Meghan Trainor appeals to her appeals to emotion and appeals to logic. In her music, she communicates a powerful message through the use of simple words that make an impact. In one of her well known songs, “All About the Bass,” she uses pathos and logos to appeal to the emotions of her viewers. By making a global appeal against societal norms through promoting body positivity, she gains intimate access to the feelings of the people.

Trainor has mastered the ability to appeal to complex feelings of emotions through the use of simple lyrics and images in her songs. One excellent example of this is the line “perfect from the bottom to the top,” which subtly resonates within the viewer and spreads positivity in that she openly celebrates that which some members of society would consider to be a flaw. Whereas some members of society would consider the use of a larger dancer for a solo in a work to be taboo, Trainor uses the dancer to open the video, placing him in a position of importance. Within the video, she advocates for equality among all races, body sizes, sexualities, and genders through the inclusive group of dancers and backup singers. Furthermore, she draws the attention of the younger generation by including them in the video as well. The overall inclusion within the video, which provides the viewer with a glimpse into the beauty that difference can provide, lends power to appeal to logic that appears later on in the video.

If the song resonated among people in 2014, its sentiment resonates more so in 2018. The song currently correlates to the developments of the social growth movements in our nation and adheres to a growing mentality of acceptance within the younger generation z and the millennials. Some believe that for a woman or man to be beautiful, they must follow a common behavior pattern and portray fakeness in exchange for appreciation and acceptance. Trainor rejects this assertion by stating that she is aware of the fakeness that some portray, going so far as to call them “photoshopped.” While referring to photoshopped people, the video shows before and after images of photoshopped models, who would otherwise be the standard of beauty in society. Trainor does this to point out the glaring artificiality that the models rely on in order to achieve the ludicrous standards of beauty that have been imposed on society.

Meghan Trainor has moved past the absurd standards of beauty that were once prevalent in culture through the use of pathos and logos appeals in her song “All About That Bass.” Through the use of logic and an appeal to the emotions of a variety of people through a policy of inclusion in her video in conjunction with simple, but relatable lyrics, Trainor sways people to accept the celebration of beauty in the form of difference.