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Soap and the Newspaper

In 2004, The Age newspaper proclaimed that it is 'The world's most livable newspaper'. This proclamation firmly situated the newspaper in the realm of the domestic. To be classified as livable, a shelter or structure must be deemed fit to live in. It must facilitate a sense of ease and a moderate degree of comfort. A livable setting provides its occupants with a sense of security and control as well as the confidence to invite others into that space. This livable structure in turn becomes a social structure. When we are comfortable and confident with the quality of our setting, we invite others in, forming social networks, which provide companionship and community. This paper investigates how graphic design systems and structures influence and shape our emotive and social relationship with society. It examines how graphic design within ephemeral artefacts of the everyday, such as the newspaper, gives visual expression to social myths, shaping narratives of ordinary people's lives into soap operas, which we consume voraciously and somewhat unconsciously.