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

The image being shown include a sentence written in a bold font and large letters. The first half of the sentence states "Are you man enough…" and is written in black. While the second half is written in red and states "… to be a nurse?" The use of colors in this sentence create a sense of irony to portray the message being conveyed. This message challenges societal expectations and norms that men are bound by and if they do not fulfill, their manhoods come into question and they are not considered as "man enough". By asking men to consider a nursing career, the advertisement shows that all men of different backgrounds can still be considered as manly and masculine even if they wish to pursue the career of a nurse.

In this image, men of different races, backgrounds, and even hobbies are presented to prove to audiences that a man is not defined by his profession. Men can still choose to pursue a nursing career that may be considered by some as "feminine" and not for a true man if that is their true dream and aspiration. Men of very different interests like golf, rock climbing, playing music, medicine, and even surfing are all presented to show that who you are and whatever your background includes does not matter because all of these men are joined together by their shared love of nursing. And this means of theirs does not impact their manhood or masculinity whatsoever. Displaying these group of men in this image takes away from the significant power that societal norms and expectations of men holds. It proves that any man from any background is still a man and should never be thought as anything else based on their professional interest.

The use of colors and wording of the sentence "Are you man enough… to be a nurse?" creates irony and challenges fixed unrealistic, and unreasonable expectations that men are always bound by and limited to. Using the words "Are you man enough" in bold font and color black, is the author’s way of taking a stand in opposition of these societal expectations. This is because the sentence "Are you man enough…" usually ends with to be strong, brave, a provider, independent, assertive, and powerful. Rather than sensitive, emotional, dependent, and even weak at times. If a man shows just a glimpse of his true emotions, thoughts, or feelings he is considered to be emotionally dramatic, weak, and not enough of a man. This advertisement challenges that by completing the sentence with "… to be a nurse." in the color red. Being a male nurse you are considered as filling the profession of a women, when this really could not be further from the truth. A man can still maintain his masculinity and manhood if he choses to become a nurse. Any career can be fulfilled by both men or women if they one truly passionate and take an interest in their careers.

By allowing yourself to be limited and controlled by the norms and expectations of society, you are preventing yourself from reaching your full potential in life. This advertisement shows its audience that as a society, we must begin changing our ways of thinking and stereotyping of both men and women into catagorizes which limit them and stops them from fulfilling their hopes as well as dreams. Men and women must never allow anyone to define who they are in this life and what they can or cannot amount to. We as humans only get one single life to live, so we must assure that we are living it according to what we want to achieve and become rather than what society expects us to be or become.