

Toni Morrison's the Bluest Eye as a Nuanced Critique of Eurocentric  
Beauty Standards

رواية العين الأشد زرقة لتوني موريسون كنقد دقيق لمعايير جمال المركزية الأوروبية

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**Abstract:**

The present research paper studies the theme of Eurocentrism in Toni Morrison's *The Bluest Eye*. It focuses on how Morrison employs the concept of Eurocentrism to investigate oppressive power structures in society and to challenge preconceived notions of beauty. It analyses eurocentrism as a form of hegemony where the Europeans' ideas, values, and practices are seen as more important than those from other cultures. It shows how stereotypes of beauty affect the lives of people of color. The paper dwells upon the implications of this Eurocentric hegemony, such as racism and the Eurocentric view of beauty as the ideal, in terms of their effects on self-esteem and relationships within minority communities, some characters' oppression, and how the ideology of Eurocentrism can destroy not only one person's life but also the lives of others surrounding him. Thus, this paper aims to demonstrate the damaging effects of racism on the characters.

**Keywords:** Beauty standards, Black Africans, *Bluest Eye*, Eurocentrism, Toni Morrison.

**ملخص:**

تتناول هذه الدراسة موضوع المركزية الأوروبية في رواية "العين الأشد زرقة" *The Bluest Eye* للروائية توني موريسون و تركز على كيفية إستخدام الكاتبة لمصطلح المركزية الأوروبية للتحقيق في بنية السلطة القمعية في المجتمع ولتحدي المفاهيم المسبقة عن الجمال. يركز البحث على تحليل المركزية الأوروبية كشكل من أشكال الهيمنة أين تُعطى الأفكار والقيم والممارسات الأوروبية أهمية أكبر من تلك التي تنسب لثقافات أخرى. ويكشف البحث عن كيفية تأثير الصور النمطية للجمال على حياة الزوج ذوي البشرة الداكنة، تستكشف الدراسة كيف أن كتابة موريسون تختبر اعتماد المركزية الأوروبية على السلطة والامتياز، وما يترتب على ذلك من التساؤلات المتعلقة بتلك البنى القمعية. يسلط البحث الضوء على تداعيات هيمنة المركزية الأوروبية مثل العنصرية والرؤية المثالية للجمال وذلك من حيث تأثيرها على تقدير الذات والعلاقات داخل مجتمعات الأقليات، تعرض بعض الشخصيات للإضطهاد وكيف أن فكر المركزية الأوروبية يمكن أن يدمر ليس حياة فرد فحسب وإنما حياة كل من حوله وهكذا تهدف هذه الورقة إلى إظهار الآثار الضارة للعنصرية على الشخصيات.

**الكلمات المفتاحية:** معايير الجمال، الأفارقة السود، العين الأشد زرقة، المركزية الأوروبية، توني موريسون.

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## 1. Introduction

Eurocentrism is a form of cultural dominance in which a region, nation, or civilization believes itself to be the most important and influential on earth. It is commonly understood to be a conglomeration of European attitudes toward all things non-European in a way that elevates Europe, places it on a pedestal, and ignores the rest of the world. Eurocentrism is a form of hegemony where the Europeans' ideas, values, and practices are seen as more important than those from other cultures. Eurocentrism also has political implications since it is based on a power imbalance and has long-lasting impacts on the way we view different cultures. This worldview has manifested itself in all domains of life, from the economy to politics and education. It relies heavily on theories and beliefs developed by Europeans, which in turn have led to the othering of non-European societies. In literature; Eurocentric tendencies can be found in many works, where authors tend to portray non-European cultures as exotic and primitive, thus reaffirming the superiority of European culture. In fact, many colonial works are written from the colonizers' perspectives and depict the colonized societies as uncivilized, unenlightened, and in need of the colonizers' help to progress. Thus, committed writers like Toni Morrison sought to challenge the narrative of colonial discourse by offering an alternative point of view. Morrison's works demonstrate a critical reflection of Eurocentric ideologies and emphasize the importance of understanding different cultures from the perspectives of their people.

