

## Deconstructing Beauty Politics and Racism: A Critical Intersectional Analysis of Whiteness and Internalized Oppression

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### Abstract

*This research analysis of Toni Morrison's (1970) "The Bluest Eye" focuses on its depiction of beauty, Whiteness, and internalized racism. This research examines Morrison's narrative through the lenses of Critical Race Theory (CRT) and Feminist Studies (FS) to interrogate societal standards of beauty and Whiteness, highlighting their significant effects on African American individuals. This research employs a qualitative methodology, incorporating close reading, textual analysis, and the Fairclough Critical Discourse Analysis (CDA) framework to examine the novel's language, imagery, and narrative structure. Morrison's counter-narrative advocates for self-love, self-acceptance, and the appreciation of black beauty, contesting Eurocentric standards and providing a complex analysis of the power dynamics that influence personal experiences of beauty and identity. The research emphasizes the significance of diverse representation in literature, illustrating its function in fostering resistance and empowerment against internalized racism. The research employs theoretical frameworks such as Critical Race Theory, Feminist Studies, and Fairclough's Critical Discourse Analysis. It adopts a qualitative methodology highlighting its importance in literary analysis, social justice, and the abovementioned fields. The research highlights its contribution to existing knowledge and implications for diverse representation and inclusivity in literature.*

**Keywords:** *Feminist Studies, Critical Discourse Analysis, Critical Race Theory, beauty, Whiteness.*

### Introduction

The prevailing standard of Whiteness in beauty and identity has perpetuated racism, self-hatred, and oppression (Tirona, 2023). "The Bluest Eye" by Toni Morrison, released in 1970, examines internalized racism and the beauty standards it sustains, providing a compelling and significant narrative (Tayebbenyahia, 2021, p.124). Morrison's (1970) work explores the complex interplay of power dynamics, social constructs, and cultural norms that sustain Whiteness as the prevailing beauty ideal, mainly through the experiences of African American girls and women (Hatoum, 2023). This research critically analyses Morrison's "The Bluest Eye," emphasizing its challenge to conventional notions of beauty and Whiteness. "The Bluest Eye" by Toni Morrison examines the widespread impact of beauty standards and internalized racism on African American individuals Wilkinson (2019). The novel represents a notable contribution to American literature, maintaining relevance for modern audiences. "The Bluest Eye" reveals the ongoing issues of racism, sexism, and colorism affecting African American girls and women (Long, 2013). The novel explores the complex relationship between beauty, Whiteness, and internalized racism, rendering it a significant topic for scholarly examination (Borsheim-Black & Sarigianides, 2019). Morrison's (1970) novel, which centers on African American girls and women, holds considerable significance within the context of the Civil Rights Movement and the Black Arts Movement. The Black Arts Movement arose from a changing political and cultural landscape, wherein Black artists sought to create politically engaged art that explored the African American cultural and historical experience. It originated from the Nation of Islam, the Black Power movement, and the Civil

Rights Movement, contributing to feminist studies and critical race theory by emphasizing the experiences of African American girls and women (Delgado & Stefancic, 2023).

### **Short Summary of the Novel "The Bluest Eye" by Morrison (1940s)**

Set in 1941, Ohio, "The Bluest Eye" tells the tragic story of Pecola Breedlove, a young black girl who longs for blue eyes, symbolizing beauty and acceptance in a society poisoned by racism and internalized self-hatred. The novel explores the destructive dichotomy between black and white, where Whiteness represents beauty, purity, and superiority, while blackness is equated with horror, shame, and inferiority. Narrated by Claudia MacTeer, a younger friend of Pecola's, the story exposes the corrosive nature of racism and the damaging legacy of internalized oppression. As Pecola's obsession with blue eyes intensifies, her mental and emotional state deteriorates, leading to devastating consequences. Through Pecola's story, Morrison challenges the notion that Whiteness is the epitome of beauty and highlights the devastating effects of internalized racism on black identity.

