The song, “All About That Bass”, represents accepting who you are. Meghan Trainor, being a plus size role model, frequently references self acceptance while defying negative expectations set by others. In the music video, rhetoric is conveyed through characters, setting, lyrics, and the theme depicted in the song. The prevailing theme is for plus size people to feel positive about their image. Through Meghan’s clothing and expressions, she conveys that she is comfortable with her size as well as others. Through the use of ethos, pathos, and logos, the message is able to fully reach its audience.

Through the song’s lyrics and video, an overarching appeal to character presents itself in the central message, accepting yourself and others.The song depicts a moral basis through the lyrics, stating “I won’t be no stick-figure silicone barbie doll”. The social concept of both genders beauty is commonly referred to as Barbie doll like. In the video this type of “beauty” is shown as lifeless and unemotional, with actors dressed as the stereotypical Ken and Barbie dolls, standing there not moving, or being forced to smile. These characters also wear muted colors. In contrast, the rest of the characters in the video, who all vary in shape and size and are wearing bright and vibrant colors, are dancing and excited and confident about themselves and their bodies. This imagery and the lyrics strongly praise different people, and the variety of body types that stray from societal and social expectations.

Looking at the verses in the song, a strong example of pathos can be seen in the phrase “Yeah, my momma she told me don't worry about your size”. The mention of a mother brings out emotions of love, nurture, and maternal care.This emotional security associated with motherly love evokes strong and secure emotions from the audience. This in combination with the ecstatic and joyful movements of the characters in the video, suggest strong feelings of joy within one's own image. The lyrics and visual aspects make strong examples of emotional devices.

On the logical front, the lyric “See the magazines working that Photoshop . We know that sh\*\* ain't real, come on now, make it stop If you got beauty beauty just raise 'em up”, reveals the logical fallacy that media perpetuates. Magazines that influence societal body image having to photoshop their photos so that a person’s body is over emphasized is ironic at best. There is more logic in being positive about your own body, which the song expresses repeatedly, than a media outlet, which misleads about the way their own models look, This also shows that not everyone is perfect, even the people we are supposed to believe are, hiding their true size to appeal to the stereotypical skinny like figure.

Meghan Trainor’s song “All About That Bass” utilizes ethos, pathos, and logos, to effectively get its message of self acceptance and body positivity to its’ audience in a clear and concise way.