. The concept of compatibility includes all the skills that allow a couple to turn their differences of opinion and taste into understanding and even accept each other without reaching an understanding about a subject. Compatible spouses withdraw in time, do not accuse each other of incompatibility, do not destroy each other's image, and creatively find a way that does not harm their life together. Now, if for any reason the spouse does not adapt to the new conditions and situation and tries to change the other for his benefit, he has adopted the method of incompatibility. Insistence and insistence on personal opinion, not coping with events that cannot be changed, disruption in personal and social functioning and as a result not accepting new conditions, aggression and depression are other signs of an incompatible spouse.

Communication literacy

Communication literacy is "the ability to communicate properly with others and know social etiquette." Communication literacy with wider dimensions is proposed as a covering umbrella for a set of skills and literacy. All human beings have to communicate (Qasemi et al., 2019: 34). The central core of all worldly issues and problems is man's inability to communicate with others in a desirable way (Lutans, 1374: 659). According to UNESCO's fourth definition of the types of literacy, the ability to create change is the criterion of literacy, that is, a literate person is considered to be able to make a change in his life by using what he has read and learned. This definition complements the previous one because simply knowing a subject does not mean acting on it. If the skills and knowledge learned cause a significant change in life, then it can be said that this person is literate. Any human action and reaction cannot be imagined without the concept of communication, and humans are in constant and continuous conditions of communicating in all aspects of their lives. With the help of communication literacy, it is possible to use the maximum capacity for all types of communication and improve the quality of life (Qasemi et al., 2019: 34). Communication is an essential need for humans. Man needs communication literacy to communicate with himself, others, animals, plants, devices and even invisible beings like God. Having better communication means entering a better world and more success in personal, social and professional life (Qasemi et al., 2019: 8).

Components of communication literacy

From Ghasemi et al.'s point of view (2019), "communicative literacy" has three components: "senses in communication", "specialized literacy in communication" and "levels of communication" and each has specific dimensions. The "senses in communication" component has five dimensions based on the "senses of sight", "hearing", "smell", "taste" and "touch". The component "specialized literacy in communication" has twelve dimensions based on the types of specialized literacy "speaking", "writing", "reading", "body language", "working with communication technologies", "communication between cultural", "propaganda", "organizational communication", "public relations", "international relations", "citizenship rights" and "emotional" and finally the "levels of communication" component has five dimensions based on the types of internal communication. - It is individual, "inter-individual", "group", "collective" and "intra-individual" (Qasemi et al., 2019: 8).

Ghasemi and Rasakh (2020) emphasise the importance of reviewing and updating the concepts related to communication literacy and communication skills at the same time as the speed of communication developments, in their unique research entitled "Identifying the dimensions of communication literacy: with the content analysis approach" For communication literacy, they identified special main and sub-themes which are:

" -Sense-based communication", "specialized communication" and "communication at different levels" are the "main themes of communication literacy."

-The main theme based on the senses included: the sub-themes of visual, hearing, smell, touch and taste literacy.

-The main theme of specialized communication includes sub-themes of literacy of speaking, writing, reading, seeing, body language, communication technologies, intercultural communication, advertising, organizational communication, public relations, international relations, and citizenship rights. , financial, commercial, emotional and communication research were introduced.

-The main theme of communication at different levels included: intra-personal, interpersonal, group,

collective and trans-individual literacies .

Salimi and Mazloumifar (2015) have introduced the types of literacy in the 21st century from UNESCO's point of view, and in this division, communicative literacy has been assigned the second rank after logical literacy. After communication literacy, financial literacy, media literacy, educational literacy and computer literacy are in the next ranks in terms of importance and other literacies are also mentioned.

Relationship literacy is part of communication literacy

Relationship literacy believes that "from the moment of birth, the type of human infant's mutual relationship with others and the surrounding environment provides the background for his destiny and type of experiences. All the problems of life have a common denominator, which is the problem and disorder in the relationship or problematic behaviours in human communication with each other. "Relationship literacy" is understanding and implementing healthy ways of communicating with other people, and anyone in any situation can gain understanding and appropriate tools to strengthen their "communication literacy" by using training. Humans do not learn how to express love or criticize others without learning communication literacy. Communication literacy training can be used in all kinds of human relationships, some of the most important of which are:

-Internal communication (a person's relationship with himself and the feeling he has towards himself)

-Communication with different people

-Group communication

-How to treat animals

Couple compatibility model: a model that describes the couple's compatibility process.