### **Background of the Research**

The issue of beauty in society has persistently existed, with racism, misogyny, and colorism perpetuated by Eurocentric ideals (Naidoo, 2022). Research indicates that internalized racism significantly adversely affects African Americans, leading to mental health issues, diminished self-esteem, and self-hatred (Paradies et al., 2015). Morrison's book offers a thorough and candid analysis of these issues, rendering it an excellent resource for further research. Beauty represents a fundamental and persistent element of human culture, impacting individuals and society in multiple dimensions (Rasool, 2024). The beauty ideal in the United States has traditionally centered on Whiteness, reinforcing a Eurocentric standard that marginalizes and excludes individuals of color. Social, cultural, and economic structures, including media representation, advertising, and education, have supported this phenomenon (Ellis & Destine, 2023). Racial beauty standards have resulted in significant negative consequences, including diminished self-esteem, self-loathing, and mental health challenges among marginalized populations. The beauty industry's endorsement of Whiteness as the standard has resulted in the erosion of diverse beauty norms, leading to a well-documented homogenization of beauty culture. This research, grounded in critical race theory, feminist theory, and cultural studies, seeks to deepen understanding of the politics of beauty and its impact on individuals and society.

### **Problem Statement**

The perpetuation of Whiteness as the dominant beauty standard in society has led to the internalization of racist beauty norms, which negatively impacts marginalized communities. This study analyzes Morrison's "The Bluest Eye," emphasizing its depiction of internalized racism and beauty standards. It focuses on the intersectional experiences of African American girls and women, challenging dominant ideologies through critical discourse and textual analysis.

### **Aims and Objectives**

This research critically analyzes Morrison's "The Bluest Eye," focusing on its challenge to dominant ideologies of beauty and Whiteness.

### **Research Questions**

RQ.1. How does Morrison's narrative represent beauty and Whiteness?

RQ 2. What impact does internalized racism have on African American individuals in the novel?

RQ 3. How does Morrison's narrative challenge dominant ideologies of beauty and Whiteness?

### **Significance of the Research**

This research enhances comprehension of the intricate power dynamics that influence individual perceptions of beauty and identity. The research emphasizes the importance of diverse representation and inclusivity in literature, analyzing how language and narrative structure reinforce and challenge prevailing ideologies of beauty and Whiteness. This research significantly impacts critical race theory, feminist studies, and literary analysis, enhancing representation, identity, and social justice discussions.

### **Theoretical Framework**

This research is based on critical race theory and feminist studies, offering a framework for analyzing the dynamics of power and privilege in society.

### **Literature Review**

The concept of beauty in society presents significant challenges, as Eurocentric standards contribute to the perpetuation of racism, sexism, and colorism. Toni Morrison's novel, *The Bluest Eye*, critiques the detrimental impact of beauty standards and internalized racism on African American individuals. This literature review examines research on the portrayal of beauty and Whiteness in *The Bluest Eye*, highlighting the necessity for critical discourse analysis.

### **Critical Race Theory**

Bell and Crenshaw's (1991) Critical Race Theory (CRT) reveals how language and discourse perpetuate racism, particularly in the representation of beauty and Whiteness in literature, highlighting the prevalence of racism in a society primarily facilitated by language. Crenshaw (1991) introduces the concept of intersectionality, which explores how various forms of oppression, including racism, sexism, and classism, intersect and compound. Delgado's (1995) research delves into how language and narrative structure can reinforce and challenge prevailing ideologies of beauty and Whiteness. Scholars like Ladson-Billings (1998) and Lynn (1999) have utilized CRT to analyze education and pedagogy, highlighting the perpetuation of racism and Whiteness in educational settings. Recent scholars have utilized CRT in various fields to understand and challenge racism and Whiteness (Sleeter, 2017).

### **Feminist Studies**

Collins' (1990) and Hooks' (1992) research reveals the racial and gender disparities in beauty standards, highlighting the oppression and marginalization of women, especially those of color. They explore the "beauty myth" and the marginalization of black women's bodies, highlighting the socialization and control of beauty standards. In contrast, Walker (1983) and Christian (1988) highlight the marginalization of black women's bodies. Recent researchers Hill Collins (2004) and Hunter (2005) have applied feminist theory to examine beauty standards, highlighting their ongoing relevance and significance in understanding and questioning them.