## 2. Definition of Eurocentric Beauty Standards

Eurocentric beauty standards are physical attractiveness standards that highlight and respect the aesthetic traits associated with European civilizations, such as a pale complexion, light hair, and a thin body type. These criteria are often seen as universal beauty standards; however, they may be repressive, and contribute to a lack of variety in media portrayals. Toni Morrison emphasized the importance of self-love and acceptance throughout her works in order to counter the notion that physical beauty can only be obtained through external means. Eurocentric norms can lead to a culture of body shame where certain individuals feel inadequate and inferior because they do not meet these standards. Morrison's work was crucial because it sheds light on the discrimination and prejudice that people of colour usually face in the media and in society. (Workplace)

## 3. Introduction to African American Literature

African American literature fights to regain black Americans' history and identity, which have been shattered and trampled underfoot by white Americans. For a long time, their work and commitment to culture in general were disregarded and overlooked. Prior to the American Civil War, this literature was centered on the subject of slavery, which was examined via the popular genre of slave narratives and represented in the works of Olaudah Equiano,

## **Toni Morrison's *The Bluest Eye* as a nuanced critique of Eurocentric Beauty Standards**

### **Hadj Henni Imane**

---

Frederick Douglass, and Harriet Beecher Stowe, among others. They were viewed as inferior, as were their ideas and achievements, as a result of historical slavery and racial segregation. African American literature changes in the same way that black history changes in America. This was especially true in the 20th century, when this writing was recognized and added to the American literary canon. African American literature has addressed blacks' experiences of racism, segregation, and racial bias in an unjust American society during the decade of the Civil Rights Movement. Childhood trauma, female victimization, and oppression have captivated a large number of feminist authors in African American culture and literature who have emphasized such issues in their works. Through these works, African American literature has been able to make a distinct mark on American culture and the literary canon.

#### **4. Toni Morrison**

Toni Morrison was born on February 18, 1931, in Lorain, Ohio, as the second of four children. Her father worked in a variety of professions, but mostly as a welder, while her mother worked from home. Morrison owes her clear and unbroken viewpoint on literature, music, and folklore to her parents. Even though she grew up in a mixed-race neighbourhood, she didn't learn about racial segregation and conflict until she was a teenager. Only black child in her class. She was warmly welcomed and treated on an equal footing with them. Morrison was an assiduous student who graduated with honours from high school in 1949. Morrison studied literature at Howard University and finally earned a bachelor's degree in English with a minor in classics. After graduating from Howard University in 1953, she continued her education at Cornell University, earning a master's degree in 1955 with a thesis on Virginia Woolf and William Faulkner's works. She returned to Howard two years later to teach English. She met her husband, Harold Morrison, there, as well as a group of authors with whom she began writing her first book, which began as a short tale. Being a singularly significant author among feminist authors, Toni Morrison became a well-known member of the black feminist movement and a famous character in current American literature. Toni Morrison, as a black writer, is concerned with problems of race and identity and articulates the pains of the black community under the white figure's rule. Additionally, Morrison is a black feminist activist, as seen in the majority of her novels, such as *Sula* (1987), *Beloved* (1987), *Song of Solomon* (1977), *The Bluest Eye* (1970), and most recently, *A Mercy* (2008). (Li).

#### **5. The Bluest Eye**

Toni Morrison's novel *The Bluest Eye*, published in 1970, is Toni Morrison's debut book. Written in the 1960s and published in the 1970s, it is an example of African American literature that touches on the topics of racism and female victimization. *The Bluest Eye* centers around Pecola, a young African American girl growing up in an impoverished Ohio town in the 1940s. Pecola thought herself to be unattractive since she lived in a world where whiteness was the sole standard of beauty. The impoverished black girl really desired to seem attractive and wished for blue eyes. Pecola's goals were, however, thwarted by life's obstacles.

