**Summative Image**

The advertisement presents a bold and provocative message, asking, “Are you man enough to be a nurse?” The advertisement visually challenges gender stereotypes about the nursing profession, which is often perceived as a female-dominated field. Through the strategic use of visual devices such as the men’s attire, body language, and color - scheme, the ad seeks to persuade the audience that nursing is a profession which requires strength and intelligence, aiming to attract men to consider a career in nursing.

The first visual device employed is the choice of men who appear to represent different traditionally masculine roles, like golfers, surfers, athletes, and more. These men are shown both in casual/sportswear and in nursing uniforms which represents a dual identity. This juxtaposition challenges the traditional notion that nursing is a female-dominated field. The image poses a clear underlying message: if men are able to excel in both physically demanding/intellectually challenging jobs, they can certainly be nurses as well.

Another visual element is the confident stance of each man, aligned in a row with bold body language, which suggests the idea of leadership. The image’s red, white, and black color scheme, particularly the red block behind the text, adds a sense of urgency and assertiveness. This color choice evokes a call to action, intensifying the appeal to the target audience. The placement of each man with their respective hobbies or sports gear creates a narrative of modern masculinity, which shows that becoming a nurse does not mean you have to sacrifice other interests or your masculine identity as a whole.

In conclusion, the advertisement uses a combination of strategic imagery, bold texts, and masculine associations to persuade men to become nurses. The visual devices challenge gender stereotypes by associating nursing with strength, intelligence, and courage, which urges men to see nursing as a profession which aligns with their “masculine” interests and personal values. Through these techniques, the advertisement effectively reframes nursing as a viable and rewarding profession for men.