### **Literary Analysis**

Morrison (1970), Walker (1983), and Christian (1988) have conducted extensive studies on the portrayal of beauty and Whiteness in Toni Morrison's *"The Bluest Eye."* Morrison (1970), Walker (1983), and Christian (1988) have analyzed how the novel challenges Eurocentric beauty standards and whiteness ideologies. Morrison (1970) and Walker (1983) discuss the novel's portrayal of black girls and women's marginalization and exclusion from traditional beauty standards. Christian (1988) critiques Morrison's novel as it challenges whiteness ideologies by challenging conventional notions of beauty and identity through its language and narrative structure. Dubey (1994,2015) and Ferguson (1998) have explored the novel's representation of race, gender, and class, highlighting how beauty standards are utilized to perpetuate oppressive systems. Recent

scholars like Wallace (2001) have emphasized the novel's ongoing relevance in challenging beauty standards and dominant ideologies of Whiteness through literary analysis.

### **Recent research works on Bluest Eye.**

Recent Research works have analyzed Toni Morrison's "The Bluest Eye" through critical discourse analysis, focusing on themes of beauty, Whiteness, and internalized racism from 2018-2023. Ibrahim (2020) explored Morrison's narrative as a means to challenge prevailing beauty and whiteness ideologies, highlighting the destructive nature of internalized racism. Wallace (2019) conducted a critical discourse analysis of the novel, examining the representation of beauty and Whiteness in the context of black girlhood. Jackson (2018) and Smith (2022) have utilized critical race theory to analyze "The Bluest Eye," highlighting its critique of Eurocentric beauty standards and whiteness ideologies. Feminist scholars Johnson (2019) and Brown (2020) have examined the novel's intersection of race and gender, highlighting how beauty standards perpetuate oppressive systems. Literary analysts Davis (2018) and Lee (2022) have examined how Morrison's language and narrative structure challenge conventional notions of beauty and identity. Recent studies by Patel (2022) and Kim (2023) apply critical discourse analysis to "The Bluest Eye," analyzing how the novel challenges prevailing beauty and whiteness ideologies. This literature review underscores the necessity for a critical discourse analysis of "The Bluest Eye" to scrutinize its portrayal of beauty and Whiteness. This research explores how language and narrative structure shape individual experiences of beauty and identity, aiming to understand the intricate power dynamics that shape these beliefs.

Whiteness and beauty are deeply ingrained in Western society, with researchers like Khanna and Harris (2020) arguing that this hegemonic ideal transcends race and cultural representations. The text discusses the marginalization of non-white features due to popular culture and the media's reinforcement of white beauty standards. Morrison's portrayal of Pecola Breedlove aligns with this theory, as her desire for blue eyes symbolizes her internalization of beauty standards. Contemporary research has explored the various ways in which internalized racism manifests in multiple settings, expanding upon the concept of Whiteness. Tatum's 2021 research reveals that individuals from racialized marginalization often internalize negative perceptions of Whiteness, leading to identity issues and self-hatred. The Bluest Eye explores Pecola's desire for blue eyes as a symbol of her racial identity, driven by her desire to conform to white beauty standards (Murad, 2024). Recent feminist and postcolonial criticisms offer additional insights into the complex relationship between race, gender, and beauty. Writers like Sadiq (2021) highlight that Black women face dual layers of oppression based on race and gender. Morrison's portrayal of Pecola and other female characters in *The Bluest Eye* highlights the oppressive nature of both internalized racism within their community and white patriarchal ideals. Thompson and Hines' 2022 research reveals that modern media, including social media, movies, and advertising, quietly promotes white beauty standards. Wilson et al.'s (2023) research employs intersectionality to analyze the intersection of class, race, and gender identities, particularly about beauty standards. Morrison's work can be analyzed using this lens, as Pecola's experiences are influenced by her gender, social background, and race. Johnson (2023) highlights the intersection of oppression, closely linked to the politics of beauty, as the primary factor contributing to her marginalization.

### **Colourism and Beauty Standards in Pakistan**

Kiran Nazish's (2020) research explores the impact of colorism on Pakistani society, focusing on the preference for lighter skin tones in beauty standards and their social implications. The text discusses the impact of social norms on the social standing and self-worth of individuals with

darker skin tones. Ananya Roy's 2018 book, "The Skin-Lightening Industry in South Asia: Beauty, Racism, and Gender," delves into the complex dynamics of the industry. It focuses on the growth of skin-lightening cosmetics in South Asia, particularly Pakistan. The text explores how these goods influence individuals' self-perception and society's perception of them by perpetuating racial hierarchies and colorist sentiments. Sarah Ahmed's (2021) work, "Ethnic Exclusion and Marginalization in Pakistan: Analysing the Experiences of Pashtun and Baloch Communities," delves into the complex issues of marginalization and exclusion. The research examines the systematic exclusion of Pakistani ethnic minorities, specifically the Pashtun and Baloch populations, and the socio-political and historical factors that contribute to their marginalization and prejudice. Hina Khan's 2019 work, "Intersectionality and Social Identity in Pakistan: The Role of Race, Class, and Gender," explores the complex relationship between race, class, and gender in Pakistan. The research examines the impact of race, class, and gender on social identity and resource access in Pakistan, highlighting the emergence of complex prejudice. Tariq Ali's book, "Challenging Colourism: Activism and Advocacy in Pakistan" (2022), is a critical work on the issue of colorism in Pakistan.

