Lana Metwally  
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Guiding question: How are visual devices used to persuade the readers to sign up to the nursing profession?

The advertisement titled “Are you Man Enough…To Be A Nurse?” seeks to recruit men into nursing by challenging gender stereotypes. Through a careful selection of visual devices, including color, imagery, and the portrayal of men in diverse roles, the ad aims to break the cultural associations that position nursing as a predominantly female profession.

The first visual element to analyze is the selection of men depicted in the ad. The men, all wearing scrubs are presented in combonation with various hobbies that are traditionally associated with masculinity. For example, one man is holding a guitar, another with a surfboard, and others display athletic equipment like a rock-climbing rope and golf clubs. These items symbolize strength, adventure, and independence; qualities commonly linked to male identity. By showcasing these masculine activities with nursing, the ad breaks down the stereotype that nursing is a purely feminine role.

Color is another important persuasive tool in the ad. The red and black color scheme, grabs the viewer’s attention, and creates a sense of urgency. Red is often associated with passion, action, and energy, qualities that are emphasized in the tagline “Are you Man Enough?”. However, blue is connected to calmness, so the blue scrubs counter-balances this intensity.

Another important factor in persuading the viewer is the men’s posture and body language. Each man radiates confidence, with open postures, wide smiles, and determind looks. This suggests that nursing is a career where men can succeed and feel proud.

The tagline “Are you man enough…To be a nurse?” is a bold text that adds to the persuasive power of the visual elements. The statement directly challenges the viewer’s perception of masculinity, by making them reconsider what it means to be “Man Enough.”

In conclusion, the “Are You Man Enough…To be a Nurse?” advertisement efficiently uses visual elements to challenge stereotypes and persuade men to reconsider nursing as a career. The combination of confident posture, provocative tagline, effiective color scheme generates a persuasive argument. Ultimately, the visuals and texts succeed in making nursing an appealing option for men who tend to over look it.

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