Communication literacy model: a model that describes the process of strengthening communication literacy.

- Basic theories

- Glasser's choice theory: Glasser (2018) in "choice theory" points out the existence of problems in the relationship as the cause of many problems and feelings of human misery. According to him, all long-term psychological problems are communication problems. This theory has emphasized internal control, so humans use two types of internal and external control when facing various issues (Qasemi et al., 2019: 24).

Concept	original	Row
Managing behaviour in the four dimensions of "action", "thinking", "feeling" and "physiology" with the appropriate choice in communication (possibility of controlling emotion and physiology with the help of appropriate choice in thinking and action)	Control your behavior	1
Interaction according to the freedom of choice of information by the parties	Select information	2
Expectations based on the reality of freedom in choosing for oneself and communicating parties	realism	3
Preventing the negative effects of past experiences in terms of communicating in the present	Attitude	4
Managing the effects of the needs of "survival", "love and belonging", "power", "freedom" and "entertainment" with the right choice in connection	Manage your needs	5

Table 1: The principles of Glasser's choice theory to have a good relationship (source: Ghasemi et al., 2019: 24)

Sternberg's theory

The types of romantic relationships in the example of love (Sternberg) are:

1. Commitment + intimacy and lack of lust: This relationship is not in danger of collapse, but it requires creativity and motivation to rekindle love.

2. Commitment + lust and lack of intimacy: this relationship is painful. Sometimes a strong motivation attracts them to each other. But in the end, it leads to despair and failure. Because they are not able to make their relationship deeper or to know each other's thoughts, interests and heart desires.

3. Intimacy + lust and lack of commitment: it is an overnight relationship. There is intense action and enthusiasm, but the lack of security about how long the relationship will last disappoints both people.

Following the "Sternberg Triangle Rule", we find three shapes that are associated with painful, tormenting and deeply disturbing relationships:

1. Lust and lack of intimacy and commitment: manic love, infatuation. It arises as a result of absolute passion has a sudden onset and disappears just as quickly. It is a kind of love that is associated with obsession and idealism. The result of foolish love is predictable and always unpleasant.

2. Commitment and lack of passion and intimacy: vain love that is sustained only by a sense of religious or social commitment.

3. Lust + Intimacy + Commitment: Perfect and desirable love has a pleasant internal logic.

Psychodynamic theory and adaptation

In Freud's psychoanalytic perspective (1926-1959), a compatible person is said to have a strong and healthy ego so that he can create balance and harmony between the other two bases of personality, namely (institution) and (command). (I) will also be capable if a person does not use defence mechanisms in dealing with everyday problems or is aware of them. (Hashim Lu, 1400: 1, quoted by Shafi Abadi and Naseri, 1377).

On the other hand, regarding the nature of incompatibility in Freud's view, it can be said that discipline that causes fear of punishment and loss of parental love encourages children to behave morally, but children whose parents They regularly use threats, control, orders, or physical pressure. They usually feel less guilty after hurting others. For example: when a parent refuses to talk to a child or tells the child that he does not love him, children often blame themselves for the misbehavior and may think to themselves. (I am not good and no one loves me) (Hashim Lu, 1400: 1).

Tadobohart (2000) believes that Freud is one of the first personality theorists who emphasized the importance of the first years of childhood and its role based on human character as well as the links between childhood and adulthood.

Firoz Bakht (1374) claims that Freud believed in the existence of unconscious motivation to explain many aspects of human behaviour, his use of this assumption was wider than all the previous theorists, and he was an analyst more than anything else. It takes this assumption for granted that healthy behaviour is behaviour that the person understands its motivation. In this assumption, the main cause of inconsistency is the unconscious (Hashim Lu, 1400: 1).

Saatchi (1377) believes that Freud considered harmony between self, entity and superego to be essential; So, according to him, a healthy and compatible personality has a rational choice instead of irrational choice and control and the compulsion of driven motives. He considered natural education in the psycho-sexual stages to be necessary and he considered the necessary education of unconscious motives necessary for a person's adaptation (Hashim Lu, 1400: 1).