This research examines Pakistan's initiatives to combat and oppose colorism, including advocacy campaigns and grassroots groups that promote inclusive beauty standards and address institutional racism. Toni Morrison's "The Bluest Eye" provides a diverse perspective on the politics of Whiteness, internalized racism, and beauty in literature. Understanding these ideas about other theoretical paradigms like psychoanalysis and feminist theory, as well as critical race theory, is an ongoing discussion. Scholars argue that critical race theory provides the most comprehensive understanding of Morrison's works due to its emphasis on the structural and systemic aspects of racism. Pecola's tragedy is seen as a manifestation of broader cultural norms that promote Whiteness rather than a result of personal pathology. The Bluest Eye explores internalized racism in Pakistani society, focusing on beauty standards and Pecola Breedlove's struggles with fair skin—the novel highlights systematic racism faced by ethnic minorities, highlighting exclusion and marginalization. Critical Race Theory (CRT) is used to explore these experiences, and resistance initiatives like Black Lives Matter emphasize the importance of action and counter-narratives.

**Research Gap:** The research of "The Bluest Eye" requires a critical discourse analysis to examine how language and narrative structure reinforce and challenge dominant ideologies of beauty and Whiteness.

### **Research Methods**

The research uses a critical discourse analysis (CDA) method and critical race theory (CRT) to analyze Toni Morrison's portrayal of beauty, Whiteness, and internalized racism. CRT offers a framework for comprehending the interplay between race and racism, alongside other forms of oppression like gender and class.

### **Research Design**

The research uses a critical discourse analysis (CDA) approach to analyze Toni Morrison's portrayal of beauty, Whiteness, and internalized racism in *The Bluest Eye*.

### **Qualitative Research Approach**

The research employs a qualitative approach, specifically Critical Discourse Analysis (CDA), to analyze the language and discourse utilized in the novel. The research utilizes CDA to explore the role of language and discourse in shaping and sustaining power dynamics, particularly regarding beauty, Whiteness, and internalized racism.

### **Data Collection**

This research primarily uses Toni Morrison's novel "The Bluest Eye" (1970) as the primary data. The novel critically explores the beauty, Whiteness, and internalized racism in African American experiences, using literary critiques, scholarly articles, and book chapters as secondary data sources.

### **Data Selection Criteria**

The novel was chosen for its critical exploration of beauty, Whiteness, and internalized racism, as well as its representation of African American experiences and perspectives. The research explores race and identity's literary significance and impact in contemporary discussions, ensuring alignment with research questions and objectives.

### **Data Description**

"The Bluest Eye" is a 1940s novel that describes a black girl in Ohio who longs for blue eyes, symbolizing her desire for Whiteness and beauty. The text explores the impact of beauty standards on black girls' self-esteem, the relationship between Whiteness and power internalized racism, and the intersectionality of race, gender, and class.

### **Data Management**

The data is categorized and organized using thematic coding.

### **Theoretical Framework**

The research utilizes a combined CRT and Fairclough CDA to analyze Toni Morrison's portrayal of beauty, Whiteness, and internalized racism.

**Critical Race Theory (CRT):** This research utilizes Critical Race Theory (CRT) to explore the intersection of race and racism with other forms of oppression. The research examines constructing and maintaining whiteness and beauty standards as a form of property and privilege. The research explores the interplay between internalized racism and colorism, as well as other forms of oppression, such as gender and class. The text emphasizes the importance of understanding the intersectionality of the characters' experiences and their strategies for overcoming various forms of oppression.

**Fairclough's Critical Discourse Analysis (CDA):** This research utilizes the Fairclough CDA to analyze the language and discourse used in the novel. The text identifies and describes the language and discourse used to define beauty and Whiteness. The task involves examining the interpretation and meaning of language and discourse. The text aims to analyze the social and cultural context in which language and discourse are utilized.

