

VISUAL IMAGERY AND MORAL VALUES IN *THE BLOODY CHAMBER*

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Abstrack

Visual imagery is used as a tool for interpretation, used to make sense of the story's characters, plot, and setting. A short story might not only amuse the reader but also instruct or enlighten them thanks to the moral values it upholds. The objectives of this study are to describe the use of visual imagery based on Diyanni's theory and to find out the kinds of moral values based on Nurgiyantoro's theory in *The Bloody Chamber* short stories. The article used a qualitative design with content analysis as the approach. The data source in this study is a collection of short stories in *The Bloody Chamber* by Angela Carter. Aside from that, the main data are sentences or phrases described by the author in the short story, which includes visual imagery and moral values. This research reveals the first finding that visual imagery is utilized to explain the characters, settings, atmosphere, and locations in a vivid and attractive manner, as well as to describe the characters' feelings and the events that take place in the stories. The author depicts all of this in visual imagery in various ways, including settings, colors, sizes, shapes, and physical features. The second, *The Bloody Chamber* short stories, contains all kinds of moral values, including human relationships with oneself, human relationships with other humans, relationships with God, and human relationships with the environment.

Keyword: Visual Imagery, Moral Values, *The Bloody Chamber*, Short Story

Background

According Culler (1997) in Hidayatullah (2019). Authors employ literary language to create particular meaning effects to accomplish an aesthetic impact as a medium of expression for literary works. A literary work language is a form of literary expression used to determine the artistic value of literary works, in this case, in terms of language style. The language employed by authors in literary works can entice readers to read the work.

One of the literary works is a short story. A short story is fictional work of prose that is shorter in length than a novel. According Poe (1896) in Dzulhija (2019) said that a short story should be read in one sitting, anywhere from a half hour to hours. Short stories usually focus on a single event, have a plot, a single setting, a small cast of people, and are set in a specific period. Due to the

character of the short stories that tend to be concise, short story authors must present the story in a compact form without adding particular elements or details that complicate the story.

According to Diyanni (in Harliani, 2014) Visual imagery is as simple as it sounds: It describes something you can see. Visual imagery will describe a setting's color, size, shape, physical features and anything else that you detect with eyes. Authors use the aesthetics of language to convey the characters, setting, mood, and location clearly and engagingly, as well as to express the characters' emotions and the events in the story. Literary writing frequently employs the short story style of visual imagery. It can be used to make mental images that are disclosed more concrete by using language and idioms that are likely to spark creative thinking. The reader will be able to visualize and comprehend the message being delivered because of the senses' response imagination. Visual imagery in literary works is crucial for evoking particular emotions in the reader as well as inspiring imaginative ideas and mental images.

Besides being able to please the reader, a short story can guide or educate readers because of the principles they embody. The short story has moral values that the author will convey to the reader about its meaning and suggested meaning. In terms of the benefits of literature, it may be said that there are frequently reader-helpful morals discovered in works of literature, even though frequently these morals are implied by the parts of a story's construction. In literature, values typically represent the author's outlook on life and the importance of truth. As is well known, one of the goals of writing literature is to impart moral lessons. Literature on creation can elevate human dignity as the most perfect creation of God.

Some previous studies have been taken by the writer to support the article. First, it is taken from a thesis by Indah Harliani (2014) titled "An Analysis of the Power of Imagery in Suzzane Collin's Novel "Catching Fire". The researcher analyzes the kinds of imagery and the power of imagery in Suzzane Colline's novel "Catching Fire." Second, it is taken from Hidayatullah (2019) by the title Imagery Found in Kahlil Gibran's Selected Poems. The researcher takes the poems of Kahlil Gibran entitled The Prophet as a data source. Also, it was taken

by Sari (2019) under the title "An Analysis of Moral Value in "Gulliver's Travels" Novel." All of them focused on narrative process text. In this article, the researcher focused on analyzing visual imagery and the kinds of moral values in the Bloody Chamber short stories.

This article aims to reveal the use of visual imagery and the kinds of moral values found in The Bloody Chamber short stories. This article is the most recent since it uses The Bloody Chamber as a data source and concentrates on a collection of short stories. The use of strong visual imagery to buttress arguments regarding the ramifications of Carter's work is the most noticeable uniqueness in Angela Carter's short story collection, *The Bloody Chamber*. Carter uses senses other than sight to entice the reader to confront the patriarchal tradition's sexual experience. *The Bloody Chamber* won the Cheltenham Festival Literary Prize in 1979. Anyone interested in conducting a study on the use of visual imagery and the kinds of moral values will likely find this article helpful.