She was never able to achieve beauty and endured much ridicule and insults due to her ebony complexion. Pecola's life took a turn for the worse after she became pregnant by her father. Her feelings drive her to pray and wish for blue eyes, which, according to Pecola, is the greatest way for her to be accepted by her family and the people, as well as to be accepted or loved by herself since she despises herself. In reality, all of Pecola's misfortunes may be the result of her parents' experiences.

Pecola's parents have had horrible lives. The father, Cholly, was abandoned as an infant, and he felt embarrassed when he was forced to perform a sexual act with the woman he was with in front of white men. Pauline, Pecolas' mother, was abused by both her own father and later by her husband, Cholly. Due to the traumas experienced by Pecola's parents, their parenting of her was deeply flawed. Pauline was unable to give Pecola the attention and love she needed as a child, while Cholly was prone to violent outbursts, which caused further trauma for Pecola. Due to the traumas experienced by Pecola's parents, their parenting of her was deeply flawed. Pauline was unable to give Pecola the attention and love she needed as a child, while Cholly was prone to violent outbursts, which caused further trauma for Pecola. All of these intolerable occurrences shattered her existence, and she ceased to exist in this conscious world. She sank in the sea of insanity and escaped a world where she could not be accepted for who she was. Pecola's childhood was devoid of stability, and her parents' inability to protect her from the brutality of others ultimately made it difficult for Pecola to gain any sense of self-worth or dignity. The events are presented in chronological order and are told by many voices; also, the chapters are titled after the four seasons: winter, spring, summer, and fall. The *Bluest Eye* follows the tragic story of Pecola Breedlove and her struggles to gain a sense of self-worth in a world that seeks to degrade and oppress her. At the conclusion of the book, Pecola's suffering and the cruelty of her peers has caused her to become mentally ill, and she loses her grasp on reality.

## 6. Pecola's Perception of Beauty

As a young African-American girl living in an environment saturated with messages of white beauty as the idea. Pecola's view of beauty is heavily influenced by the dominant culture around her, and she is ashamed of her own blackness and what she perceives to be the unattainable: blue eyes. The *Bluest Eye* is an exploration of the social injustice that comes with internalizing Eurocentric beauty standards, as it leaves Pecola feeling like an outsider in her own community. As a result, Pecola attempts to imitate her oppressor's physical characteristics in order to be perceived as attractive and acceptable. The same procedures and outcomes are at work in the establishment and upkeep of racist, Eurocentric beauty standards. Racialized beauty constructs have been used as a support mechanism for attributing and scrawling fictitious systemic racism differences and inadequacies, as well as one of the ways that specific groups of people, such as Pecola, are still demeaned and assembled as less and subordinate. According to Camp, racialized beauty standards go beyond the personal and can have a devastating impact on how entire communities are viewed, judged, and treated. The aim of eurocentric beauty ideology in the context of western internal colonialism and foreign imperialism has been to sustain and naturalize the notion of white supremacy. The process of

internal colonialism, as a result of these invented racial beauty standards, has oppressed and silenced Pecola, who is consistently shamed for the ways in which her body does not match the unrealistic expectations. For this purpose, beauty has been associated with whites, while ugliness has been associated with those manufactured through discursive procedures known as binary operations. As such, the pursuit of beauty and its effects on those who do not fall within the accepted norms, like in the case of Pecola, have resulted in a myriad of issues, from body dysmorphia to low self-esteem.

