

A circular diagram with a green shaded sector. The diagram contains several icons and text boxes, including the website name 'Thecasesolutions.com' and the title 'Nashville Predators: Marketing Strategy for an NHL Franchise'. The diagram is divided into four quadrants by a vertical and a horizontal line. The green shaded sector is in the upper right quadrant. There are several green circles and squares scattered throughout the diagram. A central green dot is connected to various elements by lines. The text 'Thecasesolutions.com' is written in white, and the title is in yellow. The background is dark grey.

Thecasesolutions.com

Nashville Predators: Marketing Strategy for an NHL Franchise

A circular diagram with a green shaded sector. The diagram contains several icons and text boxes, including a 'Who's a Hero?' box, a 'Thecasesolutions.com' box, a 'Perspective' box, a 'Thecasesolutions.com' box with a 'NHL' logo, a 'Continuity and Change in Short Fiction' box, and a box with three colored squares (white, red, black).

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Nashville Predators: Marketing Strategy for an NHL Franchise

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.