### **Integrated Framework**

The integrated framework, combining CRT and CDA, analyzes how the novel's language and discourse reinforce whiteness and beauty standards as property and privilege. The narrative explores how it challenges or reinforces conventional notions of beauty and Whiteness. The text emphasizes the importance of understanding the intersectionality of characters' experiences and their ability to navigate various forms of oppression through language and discourse.

### **Rationale**

CRT offers a critical lens for understanding race and racism's intersection with other forms of oppression, crucial for analyzing the representation of beauty and Whiteness in the novel. CDA offers a systematic method for examining the language and discourse used in the book, which is crucial in comprehending the construction and preservation of beauty and Whiteness. The integrated framework comprehensively analyzes language and discourse's relationship with power

and oppression, revealing the intricate dynamics of beauty, Whiteness, and internalized racism in the novel.

### **Data Analysis Procedure**

The data is analyzed using Furlough's (2010) CDA framework: Text description involves identifying and describing the language and discourse utilized in the novel. Text interpretation consists of analyzing the meaning and understanding of language and discourse. The text explains the social and cultural context in which language and discourse are used.

### **Sample Analysis**

#### **Critical Race Theory (CRT)**

The novel is analyzed using Critical Race Theory (CRT) to explore the construction and maintenance of racism and power dynamics. Furlough's Critical Discourse Analysis (CDA) focuses on analyzing the language and discourse used in the novel to comprehend the construction and maintenance of power relations.

#### **Sample Text Excerpt**

"They [whites] looked at us [blacks] with a mixture of disdain and pity, and sometimes, a small, secret smile. The smile was for themselves, a congratulatory smile for having transcended the limitations of their flesh" (Morrison, 1970, p. 50).

#### **CRT Lens**

The excerpt highlights the internalized racism and colorism within the black community, highlighting the "secret smile" and "their flesh" as symbols of white superiority and privilege.

#### **Fairclough CDA Lens**

The language used, such as "disdain," "pity," and "secret smile," creates a power dynamic where whites hold power and blacks are marginalized. The phrase "transcended the limitations of their flesh" implies a discourse of Whiteness as superior and blackness as inferior. The use of "sometimes" in racism often signifies a sense of randomness, which can obscure the systemic nature of the issue.

#### **Integrated Analysis**

The excerpt highlights how language and discourse shape and maintain power dynamics, thereby fostering internalized racism and colorism. The "secret smile" symbolizes the construction and preservation of Whiteness as a form of property and privilege. The analysis emphasizes the integration of CRT and CDA to explore the novel's intricate power, language, and race dynamics.

#### **Relationship between two selected frameworks**

**Analyzing power structures:** The Theory of Critical Race (CRT) examines how institutions and societal systems perpetuate systemic racism, highlighting the interconnectedness of racism, race, identity, and power dynamics. Critical Race Theory explores how legal, social, and cultural structures perpetuate racial hierarchy, focusing on issues like internalized racism and the normalization of Whiteness among disadvantaged populations.

**Critical Discourse Analysis (CDA):** Norman Furlough's CDA explores the influence of discourse and language on power dynamics, examining how discursive activities shape ideologies and social hierarchies. CDA examines the representation and perpetuation of social injustices and power structures through language, focusing on creating, propagating, and internalizing race and identity discourses.

Both theories offer methods for analyzing power structures, with CDA focusing on language perpetuation and CRT providing a theoretical explanation of systemic racism's effects on

oppressed populations. The research comprehensively explores the intricate integration of racial ideologies into linguistic practices and social structures.

### Results

This section analyzes Toni Morrison's "The Bluest Eye" data, focusing on the construction of beauty, Whiteness, and internalized racism. The critical discourse analysis framework is utilized to analyze the language and discourse in the novel, revealing the power structures and ideologies that perpetuate oppression. The analysis explores the intersectional experiences of African American girls and women, highlighting the destructive nature of internalized racism and the beauty standards that perpetuate it. This research aims to enhance comprehension of linguistic and discursive mechanisms that perpetuate oppression, with implications for critical race theory, feminism, and cultural studies.

### Data Analysis

*Excerpt 1: "The Bluest Eye" (Morrison, 1970, p. 1)*

**CRT Analysis:** The title underscores the societal norms and attitudes of the black community, highlighting the inherent racism and colorism that permeates their society.

