

ABSTRACT

The Bluest Eye is a novel written by Toni Morrison that exposes the issues of race and beauty in terms of racialization in African American community. This analysis aims to study the various responds given by the African American women characters in the novel toward the idea of beauty which is manifested in the society and how it affects Pecola Breedlove, the main character in the novel, in defining her own beauty.

In this case, the writer uses African American criticism proposed by Lois Tyson to study the case of racism in the society. It is about the relation among institutionalized racism, internalized racism and intra-racial racism. Then the concept of beauty in terms of racialization as a part of racial discriminatory practice is highly drawn to study the case of racialized beauty that works upon the society and affects black women characters in defining her own beauty.

The writer finds that beauty is racialized, Pecola is socialized with the same message, that black is ugly thus ends up in a self hatred, in a delusion of having the bluest eyes of all.

Keywords: *African American, beauty, race, racialized beauty.*

CHAPTER I

INTRODUCTION