Are you man enough to be a nurse?’ Catches the eye of the reader as soon as the image appears. This sentence targets a male audience and allows for their first thought to be that being a nurse is a “woman’s job,” and challenges the toxic masculinity set in stone about being a nurse. Another standout to this image are the lined up men with their “manly” jobs in their description. Another thing highlighted to the consumer’s eye is the text at the bottom giving men reasons to become a nurse while having masculine adjectives.

The bright red color used in the image directs the viewer’s eyes to where they would like to bring the attention to where the campaign challenges gender stereotypes and attract men to the nursing profession. The massive font has the power to emphasize the word “man”, engaging consumers to confront gender-based stereotypes and notions of masculinity. Strong colors, such as red and black are used to give the impression of power and strength, also symultaniously aligning nursing with qualities associated with masculine careers. The large image in the middle of male nurses between other “more masculine” careers make the image of being a nurse be framed as heroic and macho.

The image highlighted in red campaigns the normalization of men as nurses by photographing them in confident and striking poses, conveying passion to what they do. Under each image of every man describes what they are in support to the nursing profession. For example, the man holding the guitar which is a tool to make him look manly, is actually a nurse working in critical care, he stands next to a guy in a nurse outfit who also enjoys fishing, but he is still in his uniform. This comparison of the two men standing next to eachother. The champaign draws a parallel between nursing and jobs that are already looked at as heroic. This juxtaposition challenges stereotypes of nursing being an easy and feminine job.

Visual devices in “are you man enough to be a nurse?” effectivly persuade readers to sign up and give nursing a chance and to challenge gender steryotypes through contrasting colors and powerful images. By portraying male nurses among heroic roles, the campaign rebuilds the nursing profession as something that requires strength and skill. These elements portray nursing as a respectful career for men breaking the idea of machismo built into the nursing job and normalizing male roles.