The theory of marital compatibility and incompatibility

Uruk and Caples (2003) believe that a person's satisfactory adaptation to the major social situations of life is directly related to the satisfaction of all basic needs. Their needs and satisfaction especially depend on people's perception, which is according to age, gender, hereditary talents, culture, social class, occupation, geographical location, education, experiences and life adaptations of other people in one's environment. It changes (quoted from Olya, 1397:11). Islamic Nasab (1373) classifies the basic variables that are effective in the adaptation process as follows.

1. Person's personality
2. The person's perception of the problem
3. The severity of the problem
4. Social support
5. Possible ways to reach the goal
6. Ability and talent to take care of your health
7. A person's understanding of his situation
8. The way of life and personality type of the person
9. Effective environmental attitudes and activities (Parents, 2017, 12 and 11)

Research conceptual model

By reviewing the research literature and among the above basic theories and concepts that are related to the research topic, the components of the three theories of choice (Klasser), relationships (Sternberg) and compatibility theory (Owerk and Kapels) were combined to draw a conceptual model to use and Based on this model, the research implementation framework should be determined:
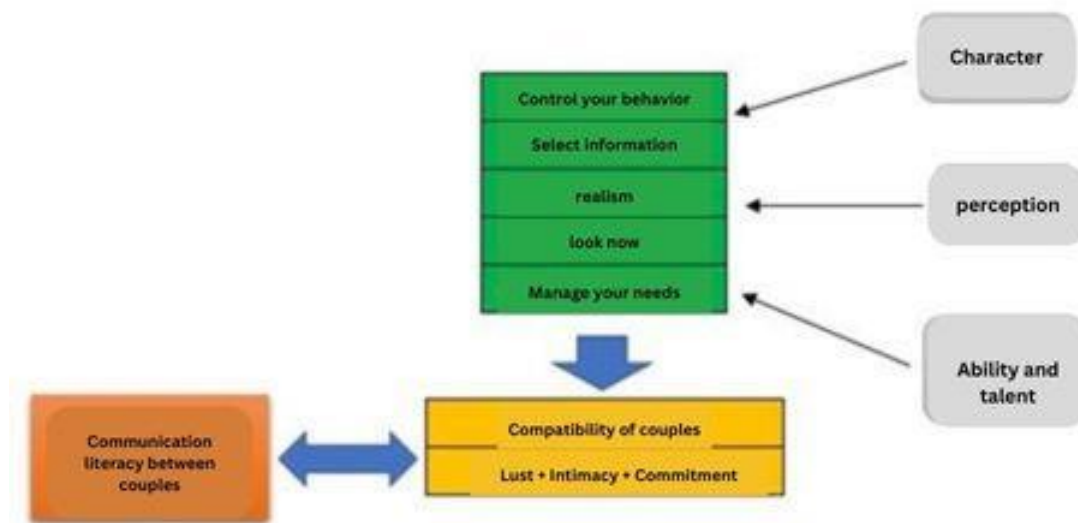

Figure 1: Research conceptual model

Previous studies

-In the research that Valizadeh et al. (1400) entitled "Effectiveness of Cognitive Behavioral Couple Therapy on Marital Adjustment and Emotional Divorce in Divorce Seeking Couples" presented at the first national psychotherapeutic conference of Iran, a semi-experimental method was used. and it was done by the pre-test-post-test method together with the control group. The statistical population was made up of couples applying for divorce in Kermanshah city who visited counselling centres in the first half of 1400. 30 couples were randomly selected from among the couples who voluntarily and through invitation to participate in this course in two experimental and control groups based on the criteria of

entering and exiting the study. The experimental group received 12 sessions of 90 minutes (two sessions per week) and the control group was placed on the waiting list for training. The tools used in this research included Spanier's Marital Compatibility Questionnaire (1976) and Gutman's Emotional Divorce Questionnaire (1995). The data were analyzed by univariate analysis of covariance in SPSS software (version 25). The results of the research showed that the experimental group was significantly different from the control group in terms of both variables of marital adjustment and emotional divorce. In other words, cognitive-behavioural couple therapy improved marital adjustment and emotional divorce in couples applying for divorce, P<0.05. Also, therapists and health-related professionals can use cognitive-behavioural couple therapy for health-related interventions, especially to improve marital compatibility and reduce emotional divorce.