Literature Review

Concept of Literature

According to Wellek and Warren (2016) literature is both a creative activity produces a series of words or writing that have artistic elements. Like works of art, literature is human creation that contain the expression, ideas, and feeling of its creator. Susanto (2016) states "another general view said that literature is an imaginative and fictitious work. As imaginative and fictitious works, literary works are not real. Characters and every the events described in the work are creativity or the author's imagination. Beside that, according to Abrams (Nurdiyantoro, 2009) referred to as historical fiction if the writing is based on historical facts, biographical fiction if based on biographical facts, and science fiction if the writing is based on science knowledge. These three types are called nonfiction fiction.

According to Sugihastuti (in Nurdiyantoro, 2020) stated literary works are media used by authors to convey ideas and his experience. As a medium, the role of literary works as a medium to connect the author's thoughts to be conveyed to the reader. In addition, literary works can also reflect the author's views on various

problems observed in his environment. The social reality that is presented through the text to the reader is a description of various social phenomena that have occurred in society and are presented again by the author in different forms and ways. In addition, literary works can entertain, increase knowledge and enrich the readers' insight by means of the unique thing is to write it in narrative form. So that the message is conveyed to the reader without the impression of being patronizing.

Concept of Visual Imagery

Diyanni (in Harliani, 2014) visual imagery is as simple as it sounds: It describes something you can see. Visual imagery will describe a setting's colors, size, shape, physical features and anything else that you detect with eyes. Visual imagery creates the mental picture you see as you read a story. Based on Diyanni, Visual imaginary related to objects that can be seen by the eye, objects that can be seen visually. So, visual objects are objects that look like a table, how the color is, how the shape of the table is, where is the table, what if we touch the table, and what are the physical characteristics of the table itself. Through narratives that are intentionally made in a certain way, objects that are naturally visible to the eye can be seen mentally through the cavity of the imagination, through imagining even though these objects are not actually around the reader. Visual imagery stimulate the sense of sight, so often things that are not seen become as if they are seen. This causes the use of visual imagery is often used.

Concept of Moral Values

According to Nurgiyantoro (2010), morals in literature usually reflect the author's view of life on the truth values conveyed to the reader. In literature, the author can indirectly convey views about life in the story which later the reader will know from the author's intention. The kind of moral values raised can cover all aspects of individual and community life that involve human dignity. When viewed from the point of view of the problems of human life, there are certain relationships and morals occur which can be divided into various kinds of relationships. Nurgiyantoro (2010) argues that when viewed from the point of view of the problems of human life, morals can be grouped into various kinds of problems of human life, including human relationships with oneself, human

relationships with other humans including their relationship with the natural environment, and human relationships with God.

Metode

This article used a qualitative design. Ary et.al (2010), a qualitative study is used to know about a phenomenon by concentrating on the total picture rather than classifying it into variables. This article used a content analysis approach. The source of data in this article would be the short story collection The Bloody Chamber where the short story including 10 title of short stories. Data were extracted from sentences or phrases in each paragraph that contained visual imagery and moral values of various types. In this article, the data only takes 10 short stories in The Bloody Chamber. The data analyzed are phrases or sentences that contain visual imagery and the kinds of moral values mentioned by Milles, Hubberman, & Saldana, (2014). To validate the data, the study used investigator triangulation to determine the accuracy of the qualitative data by asking someone who was an expert in their fields so that the data was truly accurate.

Result and Discussion

Result

A. Visual Imagery

This study is found 31 sentences and phrases that contain visual imagery. We can see in table 1, there are setting, color, size, shape, and physical features.

No.	Visual Imagery	Frequency
1	Setting	7
2	Color	5
3	Size	2
4	Shape	4
5	Physical features	13
Total		31

Based on the table above, it shows the result of this study which contain of visual imagery in The Bloody Chamber short stories. From the table above, there

are 87 data that categorized as the use of visual imagery, which are 7 items using setting, 5 items of color, 2 items of size, 4 items of shape, and 13 items of physical features. This study would discuss the use of imagery found in Ugly Love novel. There are setting, color, size, shape, and physical features.

