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

The picture "Are you man enough to be a Nurse?" is a poster to recruit more men to join the nursing profession. The primary objective of the advertisment is to challenge the gender role stereotypes in the nursing workforce and promote the idea that its OK for a man to become a nurse. The poster uses different visual elements like color, images, text and positioning/placing of the men to grab the viewers attention and to bring across the main message more clearly.

The picture has many visual elements including people, text, colors and layout. The visual layout and images feature a group of men dressed in casual and professional clothes holding objects like golf bag, rope or guitare which are associated with traditional masculine activities (sports, physical labor). This shows that anyone with different backgrounds and interest can join and become a nurse. By highlighting the men in the center of the picture with the text being above and under them, it brings focus on the fact that men can be nurses as well. Having the text above and under the group of men still bangs focus on the text "Are you man enough to be a Nurse?" but still keeps the main focus in the center on the group of men.

Another element is the text used with different font size and color which brings more focus to some text part and less to another. The main message in bold, large letters "Are you man enough to be a nurse?" challenges the traditional gender roles and perceptions by making nursing a test of masculinity. The phrase is split up into two parts one in a bold black font saying "Are you man enough …." and the second one in bold red letters "...to be a nurse?". This adds one attention that the reader is instantly grabbed by the bold lettering and two a pause to it that makes you think more about it while you read it. The question directly makes the viewer engaged with the poster and reflect on their views and biases they had beforehand. The pause (….) also adds focus on not just being a nurse but on the being "man enough"

The use of the clothing, probs and diversity of the group of men in the center of the picture. Each man in the picture is associated with a masculine activity is such as golf, surfing or rock climbing. This strengthens the idea of that being a nurse wont compromise ones masculinity and one’s ability to act out his hobbies. Also the inclusion of different races, styles and appearances broadens the audience that the picture is focused at. It doesn’t only show white men it shows diversity highlighting not only the fact that becoming a nurse can also be done by women but it can be done by men of any race or appearance.

The color scheme of the poster also plays an important role in getting the message across to the viewer. The poster uses strong red and black and white color scheme to reinforce the masculine tone but also grab the viewers attention. Red is a color associated with power, urgency and strength, showing that you have to be strong and powerful to be a nurse which is very masculine. The white background make sure that the red and black bold letters stand out and hook the viewer but also making the message as clear as possible. The use of colors adds intensity to the message of the poster and appeals to the traditional man.

The subtext below the group of men describes nursing as a job that “will challenge your intelligence, courage and skill" these words appear to traits that are often associate with masculine traits. For example bravery or challeng or intelligent which are often used with being masculine. By using these traditional masculine qualities it make nursing seem more masculine and a building career for men.

Overall the poster effectively challenges gender stereotypes by showing nursing as a career that aligns with masculine traditional value traits. Like traits such as strength, intelligence and courage. The combination of the visual elements like bold letters, colors or layout makes the poster easier to understand more attention grabbing and most importantly making the nursing profession appear more masculine.