 -In a research conducted by Besharat Qaramelki et al. (1400) entitled "Effectiveness of reality-based couple therapy and forgiveness therapy in group mode on marital adjustment, emotional differentiation and intimacy of couples with emotional divorce" in the Quarterly Journal of Research Counseling, 20th period, 80th issue, was a semi-experimental method and the type of design was multi-group pre-test-post-test. The statistical population is all married couples who refer for counselling to Andisheh and Allameh Amini centres in Tabriz. Sampling was done in a targeted manner based on the entry and exit criteria (marriage year, age, education and having an emotional divorce), so among the referents, 42 people (21 couples) were randomly selected. They were selected and placed in three groups: reality therapy (8 sessions), forgiveness therapy (8 sessions) and control group. Multivariate covariance analysis was used to analyze the results and repeated measures test was used to check the scores in the follow-up stage. The findings of the research showed that despite the favourable effect of both treatment methods, the reality therapy method had a significant and greater effect on the adjustment variable than forgiveness therapy. Also, none of the above treatment methods have a significant effect on the variable of differentiation, and only the reality therapy method has a significant effect on the couple's intimacy variable. Also, teaching the principles of reality therapy, informing spouses about the severity of their needs and creating a sense of responsibility in people to satisfy their needs can play an important role in creating and improving intimate relationships and couples' compatibility.

In the research that Zovari Amiri and Nouri (1400) titled "Investigating the Effectiveness of Communication Skills Training on Improving the Mental Health and Psychological Well-Being of Couples" presented in the 7th National Research Conference in Social Sciences and Psychology of Iran, the results The findings of the researchers and the presented documents were as follows: It is the first structure of the society in which formal and legal relations between men and women are formed legitimately and acceptably, and the foundation of education and mental health of children. The transfer of cultural and religious values is based on it; Therefore, the preservation and continuation of the family system as the most important social system is of great importance, so the discussion about the family and ways to consolidate it is one of the common discussions in scientific societies, and the sciences related to it are especially Psychology tries to implement measures to increase the stability, intimacy, correct functions and excellence of the family. Since prevention precedes treatment and involves lower costs, it seems that it is very important and necessary to know the factors or factors that can strengthen the foundation of the family system. One of these factors is teaching communication skills. Communication skills are a simple and powerful way to communicate with others, this method changes the way we all communicate with each other and even with ourselves, and it is very accurate, organized and extremely loving. Communication skills focus on two issues: empathy, listening with a lot of emotion, and the other is honest self-expression, revealing what is important to a person in a way that evokes emotion in others. It cultivates accurate communication skills of listening, respect, empathy, and mutual desire to give from the heart. For this reason, communication skills are useful and effective in all communication levels and different situations, such as private relationships, families, schools, institutions and offices, therapy and counselling, political and business negotiations and in any discussion and Disputes. Some people use communication skills to find love and empathy for themselves. Some others take help from it to reach more depth in intimate relationships, and a group of people use it to mediate all levels of conflict and conflict to improve administrative and political relations.

In the research that Pashaei et al. (1400) titled "Effectiveness of the integrated package of intimate communication skills and marriage enrichment training on interpersonal interaction injuries of couples" in the 35th issue of the 12th edition of Women's Research Journal, the method A semi-experiment with a pre-test-post-test design was conducted with a control group and a two-month follow-up period, and the statistical population included couples who referred to the counselling centres of Fereydon Shahr city in 2018, who in the questionnaire of interpersonal interaction injuries to They had obtained significantly higher grades than the average. In this research, 30 couples were selected by purposeful sampling and randomly assigned to experimental and control groups (15 couples in each group). The experimental intervention group received the integrated package of intimate communication skills training and marriage enrichment during two and a half months in 10 90-minute sessions. The questionnaire used in this research included the questionnaire on interpersonal interactive injuries (researcher-made). The data obtained from the research were analyzed by variance analysis with repeated measurements. The results of the research showed that the integrated package of intimate communication skills training and marriage enrichment has a significant effect on couples' interpersonal interaction injuries (p<0.001).

In another research, Razmian, Rahmanzadeh and Ahmadi (1400) with the title: Analysis of social and cultural factors preventing successful verbal communication among couples who are dissatisfied with married life in the northeast of Tehran, conclude: that causal conditions cause weak attachment, weak economic and sexual health weakness. Also, personality factors and cultural factors are intervenors, personal background, not being on the same level, and family background is considered as background. The strategies provided by the interviewees were conversation, self-sacrifice, study and treatment, and educational and economic progress. Collapse and legal or emotional divorce are some of the effects and consequences of unsuccessful verbal communication.