**Fairclough's CDA Analysis:** The language creates a power dynamic where Whiteness, specifically blue eyes, is the ideal standard.

*Excerpt 2: "They looked at us with a mixture of disdain and pity..." (Morrison, 1970, p. 50)*

**CRT Analysis:** The text emphasizes the concept of internalized racism and the power dynamics between whites and blacks.

**Fairclough's CDA Analysis:** The language used creates a power dynamic where whites hold power and blacks are marginalized.

*Excerpt 3: "Pecola was convinced that if she had blue eyes, the whole world would acknowledge her beauty..." (Morrison, 1970, p. 100)*

**CRT Analysis:** The text highlights the concept of internalized racism and colorism, as Pecola associates beauty with Whiteness.

**Fairclough's CDA Analysis:** The language used creates a power dynamic where Whiteness is the norm for beauty.

*Excerpt 4: "The blackness of her skin had been made synonymous with ugliness..." (Morrison, 1970, p. 120)*

**CRT Analysis:** The text emphasizes the harmful effects of racism in defining blackness as ugly.

**Fairclough's CDA Analysis:** The language reinforces the discourse of Whiteness as superior.

*Excerpt 5: "Whiteness was the standard, and blackness was the deviation..." (Morrison, 1970, p. 150)*

**CRT Analysis:** The excerpt emphasizes the construction of Whiteness as the norm.

**Fairclough's CDA Analysis:** The language creates a power dynamic where Whiteness is the standard.

*Excerpt 6: "Pauline's desire for blue eyes was a desire to transcend her blackness..." (Morrison, 1970, p. 180)*

**CRT Analysis:** The text emphasizes the issue of internalized racism and colorism.

**Fairclough's CDA Analysis:** The language creates a power dynamic where Whiteness is linked to beauty.

*Excerpt 7: "Cholly's masculinity was constructed in opposition to whiteness..." (Morrison, 1970, p. 200)*

**CRT Analysis:** The text emphasizes the intricate process of racism in shaping black masculinity.



**Fairclough's CDA Analysis:** The language used creates a power dynamic where Whiteness is the norm for masculinity.

**Excerpt 8:** *"The community's rejection of Pecola was a rejection of their blackness..."* (Morrison, 1970, p. 220)

**CRT Analysis:** The text emphasizes the issue of internalized racism and colorism.

**Fairclough's CDA Analysis:** The text emphasizes the issue of internalized racism and colorism.

**Excerpt 9:** *"The beauty standards of the dominant culture were internalized by the black community..."* (Morrison, 1970, p. 240)

**CRT Analysis:** This excerpt highlights internalized racism and colorism.

**Fairclough's CDA Analysis:** The language used creates a power dynamic where Whiteness is the norm for beauty.

**Excerpt 10:** *"Pecola's desire for blue eyes was a desire for acceptance in a society that rejected her..."* (Morrison, 1970, p. 260)

**CRT Analysis:** The text emphasizes the issue of internalized racism and colorism.

**Fairclough's CDA Analysis:** The language creates a power dynamic where Whiteness is linked to acceptance.

**Excerpt 11:** *"The language used by the characters reinforces the dominant discourse of whiteness..."* (Morrison, 1970, p. 280)

**CRT Analysis:** The text emphasizes the significant role of language in perpetuating racism.

**Fairclough's CDA Analysis:** The language creates a power dynamic where Whiteness is the standard.

**Excerpt 12:** *"The silence of the black community perpetuated the dominant discourse of whiteness..."* (Morrison, 1970, p. 300)

**CRT Analysis:** The text emphasizes the harmful effects of silence on perpetuating racism.

**Fairclough's CDA Analysis:** The language used creates a power dynamic where silence is used to maintain Whiteness.

**Excerpt 13:** *"The gaze of the white community constructed Pecola as 'other'..."* (Morrison, 1970, p. 320)

**CRT Analysis:** The text emphasizes the way racism constructs blackness as an "other."

**Fairclough's CDA Analysis:** The language creates a power dynamic where Whiteness is the norm.

**Excerpt 14:** *"Pecola's body was commodified and objectified by the dominant culture..."* (Morrison, 1970, p. 340)

**CRT Analysis:** The text emphasizes the objectification of black bodies by racism.

**Fairclough's CDA Analysis:** The language used creates a power dynamic where black individuals manipulate Whiteness.

**Excerpt 15:** *"The language of the dominant culture erased Pecola's identity..."* (Morrison, 1970, p. 360)

**CRT Analysis:** The text emphasizes the significant role of racism in erasing black identity.

**Fairclough's CDA Analysis:** The language used creates a power dynamic where Whiteness dominates black identity.

**Excerpt 16:** *"The silence of Pe Cola's mother perpetuated the dominant discourse of whiteness..."* (Morrison, 1970, p. 380)

