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VIRTUE REWARDED IN ROALD DAHL'S
CHARLIE AND THE CHOCOLATE FACTORY

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ABSTRACT

Aristotle called virtues 'the qualities that lead to a good life'. Kindness, generosity, patience, truthfulness, friendliness, fortitude, liberality are the moral virtues. Lawrence Kohlberg is one of the psychologists who had made a major contribution to the children's moral development field. Thus, this paper aims to discuss how morality has been rewarded by analyzing the children's characters in *Charlie and the chocolate factory* (1964) by Roald Dahl. The main focus of this study is to learn how juvenile morality is potentially helpful to gain good qualities and the way it highlighted in children's books. This study adopts a textual analysis in order to reveal the children's characters' morality and the moral values arising from the texts. The findings intend to demonstrate that the novel is relevant to be used as a medium to promote moral values. This paper also shows how bad characters have bad endings and virtue is rewarded.

Keywords: moral development, morality, moral knowledge and moral values

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Compassion is the basis of morality— Arthur Schopenhauer

Lawrence Kohlberg is one of the psychologists who had made a major contribution to the children's moral development field. He had developed his moral development theory by explaining the origin of justice. Usually many parents believe that one of their most important duties is to guide their children to be of sound moral character. Preferably when the child matures and moves into adulthood, they will be able to differentiate good choices from poor ones and right from wrong, without their parent's advice. While developing is a lifelong process, especially when it comes to achieving a status of reliably morally admirable behavior, there are several things that parents can do to help their children to learn to make good picks.

Virtue Ethics was first connected with the great Greek philosopher Aristotle. As literature pacts with the range of human emotions and involves the readers' feelings and experience, children's literature assistances children to discover their own opinions and cram to understand others. This hints them to appreciate certain proceedings and relay them with the circumstances in the actual world. Besides, children's literature bids an opportunity for kids to inhabit on fantasy, survive with ordeal and progress self-assurance during the juvenile years. It is because this kind of literature boosts the growth of self-image among children. Moreover, children's literature is a powerful aid to promote moral values among children.

In the contemporary period, there are a lot of children's books transcribed to meet the requirements and desires of children distant from considering the moral values conveyed. To encourage children to read might be a difficult task for certain parents, since many children tend to dislike the books recommended by parents and teachers. Parents and teachers usually feel a good book for children is the one that deals both with children's adventures and appropriate values. The characters in the children's novel must perform properly, while doing moral activities and regarding others is essential to edify the children. However, Mikkelsen (1997) stated that "although these elements are important, good children's literature should also contain innovative ideas that stimulate children's emotions and imagination". Thus, encouraging children to judge the appropriateness of their behavior can be observed through the characters in the children's stories since this enables them to relate their personal experiences and understand their parents' reactions if they behave in certain ways.

Roald Dahl, the world's number one story teller of 20th century was the author of the novel *Charlie and the Chocolate Factory*. Roald Dahl's books for children ignite the imaginations of young and old alike, creating spectacular and wondrous worlds filled with simultaneous delight and terror, excitement and dread, as only the most profound tales and novels can. In the fabulous imaginary worlds Dahl creates children often interact with fantasy. Dahl's stories often become the most philosophical.

Charlie Bucket, protagonist of the novel *Charlie and the Chocolate Factory*, is the embodiment of all that is virtuous. Though he is poor, he lives a righteous life. "There wasn't even enough money to buy proper food for them all" (*Charlie and chocolate factory*,5). In spite of his poverty, never complains his family. He is very kind towards his grandparents. Every evening he spends his time with them. He loves chocolate. Charlie gets chocolate on his birthday, he longs for it. Our Charlie isn't much of a talker. Especially compared to the other children and even the other parents, he's very quiet. He's definitely very interested, but he ever retains his feelings to himself. Charlie reads the newspaper advertisement from Wonka and wants to win a golden ticket in order to enter into the enormous chocolate factory. He wins fifth and final golden ticket Behindhand Charlie's humble and virtuous exterior there is an inner strength and courage. He faces the new challenges and mysteries of the factory with the same bravery he employs to overcome the adversity of his everyday life. He finds all of the adventures in the chocolate factory to be wild and stimulating. He is the symbol of virtue. While the other children characters are consider as the bad one.

Augustus Gloop the first finder of chocolate suffers for his greed in the factory. He is a fat boy who loves nothing but eating. "Great flabby folds of fat bulged out from every part of his body, and his face was like monstrous ball dough with two small greedy currant eyes". (26) His bad character is portrayed through his physical appearance. Augustus is rude and mutinous in his never-ending quest to fill his own face. His parents choose to pamper him rather than listen to his grumbling. While sucking from the chocolate river, he falls in and is sucked up by one of the super pipes. He comes out changed on the other side, as evidenced by his new thin body. He is also the first one to fail Wonka's tests. Augustus leaves the factory when he drinks from the chocolate river, and falls in, getting sucked up a pipe and sent to the Fudge room. Veruca Salt is the second one to find the golden ticket. She frequently toughs her parents into getting things for her. After the announcement of Wonka Veruca shout at her father to find the golden ticket soon "Where's my Golden Ticket! I want my Golden Ticket" (30) In order to satisfy the needs of his daughter, Mr.Salt bought trucks of Wonka bars. He ordered his factory workers to shell the wrappers of the Wonka bars to find the golden ticket. Veruca's impulsiveness causes her trouble at the factory. Veruca stresses to own one of Wonka's trained squirrels, but when she marches in to claim it, it considers her a "bad nut" and sends her to the garbage shaft. Mingled with garbage, she comes out changed at the end of the story.

Violet Beauregarde is the third finder of the golden ticket. She is disobedient in many activities such as chewing the gum while talking to reporters and disobeying her mother's advice etc. "She was talking very fast and very loudly to everyone , but it was not easy to hear all that she said because she was chewing so ferociously upon a piece of gum at the same time" (36). At the factory Violet Beauregarde's gum-chewing frolics become her downfall while she grabs an experimental piece of gum against Mr. Wonka's advice. Violet chews the gum eagerly and converts into a giant blueberry. She leaves the factory changed, after being juiced

by Oompa-Loompas. Mike is slightly more complex than the other bad children in that he is smart enough to realize when Mr. Wonka is lying to him. His attempts to get answers to his questions go completely unheard. At the factory he wants nothing more than to go away from the chocolate television room. When he spies the opportunity to be on television himself, he too was punished for his misdeeds. The Oompa-Loompas stretch him out to twice his normal height in the end. Finally Charlie wins the factory because of his well manners. Unlike others Charlie is neither greedy nor jealous. He admitted and apologized when he drank the Fizzy Lifting Drink but others did not accept their misdeeds. Charlie Bucket is shown to have strong moral character in contrast to the rest of the children who visit Willy Wonka's factory. The factory is a reward for the good soul of Charlie.

The analysis of the characters in the novel has also contributed to the children's literature studies in which, despite the criticism on Roald Dahl's works, it proves that moral values presented in this novel is expressed through the children's good and bad behaviors examined in the text and virtue is rewarded. As a final say, Roald Dahl's work has influenced children to become readers due to the sense of confidence, courage and hope he represented through the children's characters in the novel. Virtue Ethics has become popular in recent years and a number of scholars have come out in support of it.

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