Hosni Moghadam, Ganji, Sharifnia, Arabi, Khani, Soghari (2018) Investigating the factors related to the communication patterns of Iranian couples: a conceptual review, writes: Paying attention to the type of communication pattern of couples is of great importance in solving marital conflicts. These patterns include three patterns mutual constructive communication, mutual avoidant communication pattern and expectation/avoidance pattern. This study was conducted to review the factors related to the communication patterns of Iranian couples. Materials and methods: This study is a conceptual review. The study has been done in five stages, which are: 1- Designing the research question, 2- Searching and extracting related studies, 3- Selecting related studies, 4- Tabulating and summarizing the information and data, and 5- Reporting the results. Findings: Among 130 studies, 18 articles were used in this review. Factors influencing couples' communication patterns were placed in 4 categories, which include 1-spiritual health and spiritualism, 2-marital satisfaction and sexual satisfaction, 3-marital compatibility, and 4-lovemaking styles. Conclusion: The results showed that factors such as spiritual health and spirituality, marital satisfaction and sexual satisfaction, marital compatibility and love-making styles affect couples' communication patterns. It is suggested that therapists pay more attention to these factors in providing solutions to improve couples' communication patterns to create more effective and efficient communication.

In the research that Ghasemi and Rasakh (2020) titled "Identifying the Dimensions of Communication Literacy: Using a Content Analysis Approach" presented in the Journal of Health Literacy, scientific sources and books in the field of communication and the opinions of experts in this field were considered as a statistical population and With the purposeful selection of 24 thinkers, the results of the surveys reached theoretical saturation. The results of the research showed that "communication based on the senses", "specialized communication" and "communication at different levels" are the "main themes of communication literacy" and the main theme based on the senses includes sub-themes of visual literacy. , hearing, smell, touch and taste were considered. The main theme of specialized communication includes sub-themes of literacy of speaking, writing, reading, seeing, body language, communication technologies, intercultural communication, advertising, organizational communication, public relations, international relations, citizenship rights, Financial, commercial, emotional and communication research were introduced and the main theme of communication at

different levels was considered including intrapersonal, interpersonal, group, collective and transpersonal literacy. It was also concluded that the speed of communication developments in today's world, as much as it increases the need for attention and emphasis on communication literacy, increases the size of its revision and updating by today's communication developments and increases its importance. Forgive

In a research published by Penberti et al. (2018) entitled "Effect of coping and communication skills program on the quality of life, emotional flood and burnout of doctors" in the database of Health and safety magazine at work, a training program aimed at controlling The behaviour of doctors and its effect on their quality of life and job burnout were tested so that by improving communication skills in the life of doctors, the areas of inappropriate behaviour and medical errors can be reduced. The results of this research showed that with the passage of time and the increase of communication skills through training, the level of excitement and inappropriate confrontation of doctors in life is reduced and thus the cause of burnout caused by emotional fatigue and medical errors is also reduced. It is also recommended that training in these communication skills should be done to increase self-awareness, reduce stress, take care of oneself and others, and improve adaptation in life and work.

In a research published by Tawaklizadeh et al. (2015) titled "Effect of communication skills training on marital conflicts and its various aspects in women" in the Science Direct scientific article database, 60 married women referred to The health-treatment centres of Gonabad city were randomly selected as a statistical sample in 2013 AD and were divided into two groups, case and control. During this research, after holding 10 sessions of 45 minutes about communication skills, data were obtained through the examination of distributed questionnaires, which showed that communication skills training reduced marital conflicts to a large extent. and leads to increased compatibility between couples. Active listening, empathy, problem-solving, self-expression, and healthy communication are among the models of communication skills that should be considered in training couples.

