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Nestle's PPP Strategy (B): Nescafe In West Africa

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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.