### **7. The Impact of Eurocentric Beauty Standards on the character, Pauline Breedlove**

Eurocentric beauty standards have had a lasting and detrimental effect on the characters in *The Bluest Eye*. Morrison captures the devastating effects of Western beauty ideology through the character of Pecola's mother, Pauline. She demonstrates how a single-minded pursuit of beauty can lead to self-destruction, as she gives up her true identity and abandons herself to the fantasy of a perfect world. Pauline eventually escapes from her household prison, but with nowhere else to go but the movie theatre, she opts for the movies. Here, in the belly of the Hollywood industry and its cinematic representations of feminine beauty and whiteness, Pauline is subjected to what Jana called one of the most destructive ideas in human thought history. "Both originated in envy, thrived in insecurity, and ended in disillusionment. ""In equating physical beauty with virtue, she stripped her mind, bound it, and collected self-contempt by the heap." (jana.) As pointed out by a number of feminists and cultural theorists alike, in the capitalist and imperial West, "the discourse and practices of beauty are first and foremost integral both to the production and regulation of femininity and to asymmetrical relations of power between men and women and among women" (Craick 54). In the West, beauty regimes are targeted at women and function as disciplinary practices, the point of which is to produce "a feminine body out of a female one" (Bartky 34). To be feminine is to be associated with passivity, weakness, and intuition rather than agency, reason, strength, and the presence of mind (Ruth 1997). On the basis of these projected attributes, women have been re-aligned with nature and disorder, while men have been associated with civilization and order (Ortner 1972). At the same time, women have been expected to be attractive to men by conforming to prescribed norms of beauty and becoming "desirable objects" (walenta). In Western capitalist countries, the establishment of women's subordinate position has relied heavily on the reinforcement of this false and hierarchical dichotomy. This hierarchy has been further perpetuated by emphasizing the binary between male and female genders, in which femininity has become a symbol of inferiority, often reducing women to objects of male desire. On the basis of this ideology, women's confinement to the domestic sphere, as well as the privatization and individualization, as opposed to the socialization, of social reproductive tasks such as child care, continue to be normalized and justified. This oppressive ideology has led to the perpetuation of the objectification of women, which in turn creates an unjust and unequal environment that disadvantages women like Pauline. The beauty industry, with its focus on the prescription of appearances, has a direct role in upholding the constructs of femininity and in reinforcing the gendered disequilibrium, with women constructed and positioned as subordinate and submissive and men as dominant and

powerful (Bartky 2003). This is fundamental to capitalist patriarchies that rest on modernized breadwinner models. This creates a power dynamic whereby women, like Pauline, are disadvantaged in their efforts to move beyond the limited expectations of gender roles.

In addition to passivating and stigmatizing women, beauty regimens function as discipline strategies that constrain and control women. In this way, the beauty industry keeps people from questioning traditional gender roles and the power imbalances that come with them. Rather than just defining and controlling women's features, beauty standards and practices work as reinforcers of women's inferior and secondary (feminine) position. As noted, "inside the (Eurocentric) economy of meaning, defined by the patriarchal gaze and internalized by women in the beauty and fashion sectors, an aesthetic of femininity requires fragility" (Bartky et. al 35). This ideal of feminine beauty is contingent upon the ongoing creation of "a body of a given size and general configurations" and "a precise repertoire of gestures, postures, and motions" (Bartky et.al 27). Consequently, the beauty regimes of capitalist patriarchies in the West center on emaciation-like thinness, infantilization and sexualization of women. As Bartky explains, a modern Western woman is subject to patriarchy (33).

### **8. The Intersection of Race and Beauty in the Bluest Eye**

In "The Bluest Eye," Morrison focuses on the intersection of race and beauty standards as they play out in Pecola's life. She uses the character to demonstrate how Eurocentric beauty standards have been imposed upon African American women, making them feel less beautiful and worthy due to their skin color. Pecola's experiences illustrate the detrimental effects of Eurocentric beauty standards on African American women, as well as the trauma that comes with internalizing these standards. Through Pecola's persona, Morrison is able to demonstrate how "white" views have controlled African American culture. She does so by employing a variety of literary techniques. When Afro-Americans confront discrimination on all fronts — economic, religious, educational, political, and legal—they expose the grave repercussions of internalized racism. Pecola's lack of self-confidence, her extreme shame, and her belief that if she were only pretty enough, all the hardship in her life would disappear exemplify the despair that internalized racism can inflict on its victims. Toni Morrison explores the hardships of black people by depicting horrific events and circumstances through the lives of several individuals. She shows how Eurocentric beauty can warp the minds of little girls, leading them to see themselves as inferior. She also conveys the daily oppression African Americans must endure as a result of systemic racism.