1. Visual imagery of setting

Data: "*The Beast had chosen to live in **an uninhabited place.***"
(VI/C3/P37/L30)

It is identified by visual imagery, as seen in Chapter 3, "*The Tiger's Bride*," on page 37, particularly on line 30. The readers can imagine that an uninhabited place is one that is not occupied, is dirty and dusty, and has an old building. The author, on the other hand, describes an uninhabited place belonging to the beast; all of the furniture is covered in dust, the chandelier is wrapped in cloth, pictures are removed from their hooks and propped with their faces to the walls as if their master could not bear to look at them, and the palace is dismantled, as if its owner had to move house or had never properly moved in. This represents visual imagery that describes the setting. Therefore, the usage of visual imagery data provided above to represent a location where the beast and their servants live is appropriate.

2. Visual imagery of color

Data: "*At the touch of a switch, the dreaming library was **brilliantly illuminated.***" (VI/C1/P13/L35)

"*Brilliantly illuminated*" is highlighted as visual imagery in Chapter 1, "*The Bloody Chamber*," specifically on page 13 and line 35. The data "*At the touch of a switch, the dreaming library was brilliantly illuminated.*" Depicts the library's atmosphere, which is represented by the author through visual imagery. The phrase represents color of light. With just the press of a button, the reader can believe that a situation like this, desolate and brightly illuminated, means gradually altering the lighting level from darkness to glow and shine bright and sparkling. The use of visual imagery is illustrated in how the author describes color to represent the place and atmosphere that occurs in the library.

3. Visual imagery of size

Data: "***Her fingernails are longer** than those of the mandarins of ancient*

China and each is pared to a fine point." (VI/C7/P64/L1)

The term refers to visual imagery and may be revealed in chapter 7, "*The Lady of the House of Love*" on page 64, especially line 1. The word "*longer*" refers to the magnitude of something. Long fingernails that can be measured can be illustrated by readers. It is plainly visible in the reader's thoughts. The Countess, the vampire queen, owned the nails in the story. Long nails were considered a sign of prosperity and prestige in ancient Chinese culture, as they indicated that one did not have to perform manual labor. The narrator discusses the countess, the vampire queen's attractiveness, from this perspective.

4. Visual imagery of shape

Data: "*hollow-eyed girl whom I scarcely recognized.*" (VI/C3/P43/L27)

The phrase "*hollow-eyed*" is categorized as visual imagery and can be read in Chapter 3, "*The Tiger's Bride*," on page 43, particularly on line 27. The readers imagine how hollow-eyed he is, how the color and shape are, and how the hollow is. Hollow-eyed is a condition where there are sunken eyes, dark circles under the eyes, thin skin under the eyes, and a face that looks lethargic or tired. This data is included as visual imagery because it describes something and can be detected with the eyes. The narrator is the owner of hollow-eyed. The sentence occurs when the narrator looks in the mirror and imagines his father, after which the narrator sees himself as pale and hollow-eyed and barely recognizes himself. Therefore, the usage of visual imagery data provided above to represent a event.

5. Visual imagery of physical features

Data: "*the moonlight glittered on his great, mazy head of hair, on the eyes green as agate, on the golden hairs of the great paws that grasped his shoulders so that their claws pierced the sheepskin as he shook him like an angry child shakes a doll.*" (VI/C2/P28/L21)

It is classified as visual imagery, which can be seen in chapter 2 “*The Courtships of Mr. Lyon*” on page 28, particularly line 21. The phrase describes a feeling or idea about how the moonlight glittered on his great, mazy head of hair, on his eyes green as agate, and on his golden paws. While reading the text, the readers visualize the Beast's physical features. When the reader imagines the physical form of the beast, it will make the reader afraid, because, as we know, the physical description creates fear in the reader while the reader reads these phrase. The data (VI/C2/P28/L21) use author to represents character of the Beast. In a rage, the Beast, a huge creature with the head of a lion, appeared next to Beauty's father. The use of visual imagery is illustrated in how the author describes physical features of the beast to represent the character's the beast and the event in the story.

B. The Kinds of Moral Values

This study is found 19 the kinds of moral values. We can see in table 2, the kinds of moral values including human relationships with oneself, human relationships with other humans, relationships with God, and human relationships with the environment.

