

*Guiding Question: How are visual devices used to persuade the readers to sign up to the nursing profession?*

An abundance of visual devices are utilized to convey the deeper meaning behind the image which guides the viewers by altering their perspectives on the relationship between gender and specializing in nursing. The image depicts a white background with a thick streak of red towards the upper half. Additionally, large and bold typography bring forth the question, "Are you man enough to be a nurse?" The first half of the phrase is in black while the second half is in red, signaling urgency and significance. A horizontal line of men are viewed to be standing across the image and seem to be wearing nursing uniform, with some wearing athletic clothing. The red background emphasizes the forefront of the men, making them appear clearer. Furthermore, beneath each man is their name and dual profession in which they work in healthcare based areas as well as athletic jobs.

There are many appeals present in the image brought to life through the visual devices, such as typography, color, and significance. For instance, the wording and large size of the phrase, "Are you man enough..." questions the masculinity of the viewer, appealing to their emotions through pathos. The male viewers would likely be frustrated at such a question and would want to sign up to become nurses in order to live up to the strong and "manly" stereotype. Moreover, the status of the male individuals depicted in the image, appeal to the viewers through ethos. This is due to their ability to do both, be a nurse and still have "manly" traits, which would lead male viewers to want to be like the men in the advertisement and further believing in the idea of nursing as an inclusive profession.

The image additionally uses visual devices to challenge gender norms and promote inclusivity. The portrayal of the men standing close together in a horizontal line brings rise to a sense of teamwork and inclusivity. This evokes a sense of belonging in the viewer, further challenging gender roles in which there are specific expectations and borders for each gender. The phrase at the bottom of the image mentions that nursing is a career that "requires intelligence, skill, and courage," which does not only appeal to the viewer through pathos, but also contradicts the portrayal of masculinity. This is because stereotypical masculinity includes all these traits but never as a nurse, which is seen to be a female job. The inclusion of such devices contradicts gender stereotypes through portraying nursing as a male job, promoting the idea as something normal rather than unusual or masculine.

Through contrasting, whether it is the red background and colorful fore- and back-ground, or nurses and nursing as a female or male job, the deeper meaning of the image takes over the viewer. Not only does the contrasting look visually appealing such as the colors, but the contrasting between the depiction of nursing as a male job rather than a female one alters the perspective of the viewer. A viewer who once saw men being nurses as "immaculate" would likely be persuaded by this image, that men can be nurses and still have "strong" and "manly" traits such as the men in the image. The combination of visual appeals including color, typography, and object placement severely contribute to the interpretation of the image, normalizing and promoting the depiction of men as nurses.