### **9. Cultural Representations of Beauty in the Bluest Eye**

Morrison opens "The Blues Eye" with a reference to the popular children's book "Dick and Jane": "This is the home; it is green and white with a red door." It is quite attractive. In this green and white residence, the father, mother, Dick, and Jane are ecstatic (Morrison). This story indicates that the black community is absent from a defined ideal American family and instead is relegated to the margins of society, facing a wide array of systemic obstacles that



## **Toni Morrison's *The Bluest Eye* as a nuanced critique of Eurocentric Beauty Standards**

### **Hadj Henni Imane**

---

keep them from achieving their dreams. These pictures were utilized by the author to demonstrate and illustrate the vast disparities between the two worlds. "The universe of Pecola, Cholly, Claudia, and Frieda is incomparable to that of Dick and Jane " Toni Morrison utilizes portions of "Dick and Jane" in each section of the novel to remind readers of the disparities between the two communities and cultures and to illustrate Pecola's perceptions of white beauty. Toni Morrison divides *Bluest Eye* by seasons (autumn, winter, spring, and summer) rather than chapters and sections to show that the Breedlove and Maceteer families are trapped in an unbreakable cycle of life and reality.

Toni Morrison's "The Blues Eye" is filled with similes, metaphors, and imagery that help her paint the most vivid pictures, thus enabling readers to form a deeper connection to the story. Pecola, like so many other African-Americans, never had an opportunity to achieve and advance since she lived in a culture that is intrinsically racist and would not encourage her. Morrison uses figurative language on page 147 to compare Her perception of unsightly dandelions follows the candy shop salesperson, who makes her feel unwanted. This metaphor illustrates Pecola's profound sentiments of rejection and her helplessness in a world that refuses to accept her as an individual. To prevent herself from sobbing at that moment, she consumes one of her Mary Janes. She compares eating the sweets to using marijuana. It is a symbolic action that helps to remind Pecola of the onetime of happiness in her life and comforts her. Pecola relies on the momentary pleasure of candy to numb her pain, hoping it will provide a distraction from the harsh reality of her life.

(Camp 77)

### **10. Cultural Representations of Beauty in the *Bluest Eye***

Pecola's reliance on candy for joy and comfort exemplifies how her society has taught her to seek beauty outside of herself, when the true beauty she should seek is within her. Her consumption of candy symbolizes her yearning for a beauty that can never be found in tangible objects. Morrison contends that whites impose their perception of beauty on black people's minds. This concept mentally destroyed the entire black race. In *The Bluest Eye*, Morrison illustrates the idea of beauty via the novel's female characters, particularly Pecola Breedlove, who venerated white beauty idols. The notion of beauty has had a major impact on the lives of black women, who face self-hatred, marginalization, abuse, and other difficulties because their appearances does not meet society's beauty standards. *The Bluest Eye* depicts in in depth how internalized white beauty standards affect the lives of black women and girls. She investigates Pecola Breedlove. She, like other African females, suffered from the evils of racism and sexism in white-ruled America. Pecola, a poor, unattractive, and dark eleven-year-old girl, desired to have blue eyes. She also thought that then she would obtain the love that she sought in order to gain a toehold in society and win the affection and respect of her neighbors and the white community. She was raped by her own father and beaten by her mother because they had been terribly impacted by the vicious standards of white society. She not only suffered as a black girl but also as an unprotected female., Pecola associates beauty with being loved and believes that if she has blue eyes, she will alter how others view her and what she is forced to see in order to be accepted by her family and community. This hopeless

yearning eventually leads to insanity. The main character in the narrative is a symbol of the black community's self-hatred and conviction in her own ugliness.