Research Method

Methods and tools

The current research was conducted in a qualitative way and with the approach of foundational data theory. In line with the creation and implementation of the research process, firstly, in addition to preliminary library studies and review of one hundred cases of related previous research, more than 176 cases of Persian and non-Persian articles and research that are more closely related to the subject concepts were monitored and studied, and from these researches, nearly 170 theories, perspectives and models were extracted and implemented, and due to the newness of the title of communication literacy, the lack of topics related to the cultural approach to present the model of literacy Communication to match the couples and with the advice of experts and experts, the qualitative research method based on the grounded theory of the database was used in the applied and exploratory research group and to benefit from the opinions and perspectives. experts and experts in social communication, media, sociology, counselling, culture, family, education, advertising, health and other fields related to the subject, from the field interview strategy (focusing on causal conditions, interventionist, context strategies and consequences and results) were used and a total of 35 interviewees answered the open and descriptive questions. At the same time as conducting the interview process, the main data was collected (round trip and receiving feedback again) and according to the choice of the researcher and the satisfaction of the interviewee, new questions were asked so that the meaningful concepts and results were as much as possible. Saturation arrived. Therefore, the data collection method: in-depth interview and data analysis method: three stages of coding (open coding, central coding and selective coding) according to Strauss and Corbin.(1990-1998)
- Validity and validity of the research
- Validating categories and the network of relationships [between] them and integrating them is the most important part of the research activity in [data-based] theory. The three common criteria are:
- The data must be reliable.

- The researcher must explain the process of his research activities in such a way that it becomes clear with what evidence and how he concluded the main category and other categories.
- The researcher must satisfactorily explain the regular connection between the categories and their integration and how to explore the semantic network and theoretical model and its compatibility with the social world under investigation (Farastkhah, 2015: p. 200).
- Lincoln and Guba (1985) proposed the concept of research reliability and considered four criteria for it:

Reliability: It is a qualitative alternative to the internal validity criterion and is related to creating consistency between the facts desired by the participants and the facts presented by the researcher (Hariri, 2010: 64-74). To realize this, [it is necessary] to personally evaluate the conducted interviews several times and then return the interpretations of several interviews to the interviewees and receive their feedback that the results of the interpretations in The whole thing was accepted by the interviewees and very minor corrections were made on them.

Research findings
The findings of the research are based on the background conditions and the conditions under which the strategies and actions are used to manage the phenomenon.   were analyzed.
Characteristics of interviewees and interviewees
 Most of the interviewees did not want to reveal their names and details in the process and the final results of the research, for this reason, in the research method section, despite the complete recording of the meaningful statements of the interviewees, the details of these loved ones have been avoided; Also, to access the documents and the main names of the interviewees in the future, their main characteristics have become a unique identifier and all the answers given by the interviewee, by inserting the unique identifier at the end of the relevant paragraph and with a code The person himself is resourced. Unique identifiers start from 101 and end with 135.

degree of education	gender	Unique ID Answers of the interviewee	row	degree of education	gender	Unique ID Answers of the interviewee	row
Doctorate	Female	119	19	Doctorate	Female	101	1
BA	Female	120	20	Doctorate	Female	102	2
Masters	Female	121	21	Doctorate	Male	103	3
Doctorate	Female	122	22	Doctorate	Female	104	4
Masters	Female	123	23	Doctorate	Female	105	5
Masters	Female	124	24	Doctorate	Female	106	6
Masters	Female	125	25	Doctorate	Male	107	7
Masters	Female	126	26	Doctorate	Female	108	8
Masters	Female	127	27	Masters	Female	109	9
Masters	Female	128	28	Doctorate	Female	110	10
Masters	Male	129	29	Masters	Male	111	11
Doctorate	Female	130	30	Masters	Female	112	12
Doctorate	Female	131	31	Doctorate	Female	113	13
Doctorate	Female	132	32	Doctorate	Male	114	14
Doctorate	Female	133	33	Masters	Female	115	15
Masters	Female	134	34	Masters	Female	116	16
Doctorate	Male	135	35	Masters	Female	117	17
		--		Doctorate	Female	118	18

Table No. 2: Coding and unique identifier of the information of experts and researchers participating in the interview

 -In the first stage, open concepts and codes were identified, and in the second stage, after reviewing and removing long and repetitive concepts, the following core codes were obtained :

