All About That Ethos, Pathos, and Logos

“All About That Bass” by Meghan Trainor represents a group of individuals who have before been neglected by the media. Her art appeals to men and women of all sorts, both through her word choice and her inclusion of diverse dancers. In Meghan Trainor’s song and music video, she advocates for the listener and viewer to feel accepted and confident through her usage of rhetorical devices.

Meghan Trainor’s song alludes to bass, a music term, meaning low or deep. Having been present in the music industry for nearly a decade, Trainor utilizes this word as an analogy, referencing people of larger body types. As a woman who has often felt ostracised by media representation, she feels as though it is her duty to display people with bigger bodies. In her music video, she exhibits plenty of individuals with different body types to advocate for the idea that no one should be ashamed of his or her body. She claims that although her body is not what she usually sees in advertisements, she “can shake it, shake it, like [she’s] supposed to do.” This contributes to her declaration that body type does not matter, for regardless of size, one can learn to appreciate his or her body.

Meghan Trainor’s lyrics adopt an upbeat tone, and the visual represents this feeling. She utilizes bright pastel colors to evoke enthusiasm from individuals whose body types she is representing. She aims to make all people feel included. She challenges the listener to enjoy the aspects about themselves that they were taught to hate, speaking directly to the audience as she says “every inch of you is perfect from the bottom to the top.” She relays this message visually in her music video, where she accentuates the beauty of her curves. She understands that many members of her audience struggle with body image. As many people struggle with body issues, they may turn to their mothers, who give them validity. Her song reminds the listener of his or her past, referencing her mom, who told her not to “worry about [her] size.” She passes this ideology down onto others, creating a sense of community, if not family, amongst fans.

According to a study conducted by the International Journal of Fashion Design, Technology, and Education, the average waist size for a woman in America is a size 16. In Trainor’s music video, the array of dancers mirror the many body images that she is advocating for. She acknowledges that media representation for larger people is few and far between. In fact, models’ imperfections are almost always corrected before shared with the public eye. She references “magazines working that Photoshop,” excluding people who do not fit into society’s ideal body type. She provides comfort to people who feel underrepresented in today’s media and tries to create a more welcoming space.

In writing “All About That Bass,” Meghan Trainor intended for the audience to feel a sense of inclusion. She wants for diverse people to be reflected in media, and therefore, she brings attention to issues she delegates as relevant. She embraces her own body type and encourages men and women accessing her content to do the same for themselves.