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*by* R S

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**INTERPRETATION:**

The ad demonstrates passion and love through the use of young women in the nursing profession. It tends to show care and compassion in the nursing profession.

**AUDIENCE:**

The audience of this ad for a nursing program is fundamentally young women. One can deduce the latter proposition from the content upon which the ad is based. The romantic message is commonly associated with women; thus, its use in the advertisement implies that it targets women.

**PURPOSE:**

The advertisement heavily employs a romantic language that is linked or associated with women, as mentioned before. Therefore, the ad aims to attract the interest of young women in this nursing program.

**CONTENT:**

Concerning the ad's content, not only does each ad feature a young woman, but both also feature a line that appears at first like it is supposed to be talking about romance. But the ad is essentially just the setup for a punchline where it turns out the woman is assessing a medical problem.

**MOOD:**

Considering the ad's content, it suffices to assert that the tone is light and the mood humorous, and this is presumably to achieve the ad's purpose of attracting young women's interest in the program.

**STYLE:**

The style is effortless and straightforward, with a smiling woman on a background of big, bold text that's easy to read. This text, as previously mentioned, is structured like jokes. This is likely meant to give the impression that the program is fun and educational, therefore attracting interest from the target audience.

**STRUCTURE:**

The ad's overall design is to catch someone's attention and make that person curious to check out the program.

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