At first glance, it is quite inevitable to discern the compelling nature of the image. Various elements that are modality specific, meaning that they're related to the senses, specifically, the eyes, are used. The incorporation of these elements is rather vital to the audience’s perception of the advertisement and the message intended to be conveyed. A change in the audience’s mindset on the occupation of nursing is to be altered to a more positive connotation according to the illustrator’s representation of the career.

To inaugurate, the audience’s initial encounter with the image effectuates a sense of awareness and cognizance towards the nursing career. The image is presented with an endeavor to eliminate the existing stereotype that claims that nurses are and forever will be females. Males are somewhat confined within the notion that nursing holds a feminine connotation thus it is a career they should keep a significant distance from. The multitude of nursing subsets illustrated in the image allows the male audience to exhibit a sense of acceptance towards the career being one that is fit for both genders. The statement "Are You Man Enough to be a Nurse?" is displayed in a manner by which the audience cannot overlook it. The chosen color scheme and font size are accompanied by a sense of persuasion and captivation, seizing the audience’s attention & alerting them significantly.

Moreover, the strategic incorporation of pathos is rather noticeable. The phrase "within a career with unlimited opportunities that will challenge your intelligence, courage and skill, be a nurse" is situated in the lower portion of the image typed in small font. This text placement effectuates the order by which the audience is meant to read & analyze the elements in the image. By reading this statement, emotion is surely evoked, as it aligns with the favorable qualities males wish to be characterized by. This strategic placement acts as a means of persuasion, fulfilling the main aim of the image. The deliberate choice of coloring the words "be a nurse," in red places emphasis on the illustrator’s desire to perpetuate the positive association of the nursing career.

To terminate, this image serves as beneficial means of positively connotating the nursing career amongst men. It is a medium of encouragement, contrasting with the modern notion that nursing is solely meant for women. The multitude of visual elements present in the image undoubtedly strengthen the illustrator’s argument. These elements facilitate the audience’s comprehension of the intended message to be conveyed, and aid them to grasp the principal notion.