Axial codes	row	Axial codes	row	Axial codes	row
Gentleness of couples (244)	37	The feeling of freedom in common life (226)	19	n the field of communication: expressing gratitude, giving thanks, actively listening to the spouse's words, and giving importance to each other's wishes. (111)	1
The stability of couples' entertainment (245)	38	Fun in life together (227)	20	In the field of conflict: the use of emotion expression techniques. (111)	2
Couples' humor (246)	39	The level of communication between couples and friends (228)	21	In terms of work: daily work up to 8 hours. (111)	3
The kindness of couples (247)	40	The level of communication of couples with others (229)	22	In the field of communication: expressing gratitude, giving thanks, actively listening to the spouse's words, and giving importance to each other's wishes. (111)	4
Loving couples (248)	41	Familiarity with conflict resolution techniques (230)	23	Spontaneity of couples (213)	5
Pleasure seeking of couples (249)	42	How to spend free time(231)	24	Courage of Couples (214)	6
Expressing gratitude towards the other party (250)	43	Determining the roles of men and women (232)	25	Love in common life (215)	7
Couples Thanksgiving (251)	44	The way of looking at religion and religious issues (233)	26	The feeling of belonging to each other in common life (216)	8
Actively listening to the spouse's words (252)	45	How to face religion and religious issues (234)	27	feeling valuable in life (217)	9
Giving importance to each other's wishes (253)	46	How to manage money (235)	28	(218) Honesty of couples	10
Recognizing emotions, self-awareness skills (112), and accepting responsibility	47	How to manage financial issues (236)	29	fairness of couples (219)	11

(288.)					
Respecting the other party (289)	48	Type of sexual relationship between couples (237)	30	Steady step of couples (220)	12
Listening to the other party (290)	49	How couples have sex (238)	31	Compassion of couples (221)	13
Listening to the wife's words (346)	50	The amount of sexual intercourse of couples (239)	32	222. People's mutual understanding	14
Giving importance to mutual reactions (347)	51	Attention to the issue of expressing feelings (240)	33	Empathy between couples (223)	15
Talking to the wife (348)	52	Openness of couples (241)	34	Having the perseverance of couples (224)	16
Paying attention to the wishes of the wife (349)	53	Being considerate (242)	35	Couples restraint (225)	17
Paying attention to the wife's reactions (350)	54	Curiosity (243)	36	Spontaneity of couples (213)	18

Table No. 3: Excerpt of core codes extracted from interview data analysis

The third step and extraction of optional codes:

After the final classification of core codes and classification based on conceptual similarities and repeated codes, the most important background conditions affecting the compatibility and strengthening of couples' communication literacy based on ten components were obtained as follows : stereotyped ideas, traditional thoughts and family experiences: stereotyped ideas of couples and families about life together; couples' assumptions about marriage; Traditional thoughts of couples and families; The family experiences of couples, families and surrounding people and the previous family education of couples, families and surrounding people are among the causal conditions and factors that shape stereotypes, traditional thoughts and family experiences of teenagers, young people, couples, families and their surrounding people in The society guides the couples for more compatibility.

Improper role modelling: the type and manner of behaviour of young people, couples and families in social networks are one of the causal conditions and factors that make young people, young people, couples, families and those around them in society adapt more. It guides couples.

1. Independence and individual ownership: complete mental ownership of the couple; complete behavioural ownership of couples; complete personal ownership of couples and complete social ownership of their behaviour are among the causal conditions and factors that teenagers, young people, couples, families and their surrounding people guide and guide in the society for more compatibility of couples .

2. adherence to beliefs and spirituality: religion; Religion; Spirituality and other elements related to the religion of individuals and their families are among the causal conditions and factors that guide teenagers, young people, couples, their families and those around them in society for greater compatibility of couples.

3. Information and more information: obtaining information and having more information; Taking advantage of the knowledge and higher education and the results of studies of teenagers, young people,

couples, families and their surroundings are among the causal conditions and factors that guide the community of administrators, trustees and policymakers in the field of compatibility of couples

4. Having children, raising children and the need for survival: the joy of having a child; Realizing and gaining experience of the roles of father and mother in couples and the need for the survival of the human race are among the causal conditions and factors that guide teenagers, young people, couples, families and those around them in the society for more compatibility of couples. And they lead.

5. Initial understandings: Alignment of values and individual values of couples and their families; Belief in the oneness of the destiny of couples in a joint life; being on the same path as couples in life and common goals; The relative compatibility of couples with each other and the compatibility of couples and their families are among the causal conditions and factors that guide the initial understandings of couples, their families and those around them for greater compatibility of couples.

