



Dr Bex Lewis

Senior Lecturer in Digital Marketing, Bex has over twenty years of experience online. She is passionate about helping people engage with the digital world in a positive way.

Her work focuses upon digital culture, particularly in relation to the third sector, especially faith organisations. She also draws upon her research on British wartime propaganda posters. Bex highlights the need to understand content and context, and the importance of understanding participants' needs in order to connect and influence behaviour.

Bex is the author of the best-selling book *Raising Children in a Digital Age: Enjoying the Best, Avoiding the Worst* (Lion Hudson, 2014), and she is a member of the Digital grouping, the Visual Culture Research Group, and the Creative Industries Labs.

She is also a Visiting Research Fellow at St John's College (Durham University) and Director of social media consultancy Digital Fingerprint.

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Keep Calm and Carry On: The Truth Behind the Poster

'Keep Calm and Carry On' has become an iconic phrase in the twenty-first century. The wartime poster became a brand for tourist gifts. Shops full of mugs, bags and other memorabilia adorn the slogan or one of its many subverted versions. The original propaganda poster was part of a series designed and printed by the British Government in 1939. Although distributed, 'Keep Calm' was never officially displayed. However, it came to prominence in 2008 during the economic crisis.

In her 2004 PhD thesis, Bex questioned whether people today understand where this poster fits within the wider story of propaganda posters produced by the British. The Imperial War Museum has commissioned Bex to write a book telling the story behind 'Keep Calm and Carry On', identifying how the development of the digital age has contributed to the slogan's popularity.

Bex's work on this topic has been featured in the press including the *New York Times*.

<http://drbex1.co.uk/2009/04/05/1939-3-posters>