Speaker Jean Kilbourne, in their series killing us softly offers a deep dive into the world of appearances in advertising. In this world lives models, actors, musicians, and celebrities. Through this critique, they are indirectly also critiquing Beyonce, a famous musician. Beyonce is living directly in the world described, where there are unrealistic body standards, and not a minute of privacy. Jean argues that the advertising done by companies, and all things media, is doing more harm than good. Blinded by greed and consumerism, advertisements will be made promoting people who are unrealistically perfect, polished by dozens of people and computers. Beyonce understands this well, as she is probably used to it by now.

In the specific album lemonade however, the message is less about physical appearance and more about mental attitude. She has probably lived this world so well that it has become tiring to think about. Instead, Beyonce puts forth the uncertainty in love and highlights the fallacy that women fall into about needing to live for someone other than themselves. Beyonce is showing that you don’t need to please someone else to have a happy life, but in the end, you still can choose what you like to do, in a sense there is agreement between the two. Jean Kilbourne wants people to know about the manipulative nature of advertising, and Beyonce wants everyone to know that they only need to pay attention to the things that really matter to them.