6. Individual and social skills: being fair to couples and their families in all situations; Acquainting couples, families and people around with conflict resolution techniques and problem solving skills; having the skills of accepting problems by couples and trying to solve them; having perseverance; restraint; The type and manner of expressing emotions by couples and their families; openness of couples; decent treatment of couples and families with each other; The ability to contain and control potential tensions and problems by couples, families and people around them; mutual understanding of the couple from each other and the other party's family; Responsibility of couples and families; flexibility of couples and families; Sacrifice of couples and families; Sacrifice of couples and families against each other; honesty and truthfulness of couples and families; couple's loyalty to each other; Couples and families forgive each other's possible mistakes; forgiveness of possible mistakes of couples and families by the opposite party and another family; Having love and expressing it by couples and families to each other and the flexibility of couples and families, including individual and social skills that create causal conditions and factors of compatibility or incompatibility of couples, families and their surrounding people in life are married and shared.

7. Individual and personality characteristics: having appropriate emotional intelligence in couples; appropriate and positive mood of couples and families; appropriate curiosity of couples and families about the other party; Gentleness of couples and families towards the other party; humor suitable for couples and families; the kindness of couples and families towards each other; the normal compassion of couples and families towards each other; taking advantage of the benefits of pleasure and enjoyment suitable for couples from the blessings of joint life; considerateness of couples and their families; The stability of couples and their families in all matters, especially activities related to joint and married life; having politeness and politeness of couples and their families in front of each other and the people around them; The determination of couples and families to do things related to the strength of their joint life; couple's spontaneity to correctly face possible problems; relative self-reliance of couples; Self-awareness of couples regarding the skills to solve possible problems caused by incompatibility, and finally, the courage of couples to correctly face the problems and issues of life, including individual and personality characteristics that form the causal conditions and factors of compatibility or incompatibility of couples, families and The people around them are in married life.

8. Love, interest, feeling of belonging: love and affection in a shared life; Loving the other party and belonging to the spouse in married life, as well as the feeling of belonging of the couple to each other, are among the causal conditions and factors of compatibility or incompatibility of couples and their families in married and joint life.

Discussion

Husband and wife (or, in other words, couples) form the main axis of the traditional Iranian family, and the strength of the family requires the creation, dissemination and continuation of processes related to the compatibility of couples in society and, accordingly, in the family. This research was carried out with the main goal of presenting a model of communication literacy to adapt couples (with a cultural approach) and continued by categorizing common and synonymous sentences in the open coding stage, 120 concepts, in the axial coding stage 40 categories and in In the selective coding stage, 10 categories were extracted and the results showed: The most important background conditions

affecting the compatibility of couples and strengthening their communication literacy are: "conventional ideas, traditional thoughts and family experiences", "incorrect modeling", "independence and ownership" Individual", "Adherence to beliefs and spirituality", "Information and more information", "Having children, raising children and the need for survival", "Basic understandings", "Individual and social skills", "Individual characteristics and personality", "love, affection, feeling of belonging". In this way, the final model of the research can be presented as follows.
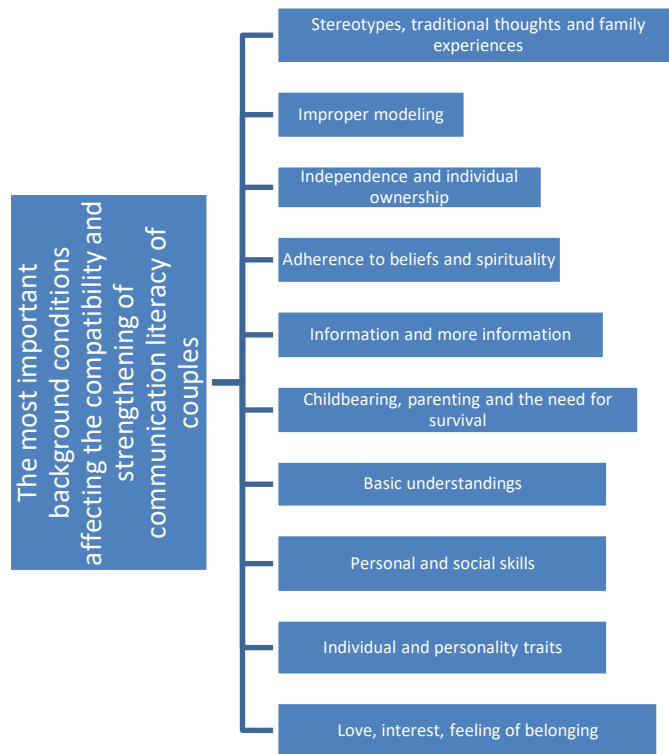
Figure No. 2: Couple compatibility pattern based on the component of communication literacy (with emphasis on background characteristics)

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