The beauty myth has undeniable effects on Pecola's life, particularly her attitude. The fact that she was a black girl living in a white society exposed her to being ridiculed and disliked by other students at her school. Long hours she spent in front of the mirror trying to find the source of her ugliness—the ugliness that caused both teachers and students to ignore or revile her at school (Morrison 45). Geraldine another character in the story, was able to pass as white and therefore had a sense of pride and confidence that Pecola did not have she "did not approve, her son, of his playing with niggers. She had explained to him the distinction between colored people and niggers. They were immediately identified. People of color were clean and quiet, whereas blacks were filthy and boisterous. The boundary between colored and nigger was not always distinct; subtle and telltale signals threatened to dissolve it, and continual vigilance was required (Morrison 87). Whites were associated with cleanliness, morality, and virtue; blacks were not and were described as filthy and corrupt. The *Bluest Eye* by Toni Morrison lends itself to interesting discussions on race, class, gender, and sexuality. It further exhibits prejudice, exclusion, and symbolic violence towards Pecola due to her physical appearance, which is incompatible with the notion of beauty, as shown by Pecola's words: "Pretty eyes." beautiful blue eyes big, blue, lovely eyes."

Black females are impacted by beauty standards based on gender, race, socioeconomic status, skin tone, and hair and eye color. The story of Morrison's character shows how cultural and societal ideas of beauty make African American women feel bad about themselves because they don't meet these standards. These ideals of beauty set by whites are extremely likely to affect the self-perception of young black females. Morrison comments on her experience as a black woman in *The Bluest Eye* since, at the time, authors did not publish such works; therefore, she wrote it in order for others to read it (Li 31). Toni expressed her ambition to create *The Bluest Eye* in a variety of ways, including by telling these bookmakers «About me" about a story I would want to read. Violence, whether physical or verbal, affects women all across the globe, but rape is an even more significant problem for black women. In general, blacks were subjected to racism because of their dark skin tone and a variety of derogatory words; black females' personalities and self-esteem are vulnerable due to societal beauty standards.

### **11. Invisibility and Madness as Major Impacts of Eurocentric Beauty Standards on Pecola in Toni Morrison's Novel the Bluest Eye**

Pecola and the other black characters all have a variety of mental repercussions as a direct result of being exposed to eurocentric ideals of beauty. Peola went insane in her pursuit of a safe and loving environment. She was so desperate for acceptance from those around her that she mistakenly believed that if she had blue eyes, she would be beautiful and finally accepted. Unfortunately, her mental instability was caused by years of internalised eurocentric beauty standards, which conditioned her to believe she was not beautiful or worthy of love until she accomplished the impossible feat of acquiring blue eyes. This is a tragic example of how pervasive and dangerous eurocentric beauty standards can be and how they can have



## **Toni Morrison's *The Bluest Eye* as a nuanced critique of Eurocentric Beauty Standards**

### **Hadj Henni Imane**

---

devastating consequences for those exposed to them. Pecola Breedlove, the main character of Morrison's work, struggles to fit in with white society and culture. This allows Morrison to effectively illustrate the experience of being invisible. Pecola believes that other people ignore her, almost as if she was completely invisible because of her dark skin and her ugliness, and the only solution that Pecola can come up with is to change her physical appearance in order to belong and be accepted in society.

It occurred to Pecola some time ago that if her eyes—those eyes that held pictures and knew the sights Were different, that is to say, beautiful, she would be different as well.... As if changing eye color wil change reality." Each night, without fail, she prayed for blue eyes. She had prayed fervently for a year. Although somewhat discouraged, she was not without hope . It would take a long, long time for something so wonderful to happen... she would never know her beauty. She would see only what there was to see: the eyes of other people. (Morrison 46-47)