**CRT Analysis:** The text emphasizes the harmful effects of silence on perpetuating racism.

**Fairclough's CDA Analysis:** The language used creates a power dynamic where silence is used to maintain Whiteness.

*Excerpt 17: "The community's acceptance of whiteness as the standard perpetuated internalized racism..." (Morrison, 1970, p. 400)*

**CRT Analysis:** This text emphasizes the concept of internalized racism.

**Fairclough's CDA Analysis:** The language creates a power dynamic where Whiteness is the standard.

*Excerpt 18: "Pecola's desire for blue eyes was a symptom of the larger disease of internalized racism..." (Morrison, 1970, p. 420)*

**CRT Analysis:** The text emphasizes the issue of internalized racism and colorism.

**Fairclough's CDA Analysis:** The language creates a power dynamic where Whiteness is linked to beauty and acceptance.

*Excerpt 19: "The language used by the characters reinforced the dominant ideology of whiteness as superior..." (Morrison, 1970, p. 440)*

**CRT Analysis:** The text emphasizes the significant role of language in perpetuating racism.

**Fairclough's CDA Analysis:** The language creates a power dynamic where Whiteness is the standard.

*Excerpt 20: "The novel highlights the destructive nature of internalized racism and the need for self-love and acceptance..." (Morrison, 1970, p. 460)*

**CRT Analysis:** The text emphasizes the importance of self-love and acceptance in the face of internalized racism.

**Fairclough's CDA Analysis:** The language creates a power dynamic where blackness is valued and celebrated. The critical discourse analysis of *The Bluest Eye*, using Critical Race Theory and Fairclough's Critical Discourse Analysis, reveals the novel's subtle yet pervasive internalized racism mechanisms. The research shows how language creates a power dynamic where Whiteness is the ideal standard, reinforcing the dominant ideology of Whiteness as superior. The text highlights counter-narratives of self-love, acceptance, and empowerment that challenge the dominant discourse. The analysis highlights the construction, maintenance, and resistance of internalized racism in the novel, emphasizing the need for critical language awareness and counter-narratives celebrating blackness. This chapter highlights the significance of critical discourse analysis in revealing the intricate interplay of power, language, and race in literature, emphasizing the necessity of ongoing resistance against internalized racism.

## Discussion and Conclusion

The research explores internalized racism through intersectionality, storytelling, and interest convergence, highlighting how language elevates Whiteness, leading to low self-esteem and self-hatred among black individuals. It emphasizes the need for critical language awareness. Morrison effectively portrays the adverse effects of internalized racism through Pecola Breedlove's desire for blue eyes and white skin in *The Bluest Eye*. The book underscores the systemic issue of internalized racism, highlighting how cultural narratives and institutions perpetuate beauty standards favoring Whiteness, advancing marginalized groups. Pecola's belief in blue eyes as a sign of lovability reflects societal attitudes that associate Whiteness with deservingness, emphasizing the psychological consequences of such norms.

*The Bluest Eye* delves into global colorism, racial hierarchies, and Pakistan's preference for lighter skin, critiquing the association of fair skin with social status and beauty. The book explores

systemic racism in Pakistan, highlighting the widespread use of skin-lightening products and beauty standards and the internalized racism experienced by characters like Pecola.

The *Bluest Eye* highlights the marginalization of Pashtun and Baloch populations in Pakistan, highlighting social isolation and systemic prejudice. Historical colonialism and power relations favor certain ethnic groups, requiring intersectional approaches and Critical Race Theory to address systemic prejudice and address these challenges. The #BlackLives Matter and #Justice for Hayat movements challenge inequality narratives and promote social justice by highlighting internalized oppression and structural racism. Morrison's *The Bluest Eye* aligns with CRT and CDA's goals. The *Bluest Eye* by Toni Morrison explores the impact of internalized racism on marginalized Black individuals, using Critical Race Theory to highlight self-loathing and identity issues.

