

All About That Rhetorical Analysis

Ms. Meghan Trainor stars in a music video called “All About That Bass.” The popular song appears to be about a young woman who is aware she doesn’t fit into society’s norm because she happens to have “all the right junk in all the right places.” This video, along with the lyrics, is filled with rhetorical devices, such as ethos, pathos, and logos, to persuade those who feel like they are not beautiful to love and accept themselves.

The lyrics have a few examples of ethos, pathos, and logos. For instance, Ms. Trainor uses ethos when she sings, “Yeah it’s pretty clear, I ain’t no size two /But I can shake it...” This line demonstrates ethos because she is aware of her size, and she knows can still have fun just as a skinnier person would. The usage of pathos is displayed in the line, “ ‘Cause every inch of you is perfect from the bottom to the top.” Ms. Trainor is using words such as ‘perfect’ to persuade the listener to love themselves by complimenting them. An example of logos in the lyrics of this song is when she says, “I see the magazines working that Photoshop /We know that s*** ain’t real.” It is typical for large magazine industries to Photoshop model’s pictures to appeal to the general public. This helps Ms. Trainor’s argument that the beauty standards are far from reality because what you see in magazines is usually fabricated and misleading.

The music video itself also has numerous examples of rhetorical devices. According to various news articles, Ms. Trainor has struggled with body positivity in the past and wrote this song for herself and others struggling to love themselves. This can be interpreted as ethos as she has seen this particular hardship and wanted to help others through this fun, and energetic song. Even from the start of the video, you can already tell that it is very lively and upbeat, as seen by the bright colors, balloons, and party setting. This could be pathos because Ms. Trainor perhaps wanted to persuade her audience in a positive way and show them that their body is something to be celebrated about. Another detail about the music video is that there is a diverse cast of dancers, including men and women of many colors, shapes, and sizes. Having a variety of people would seem like the most logical thing to do if Ms. Trainor wanted her message to appeal to a large audience, so this piece of evidence would be classified as logos.

To conclude, the music video “All About That Bass”, sung by Ms. Meghan Trainor, uses many rhetorical devices to convey her message. Ethos, logos, and pathos are used to persuade her audience to love, and accept themselves. She uses these techniques strategically which displays the understanding and capability she has to affect others.