

Name _____ **Propaganda**



Keep Calm and Carry On

Propaganda is communication designed to persuade people to think or act a certain way. During wartime, propaganda was often used to encourage bravery, unity, and endurance. Even a short slogan could shape how millions of people behaved in difficult times.

The Poster: “Keep Calm and Carry On” (1939)

Description: The poster is simple but striking. Against a bright red background, bold white letters declare: “**KEEP CALM AND CARRY ON.**”

Above the words is the image of a crown, symbolizing the authority of the British government and the monarchy.

Historical Context: In 1939, Britain faced the beginning of World War II. The government worried about bombings, food shortages, and the fear that civilians might panic or lose morale. To prepare, the Ministry of Information designed posters with short, powerful slogans to keep people calm and focused. “Keep Calm and Carry On” was printed in millions of copies, but it was rarely displayed during the war itself — instead, it was kept in storage as a backup if things got very bad. Decades later, the phrase became famous worldwide as a symbol of resilience.

Analysis Questions - Answer each question in complete sentences. Use evidence from the poster description and historical context above.

1. Why do you think the poster used such a short and simple message?
2. What emotions does the phrase “Keep Calm and Carry On” encourage in British citizens?
3. Why is the crown symbol important in this poster? What does it suggest about authority and trust?
4. How might this poster have helped people during bombings, rationing, or other wartime struggles?
5. Why do you think the government wanted people to “carry on” instead of focusing on fear or anger?
6. How is this poster different from other types of propaganda that use bold images or dramatic scenes?
7. Why do you think this poster has remained so popular in modern times, even outside of wartime?