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**More is not always better:
Cybage's Growth Strategy by
Internal Focus**

A circular diagram with a green shaded sector. The diagram features several green circles and squares. A central vertical line and a horizontal line intersect at the center. A green shaded sector is positioned in the upper right quadrant. Within this sector, there are several circular icons containing text and images, connected by arrows. One icon is titled "What is Cybage?", another "Thecasesolutions.com", and a third "Perceptions". Below the shaded sector, there are two rectangular boxes. The first box contains the text "Thecasesolutions.com" and a small image. The second box contains the text "Continuity and Change in Short Fiction" and "Thecasesolutions.com", with three small circular icons below it. At the bottom right, there is a small rectangular box containing three small square icons (white, red, black).

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What is Theme?

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"A unifying idea, an undercurrent of meaning that moves through a piece of music, literature, visual art, or other form of expression."

Themes are everywhere, in art, architecture, music, literature, and more.

*How is theme
"made?"*

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Meaning and theme can be created by unifying patterns and ideas.

If a restaurant is full of leather seats, old pictures, and neon, the restaurant would be going for a *classic* theme.





Perspective

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Opinions, experiences, family, culture, history, all these things change your perspective and how you interpret continuity and change.

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Continuity and Change in Short Fiction

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Short fiction relies on several elements to make it complete, these include:



Character

Characterization is how an author reveals a character to the reader. 4 things determine who a character is and what motivates him or her in a story

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1. How a character looks.
2. How a character acts.
3. How other characters in the story react to this character.
4. What the character thinks and feels.

Setting

Setting is when and where a story takes place, this also includes things like way of life, culture, etc.

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Setting also gives the readers clues to the theme, not just a description of the area.