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

The advertisment uses several visual strategies to persuade men to consider nursing as a career. The bold text, "Are you man enough...to be a nurse?" grabs attention and challenges common ideas that nursing is only for women. By asking this question, the ad suggests that nursing requires strength and bravery which are qualities that are usually linked to men. The use of male nurses in the image further supports the idea that men can succeed in this position. This helps change the viewer's perspective of nursing from a job that is for women to a job that men could enjoy.

Each man in the image is shown wearing both casual and work clothes emphasizing that they are not only nurses but also men with different hobbies. They are engaged in activities like surfing, rock climbing, golf, and fishing, which are considered masculine. This highlights that being a nurse does not stop someone from enjoying personal interests or being active. By including this the ad shows that nursing can fit into a balanced life Style. It also emphasizes that nursing doesn't take away someone's masculinity but rather adds to their identity.

The men are standing side-by-side in a straight line representing equality and diversity within the nursing profession. Their posture and expressions shows confidence also emphasizing that nursing is a respected and inclusive career choice. These men from different backgrounds highlights that anyone can become a nurse regardless of their personal interests. The diversity in the ad will encourage other men making them feel that they belong in nursing. The image helps break the stereotype that nursing is a "women's job".

The colors used in the ad help convey the message. The red background behind the bold text creates a sense of urgency and strength while white clothing contrast against it, drawing attention to the men in the image. Red is often associated with power, which supports the idea that nursing is a challenging career. The use of different color clothing shows how nurses balence personal life and duties.

Lastly, The phrase "Want a career with unlimited opportunities?" at the bottom of the ad offers a clear call to action. It emphasizes that nursing does not only provide emotional rewards but also advancment opportunities. The ad also includes a website link making it easy for viewers to learn more if they are interested in becoming a nurse. Overall the combination of bold text, the men, and contrasting colors work together to make nursing seem like a strong and masculine career choice. The ad encourages men to view nursing as a profession that suits their values and intrests.