

ABSTRACT

A documentation and analysis of the impact of new technologies on the design and layout of *The Star*, particularly desktop publishing hardware and software, digital photography and the Internet. A broad outline of the production and editorial technology employed prior to the introduction of fourth wave in 1995 is provided to contextualise the research. A systematic visual analysis of selected pages from the 1920s to present as well as interviews with key members of staff from The Star, who have experienced the evolution of the paper first-hand, provide the primary source of information for the study. To prevent the paper from becoming too anecdotal, the organisational approach to the study of the media and theory of visual culture provide the theoretical framework. The research concludes that new technology itself has not drastically affected the design and layout of *The Star* over the past decade, but rather stimulated change within the organisational environment, which gradually did affected the visual appearance of the paper.

Key words:

The Star, media, print, newspaper, technology, design, layout, organisational theory, visual culture