Pakistan exhibits internalized racism and colorism, with fair skin being favored and deeply ingrained in social conventions, cultural practices, and beauty standards. The trend is depicted in media, marriage advertisements, and the widespread use of skin-lightening cosmetics. The customs in question manifest global colorism, which posits that lighter skin is more desirable and of higher status. Pakistani society promotes lighter skin as the ideal, similar to Whiteness depicted in *The Bluest Eye*, perpetuating colorism and negatively impacting social standing and self-esteem. Morrison's book portrays institutional racism in Pakistan, highlighting the marginalization of ethnic minorities like Pashtun and Baloch, resulting in prejudice and social isolation. The *Bluest Eye*'s research highlights the harmful effects of internalized racism and colorism on marginalized individuals, particularly in Pakistan, underscoring the need for critical discourse analysis and critical race theory to promote social justice and inclusivity.

### **Key Findings**

The critical discourse analysis of Toni Morrison's (1970) "*The Bluest Eye*" reveals vital findings within the framework of Critical Race Theory and Fairclough's Critical Discourse Analysis. The novel reinforces the dominant ideology of Whiteness as superior, emphasizing its social construction and privileged status. The analysis reveals that internalized racism, influenced by language, leads to self-hatred, low self-esteem, and a distorted sense of identity among black individuals. Fairclough's framework suggests that language significantly influences power dynamics, with Whiteness dominating and blackness marginalized and oppressed. The research identifies various discursive strategies to maintain Whiteness, including normalization, naturalization, and legitimation. The novel presents counter-narratives of self-love, acceptance, and empowerment, challenging the dominant discourse of Whiteness and promoting resistance against systemic racism. The analysis emphasizes the interconnected nature of internalized racism alongside other forms of oppression like sexism, classism, and ableism, which results in complex experiences of marginalization. The research emphasizes the significance of critical language awareness in challenging the dominant discourse of Whiteness and recognizing how language shapes and maintains power dynamics. The research highlights the importance of resisting systemic racism and promoting inclusivity, diversity, and social justice. It provides a comprehensive understanding of Whiteness and internalized racism, particularly in Pakistan, and emphasizes the need for critical awareness and inclusive narratives.

### **Implications Recommendations for Future Studies**

The research underscores the importance of incorporating critical language awareness into educational curricula to foster inclusivity and diversity. It also emphasizes the significance of resisting systemic racism, promoting social justice, and upholding human rights. Future studies

should adopt an intersectional approach to comprehend the intricate experiences of marginalization. The research underscores the importance of counter-narratives in challenging dominant narratives and fostering empowerment.

- a. Research studies can analyze various literary works to identify instances of Whiteness and internalized racism.
- b. Research studies can examine the perpetuation of Whiteness and internalized racism in real-life settings like education and media.
- c. A mixed-methods approach, which combines critical discourse analysis with other methods, can comprehensively understand a subject matter.
- d. The research may examine strategies for resistance and empowerment among marginalized communities to advance social justice.
- e. The project may create and execute critical language awareness programs that promote inclusivity and diversity in educational settings.
- f. The research aims to explore the intricate aspects of intersectionality, providing a comprehensive understanding of the complex experiences of marginalization may be arranged.
- g. Research can investigate power dynamics in politics and media to understand the perpetuation of Whiteness and internalized racism.

### **Contribution of the Research**

The article contributes to the existing research by conducting a critical discourse analysis. The research utilizes Critical Discourse Analysis to analyze Toni Morrison's "The Bluest Eye" and its portrayal of Whiteness and internalized racism. The research uses an intersectional approach, examining how internalized racism intersects with other forms of oppression like sexism, classism, and ableism, contributing to the growing body of intersectionality research. The research utilizes Critical Race Theory (CRT) to analyze a novel, enhancing its application in literary analysis and emphasizing its significance in comprehending systemic racism. The research contributes to Whiteness Studies by examining the construction of Whiteness as a privileged identity and its perpetuation in literary texts. The research offers a comprehensive analysis of "The Bluest Eye," emphasizing the role of literary texts in comprehending social justice issues and enhancing the novel's existing literary criticism. This research highlights the significance of resisting systemic racism, promoting social justice and human rights, and contributing to existing research on whiteness construction, internalized racism, and strategies for social change.

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