

Unit 2.2: Masculinity

Worksheet B

'How do conventions evolve over time?'

To answer this question with regard to Text 2.18, you may want to look for older advertisements which aim to recruit nurses. How has this type of text evolved over the past decades?

Before you answer this question, use this worksheet to help you identify and understand additional conventions in this advertisement.

- 1 Why is this **image** of nine men so striking? From a visual standpoint, what makes it powerful?
- 2 Does the **rhetorical question** reinforce stereotypes or counterstereotypes about men? Why?
- 3 What are the **connotations** of ‘intelligence’, ‘courage’ and ‘skill’? What effect does this **rule of three (or listing)** have on the audience?

- 4 How does the advertisement use additional information about each person to convince the reader to become a nurse? What does that appeal to, and why?
- 5 How would you describe the **tone**? How is it created?
- 6 What is the effect of the **font** and/or the **graphics** in this advertisement?
- 7 Some men are holding objects. What might they **symbolise**, and why?
- 8 Two key concepts – identity and representation – are present in this advertisement. How are men represented, and how do the advertisers define their identity?