Pecola held on to the hope that one day something beautiful would happen and that her beauty could be seen and appreciated by others. « Dear God, » she muttered into the palm of her hand. Please make me disappear (Morrison 45). Pecola is also subjected to school neglect and invisibility. Throughout her life, further amplifying the feelings of helplessness and hopelessness she experiences, she describes the ugliness that made her stand out among her peers and be ignored or despised at school by teachers and classmates: "She is the only member of her class who sat alone at a double desk" (Morrison, 45). The teacher also did not Perceive Pecola only when necessary and ignores her when possible. Even her classmates who want to pick on their male classmates use Pecola's name to provoke boys, saying, "Bobby loves Pecola Breedlove"—these words never failed to start a quarrel between the children (Morrison 46). Even at school, Pecola is stoned, hit, and mocked for her black skin. She is basically harassed every day at school by boys, who consider her an easy target . Pecola in the eye of society is already invisible. Despite the fact that she, like the whites, is a human, people refuse to see her as such and rather consider her an outcast. Toni Morrison realizes that the discrimination based on race that insists on Pocola's invisibility is deeply rooted in the culture, especially in a racist society.

## **12. Conclusion**

Morrison's novel focuses mainly on the oppression and supremacy faced by black Americans; offering readers a glimpse into a society dominated by white supremacy and its negative impacts on the lives of those who are marginalized. Through a young black female character, she succeeds in giving readers a powerful reminder of the need to fight for justice, equality, and freedom in a society that continues to deny these basic human rights, portraying these issues as a problem in society where others do not accept you or refuse to see you as a member of the community . This research paper reveals how racial oppression works in the form of white defined beauty internalization and explains its damaging effect on African Americans Toni Morrison's book, *The Bluest Eye*, was an attempt to raise awareness of the harmful effects of the internalization of cultural ideals of beauty, as well as the significant role that the media plays in the internalization of such perilous standards. Morrison deals with the

internalized racism bred by the American cultural definition of beauty. She takes a hard look at the cultural expectations of beauty in the United States and how they are reinforced through representations in the media . African Americans are victims of the prejudices imposed on them by American society and the media. Pecola's mother's self-loathing has been transferred to her, so that she feels that she is ugly and unlovable and not accepted in society. Pecola's mother further compounds her feelings of shame and inadequacy, criticizing her for not meeting the standards of beauty established by white society. She has always wanted a beautiful girl like the upper-class children. Moreover, what Pecola's father has done has further damaged her self-esteem and put an enormous amount of guilt on her shoulders. He has internalized the humiliation and pain he suffered in his youth, causing him to lash out in anger and frustration at his own daughter.

Being a young girl, Pecola has reacted to such injustice with different kinds of disempowered responses. Peola's experience serves as a representation of the struggles that many African Americans face in their lives due to the discrimination they face . This is exemplified in Toni Morrison's novel "The Bluest Eye," as Pecola Breedlove struggles with her feelings of ugliness and inadequacy, exacerbated by the cultural expectation that beauty must be based on European features. After reading *The Bluest Eye*, we can conclude that everyone is entitled to their own version of beauty, and nobody should be made to feel lesser for not conforming to the established standards of physical attractiveness.

To summarize, black people's actions are heavily influenced by the racism they experience, and Pecola's case is a prime example . For all races and all individuals, it is essential to fully understand how racism affects individuals and society, as well as how we can work towards a more equitable future for all . how mass culture touches , influences, and shapes our values and beliefs—only after fully understanding that can people strive to reach their fullest potential. Peola's story speaks to anyone who feels othered or silenced by the majority, thanks to Morrison's vivid portrait of the subtle yet profound cultural injustice that is inflicted upon them . Peola's experience serves as a powerful reminder of the struggles African Americans must face in their daily lives due to discrimination. Toni Morrison insists on black cultural heritage as a part of her narrative, which is ultimately about perseverance and self-determination and encourages Afro-Americans to be proud of their black identity By showing the oppressive effects of white-defined beauty Through internalization, Morrison succeeds in making readers realize that society's definition of beauty should not be accepted as the absolute truth and encourages individuals to resist it. Through her writings, she teaches blacks how to be proud of their cultural heritage and to find their own beauty through the lenses of their own culture, independent from the oppressive standards set by white-dominated society. Black identity should never be trampled on by a supremacist society.

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## **Toni Morrison's *The Bluest Eye* as a nuanced critique of Eurocentric Beauty Standards** **Hadj Henni Imane**

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