

Pathos, logos, and ethos are rhetorical appeals often used to solidify convincing arguments. While most consider rhetorical devices to apply only to written arguments, the same concepts can be seen to persuade through a musical message. For example, pop culture uses music videos to shape the self image of young men and women through sultry images of unrealistic models. In the case of Meghan Trainor's "All About that Bass" however, pathos, logos and ethos masterfully convey an empowering message that beauty is self determined.

Trainor's most obvious rhetorical argument used both in the video and the lyrics is pathos. The video tackles the emotionally charged words, "Cause every inch of you is perfect from the bottom to the top," by choosing humor to playfully show thicker women can have the same fun as thinner women. Creating a joyful mood for those who may feel less valued because of their size, makes them feel empowered as seen through their enthusiastic dancing. Additionally, the scenes that are shown in the video have pastel colors that give a feeling of a soft happy serving of cotton candy. The characters are always dancing in every scene to show that they cannot be stopped by negative comments. The character's movements also show that they are proud of who they are because of their size.

There is also a humorous tone to the scenes that are given. For example, the video and lyrics are criticizing the barbie doll and how she is fake. People try to become society's image instead of looking at themselves in their true beauty. They can only see their beauty if they do not compare themselves to the mainstream view of beauty. Along with this point, another of the video's main themes is to quit setting photoshopped women as the standard for women's beauty, as this is unrealistic. This is shown several times, but the best example is when the video has a

cover of a magazine with a girl's face on it and then they pull the magazine away and the girl looks the same. There is no photoshop needed to show the girl's beauty, thus showing that the characters understand that they are beautiful with how they naturally look. Mainstream beauty is false; beauty is seen through acceptance of how a person sees themselves. This logos appeal shows the fact that the magazine cover can still look good without photoshop. The cover is truly what the girl looks like, which is what Meghan Trainor finds beautiful. Trainor is told all of these messages by her mother. She has grown up with the wisdom of her mother that acceptance is the only way to find true beauty, so she wanted to show this message in her song in a happy light tone of voice. Today, society views beautiful women as skinny or with no flaws, but this song shows that beauty can only be seen by those who accept who they are and love themselves for it.