No.	The Kinds of Moral Values	Frequency
1	Human relationship with oneself	6
2	Human relationship with other human	9
3	Human relationship with God	3
4	Human relationship with environment	1
Total		19

Based on the table above, it disclose the result of this study which contain the kinds of moral values in *The Bloody Chamber* short stories. As it can be visible from the table above, there are 19 data that categorized as the kinds of moral values, which are 6 items using human relationship with oneself, 9 items of human relationship with other human, 3 items of human relationship with God, and 1 items of Human relationship with environment. This study would discuss the four kinds of moral values found in *The Bloody Chamber* short stories. There

are human relationships with oneself, human relationships with other humans, relationships with God, and human relationships with the environment.

1. Human relationship with oneself

Data: “*what other student at the Conservatoire could boast that her mother had outfaced a junkful of Chinese pirates nursed a village through a visitation of the plague, **shot a man-eating tiger with her own hand and all before she was as old as I?***” (MV/O/C1/P2/L17)

The data in bold refers to moral values related to human relationship with oneself, which is found in chapter 1 “*The Bloody Chamber*” on page 2, especially line 17. The narrator, who is proud of her very brave mother, is there in the data. This demonstrates how brave the mother was to shoot the man-eating tiger with her own hands when she was still young. The narrator’s mother given a powerful description to combat this animalistic threat. The narrator’s mother ability to kill a “man-eating tiger” hints at the narrator’s mother ability to deal with and overcome adversity, and foreshadows her role in Marquis’ downfall. The context of this sentence occurs when the narrator is proud of her mother, who is very brave to shoot a man-tiger. Her mother will also later play a role in the destruction of the Marquis, narrator’s husband.

2. Human relationship with other human

Data: “**Forgive me** for robbing your garden, Beast” (M/H/C2/P28/L29)

“Forgive me” is identified as one type of moral value, which includes human relationships with other humans, in chapter 2 “*The Courtship of Mr. Lyons*” on page 28, especially 29. A white rose was stolen by Beauty's father. Dad's beauty stole the white rose from the Beast's garden. Beauty's father knew what he was doing was wrong, but he wanted a white rose as a gift because he loved his son. Beauty's father couldn't afford to buy the gift, so he stole it from Beast Park. When Beast caught him, Beast's father realized his fault and apologized. Poverty causes Beauty's father's eyes to darken, prompting him to steal the white rose that his daughter desires from the Beast's garden. Beauty's father, on the other hand, recognized his mistake and apologized to the Beast.

3. Human relationship with God

Data: *"But the tiger-man, in spite of his hairiness, could take a glass of ale in his hand like a good Christian and drink it down."*
(MV/G/C3/P36/L25)

The phrase *"a good Christian"* in the moral value related to human relations with God in Chapter three, entitled *"The Tiger's Bride,"* and on page 36, particularly on line 25. In the data, the author describes a tiger human who takes a glass in his hand like a human in general, even though the tiger man is half human and a tiger. The word *"good Christian"* refers to the behavior of the tiger man, which shows the side where he also carries out and obeys God's teachings in his Christian religion. In this case, we can learn that whatever religion we follow, we must still obey and carry out God's command. The context of this sentence occurs when Beauty sees the Beast taking a glass with his right hand, like humans in general. Beauty is surprised because the Beast is not like the story of the tiger-man that his sister told to scare Beauty as a child.

4. Human relationship with environment

Data: *"He chops fallen branches for his fire and draws his water from the stream in a tin pail."* (MV/E/C5/P58/L32)

The phrase *chops fallen branches* in the moral value data of the kind of human relations with the natural environment in Chapter 5, *The Earl-King*, on page 58 notably on line 32, which presents the maintenance environment. The Earl-King, who trims the fallen branches, explains that the character does not want to harm the environment by chopping down trees that are still developing or cutting them down recklessly. The Earl-King lives in a house built of logs and stones in the middle of a forest. This is a close relationship between human relationships and the natural environment, in which humans love nature, which is inextricably linked to human life. The Earl-King has spent a life like this. The Earl-King cuts a fallen branch to use as firewood while cooking, which is the context of the line. The Earl-King comes to life from the wishes of the forest. The Earl-King eats plants, milk from his goats, and occasionally animals, as shown by a girl as the narrator.

