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What Are Your Intentions?

“Intentions” is written by Justin Bieber and Quavo. It highlights many beautiful women who have endured trials and tribulations to help others in their community facing misfortune or misguidance. The music video produced by Justin Bieber brings light to three women’s stories of how they have fought for themselves and others. Through his begging lyrics writer, Justin Bieber, “Picture perfect, you don't need no filter. Gorgeous, make 'em drop dead, you a killer. Shower you with all my attention, Yeah, these are my only intentions.” (Bieber, Justin) These lyrics come up in a fun, rhythmic tempo but have underlying and meaningful meaning within the music video. In today’s society, we underestimate the struggle many men, women, and kids go through growing up. This song and music video produced by Justin Biber and Quavo shed light on this subject and show others the amount of empowerment the three prominent women in the video have.

Ethos is the credibility that a person has towards the knowledge of an idea or, in this case, lyrics in a song. This song may not seem as credible as Justin Bieber’s based on his glamorous lifestyle. Still, it is very familiar with the life of struggle and facing difficult situations, such as poverty and growing up with a single mother. In an article by Hello Magazine, Justin says, "I remember being poor and being teased by other kids," he said. "I remember sitting in restaurants with my mother, and she'd make me order water instead of soda. I remember wanting to order a

soda so badly. And I also remember that when I got my first big paycheck, I was so glad to use that money to care for my mother." (Bieber, Justin) "Stay in the kitchen cookin' up, got your own bread. Heart full of equity, you're an asset. Make sure that you don't need no mentions. Yeah, these are my only intentions." (Bieber, Justin) In these lyrics, Justin explains that women do much for others to make ends meet and improve themselves and their community. In this music video, Bahri, Marci, and Angela are prime examples of strong, independent women who strive for success in themselves and others in this community. Through their empowerment, their lives come with unfortunate and challenging situations, bringing them into the light of perseverance and change.

Pathos is the emotional aspect of every lyric, visual, and story in this song and music video. A lot of pathos is distributed in this music video, impacting me as a single mother of two. This song does a fantastic job of shedding emotional light and bringing empathy to others you may not have acknowledged before. The visuals in the video bring you into the life of all three women choosing to take a stand and create change for others. "Bahri is an immigrant from Saudi Arabia who wants to become the first person in her family to graduate from college and faces a long commute on public transit every day to do so. Marcy is a domestic abuse survivor who was raised in the foster care system and became a mom at 19 years old. Angela is a poet from Ohio who was left homeless and continues on the verge of it with her children. All three women are based in Los Angeles and have transitioned out of Alexandria House, a non-profit organization that provides housing and other resources for women and children." (Velez, Jeniffer) " Can't nobody throw shade on your name in these streets. Triple threat, you a boss, you a bae, you a beast." (Bieber, Justin) Bringing you into these women's lives through their struggles gives you a

firm understanding of how much they have worked to get where they are, creating resources for others who may have been in situations that they have faced.

Logos is mainly about finding the logic in the subject at hand. The lyrics in this song by Justin Bieber and Quavo help connect others with things they may not have realized connected them. Whether you are a man or a woman, we have all had to face some sort of struggle in our lives, whether that may be divorced parents, poverty, depression, struggle, etc. We have all had to overcome obstacles in our lives over to get where we are or want to be in the near future.

“Already passed, you don't need no approval. Good everywhere, don't worry 'bout no refusal. Second to none, you got the upper hand now. Don't need a sponsor, nope, you're the brand new” (Bieber, Justin) This verse in the lyrics help views and listeners understand that you may feel or be a little insignificant factor in a great ordeal. Still, soon, through perseverance and motivation, you truly become the face and “brand.” We can connect visually and understandably with the fact that this song is supposed to help us understand that the intentions in this music video and the lyrics were to inspire and empower. Regardless of their circumstances, we can connect and gather resources for one another to develop new ideas and bring forth a community.

Ultimately, this song and music video shed light and become great examples of ethos, logos, and pathos. Helping us credibly understand why Justin Bieber felt that this song meant a lot to him, knowing the struggle he and his mother had to face growing up in poverty, as well as bringing in the pathos and empathy of understanding the battle himself, his mother and these three young women, Bahri, Marcy, and Angela had to face. Shedding light on the many resources and open communities they brought forth for youth groups in foster care, domestic violence, homelessness, and adjusting to new life in a new country. We fully understood Justin Bieber's intentions when creating this women empowerment song.

Work Cited

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