This study aims at specifying the internal conceptual structures of various classes of concepts and determining the mental representation of these concepts for Persian speakers'. Major internal category structure measures including typicality, familiarity, associative frequency, and similarity are employed in order to estimate the categorization probability and representativeness gradient of every item within three natural and three artificial semantic categories in this study. In order to find out the positive or negative intercorrelations between the independent variable (rated typicality) and either of the four dependent variables (familiarity, similarity, associative frequency, and culture), a range of cognitive tasks such as typicality-rating task, property-generation task, similarity-generation task, and exemplar-ordering task were given to 302 female undergraduates in five discrete experiments at Arak Islamic Azad University. In Experiment 1, in order to determine the good or bad examples of every category, participants received a typicality rating scale from 1 to 6. They were asked to generate a free description containing a list of properties generally attributed to various objects as the referents of the exemplars and their semantic categories. The participant's familiarity with category items, and the similarity between exemplars' properties and their semantic category properties were evaluated in Experiments 2 and 3 respectively. To obtain the measure of associative frequency of category items, the participants were asked to make a list of 25 words they though they belonged to the six categories in the order they think of them in Experiment 4. The participants arranged 25 members of either of six categories, listed in alphabetical order, in an order corresponding to the extent to which each item fits their
"idea or image" of the meaning of the category name in Experiment 5. Finally, the positive and significant correlations were demonstrated between rated typicality as an independent variable and familiarity, similarity, and associative frequency as three dependent variables for six semantic categories.