The year of 2014 was one of heated discussions of controversial topics, including that of plus size public figures. Ashely Graham and Meghan Trainor helped to lead the movement of self –love and positive body image. Graham through her modeling career, challenged beauty standards, while Trainor used music to convey her message. Trainor’s efforts are epitomized in the popular 2014 song, “All About That Base” by Meghan Trainor and Kevin Kadish, which makes multiple appeals to ethos, logos, and pathos to encourage the audience through visuals and lyrics to accept and celebrate all body types and peoples.

To illustrate Trainor’s message of love and acceptance, the lyrics of “All About That Base” appeal to ethos, through the inclusion of her own struggles with, and triumph over, physical insecurities, to pathos, through her acknowledgement of a common, but taboo topic, and to logos, through her references to the ideal of perfection in the form of a Barbie doll. Trainor uses ethos when she states, “Yeah it’s pretty clear, I ain’t no size two,” referencing her own plus size figure. This lyric allows listeners to develop a sense of trust and understanding for Trainor, as she too has experienced the insecurity and judgement she is singing about. When Trainor brings this to the forefront through the lyrics, it sparks pathos, because all people struggle with how they look. The lyrics, “every inch of you is perfect from the bottom to the top,” are meant to affirm the individual beauty of listeners. Finally, Trainor uses logos when singing, “You know I won't be no stick-figure, silicone Barbie doll,” referencing the idea that Barbie dolls are the standard of perfection on which society functions today. Trainor is attempting to disprove this idea of perfect by celebrating those who do not fit this mold, as the public does not.

Furthermore, in the music video of “All About That Bass," Trainor once again entreats the audience to acknowledge her message using ethos, through her inclusion of atypically sized dancers, pathos, in the shared sense of unapologetic pride seen in the dancers, and logos, through the social influences on youth ideals. The beginning of the music video deals with ethos by featuring Trainor, along with a key dancer in the video, Sione Kelepi, who has gained a following through his dancing and body positive attitude. The other dancers follow suit alongside Trainor and Kelepi, dressed in clothing to accentuate their curves and unique shapes which fail to emulate the accepted figure. Pathos is seen as these same dancers express joy throughout the video, using their shapes strategically in dance and celebrating their figures, an experience which could be desired and sought after by the audience. This encourages the audience to seek that joy through finding love within themselves. The video also features two young girls playing with a doll house which present Trainor and a man as "dolls," representing the societal pressures they feel to conform to the idealistic image.

The combination of visuals and lyrics in "All About That Bass" contributed to the conversation on the acceptance of all body types. In this sense, it was effective due to its popularity and its use of ethos, logos, and pathos. The song's message continues to pave the way for deep conversation of taboo topics and diverse ideals.