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The newest trend in empowerment



Recently, many Top 40 songs are based on empowering women to see how beautiful they are. From Katy Perry's "Firework," Lady Gaga's "Born This Way," Kelly Clarkson's "Stronger," Bruno Mars' "Just the Way You Are," and One Direction's "What Makes You Beautiful," a new type of pop genre was created: empowerment through music. Most of these songs were meant to allow listeners, mostly girls, be able to feel more confident in who they are.

It's 2014 and recent music trends have amended that. In addition to empowering, current pop hits aim to inspire.

One example is Colbie Caillat's new video for her song "Try." The music video showcases Caillat taking off her makeup and hair products to reveal her un-Photoshopped image. Her purpose of the video was to remind women to be true to themselves.

*"When I see gorgeous models and singers and they look perfect on their album covers, it makes me want to look like that, too, and it makes me feel like if I don't Photoshop my skin on my album cover, I'm the one who's going to look a little off and everyone else is going to look perfect. And that's what everyone is used to seeing."*

She went on to discuss how, *"It also felt really cool to be on camera with zero [makeup] on, like literally nothing on."*

Another recent video making headlines is John Legend's "You and I (Nobody in the World)."

This video shows women embracing their true selves, imperfections and all, providing an “honest look” at natural beauty.

The lyrics even read, *“You fix your make up, just so/ Guess you don’t know, that your beautiful/ Try on every dress that you own/ You were fine in my eyes, a half hour ago”*

But, one question remains: do we need to rely on pop songs and YouTube videos to empower us? Or can we inspire ourselves?

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*Photo courtesy of youtube.com*