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**The Penguin Paradigm:
Transatlantic Paperback Design, 1939-1948**

Book cover designs say much about the text inside, but even more about the companies that publish them. In the 1940s, the covers of Penguin paperbacks became a forum for an intercultural dialogue when the British company opened its first American office, and controversy surrounding the direction of the Penguin “look” erupted. In my thesis, I attempt to show how the development of these covers shows the Anglo-American relations at the time in a way that only the “low” art of a consumer good can, and how each culture’s understanding of themselves in relation to each other translated into divergent design aesthetics.