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#### **William Golding**

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<u>Lord of the Flies</u>[ ,1992 Stranded on an island while an atomic war destroys the rest of the world, a group of young boys revert to savagery as they struggle to survive.

Lord of the Flies: Text, Criticism, Giossary and Notes William Golding, 2013-01-01 The boy with fair hair lowered himself down the last few feet of rock and began to pick his way towards the lagoon. Though he had taken off his school sweater and trailed it now from one hand, his grey shirt stuck to him and his hair was plastered to his forehead. All round him the long scar smashed into the jungle was a bath of heat. He was clambering heavily among the creepers and broken trunks when a bird, a vision of red and yellow, flashed upwards with a witch-like cry; and this cry was echoed by another. Descriptor(s): WESTERNS | LITERARY TEXTS | LITERARY CRITICISM | LITERARY ANALYSIS | LITERARY STYLE | LITTERATEURS | BIOGRAPHIES | MODERN AGE | UNITED KINGDOM

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web there is a strong need to explore the concept and phenomena of imc directly in the real world of communication communication is the basis of all marketing activities the purpose of integrated marketing communications strategy is to work toward the common goal of customer focused marketing