Discussion

Short stories are literary works in prose that succinctly and clearly explain or describe the story of a character. A short story's utilization of visual

imagery and moral principles are two elements that are required. According to Diyanni that is cited by Harliani (2014) Visual imagery is as simple as it sounds: It describes something you can see. Visual imagery creates the mental picture you see as you read a story. Visual imagery hugely effects the reader, we imagine the setting, the characters, situation, and good imagery can affect not only the images we see emotions we feel (Diyanni that is cited by Harliani). Besides that, according to Kinnier, as cited Sari (2019), moral values are related to human behavior, in terms of what is considered good and bad. Through literary works, authors can directly or indirectly convey a moral message to their readers. The moral of a work of literature typically represents the author's life philosophy, moral principles, and message to the audience. For Moreover, there are four major and specific categories of moral values proposed by Kinnier et al. as follows: commitment to something greater than oneself, self-respect, but with humbleness or respect to others, self-discipline, and acceptance of personal responsibility, respect and caring for others, and caring for other living things and the environment (Kinnier, cited by Sari, 2019).

According to the explanation given above, it is clear that most authors employ visual imagery to enhance their literary work and to describe characters, settings, situations, and events in their stories. The findings of this investigation fit with this theory. *The Bloody Chamber*, a collection of ten short stories by Angela Carter, contained up to 31 pieces of visual imagery in this study. This demonstrates how important visual imagery is in literary works. A short story's language quality will improve by adding visual imagery so that the reader may visualize and even feel transported into the story. According to Perrine, as cited by Hidayatullah (2019), visual imagery appeals and describes something that we can see and create in our mind as we read a story. According to Kinnier, as cited by Sari (2019), there are four kinds of moral values. That theory almost matches the results of this study, wherein the researcher found four kinds of moral values used in short stories by Angela Carter. Those results are human relationships with oneself (6), human relationships with other humans (9), human relationships with God (3), and human relationships with the environment (1). According to a previous study conducted by Sari entitled *An Analysis of Moral Value In*

“Gulliver's Travel” Novel (2019), there are: (a) respect for oneself, (b) respect for others, (c) civic responsibility, (d) and respect for natural environment. Moral values are a set of important guiding principles for individuals, among other principles such as values related to competence. Moral value is the quality of someone's behavior that is wrong or right, bad or good.

Understanding visual imagery is more difficult than it first appears, and many authors almost fall into the problem of "telling" too much and "showing" too little. This is the kind of ability that one has to practice. Understanding visual imagery is crucial since it makes it easier to describe the character, setting, mood, and place, as well as the emotions of the characters and the plot's actions. The author uses visual imagery in response to the study's findings. Settings, color, size, shape, and physical characteristics are only a few of the many ways that visual imagery is defined. The Bloody Chamber, a collection of short stories by Angela Carter, contains 31 pieces of visual imagery. The message the author intends to get over to the reader is one of moral value. Morality has a significant role in this existence. Understanding different moral standards is also crucial since it teaches readers many things, including human or societal norms that are relevant to everyday life. According to the study's findings, the author's moral beliefs are mostly based on human relationships with other people. The Bloody Chamber, a collection of short stories by Angela Carter, contains nine human relationships with other humans, whereas the other categories of moral standards are found to be less than 9.

Conclusion and Sunggestion

The researcher can conclude from the research finding above that The Bloody Chamber short stories contain visual imagery, including setting, color, size, shape, and physical features. Visual imagery is used to vividly and attractively convey the characters, settings, mood, and locales, as well as to express the sentiments of the characters and the events that occur in the story. *The Bloody Chamber* short stories, contains all kinds of moral values, including human relationships with oneself, human relationships with other humans, relationships with God, and human relationships with the environment. Among all these kinds of moral values, human relationships with other humans appear to be

the dominant kind of moral value expressed in the short stories. Furthermore, human relationships with environment are the least frequently used kinds of moral values in short stories.

The advantages of this research are that lecturers can use this literary work as a teaching tool in the classroom. For students who are interested in visual imagery, it can be used that they have to improve and expand their knowledge of visual imagery. It would be preferable if they looked for another source on imagery theory, particularly visual imagery. It is advised that future academics conduct further research on visual imagery utilizing other theories or sources. The next researcher can concentrate on one category of literature, specifically non-imaginative literature, to be examined. The next researcher can choose one of the various non-imaginative literary examples because they contain a wealth of interesting details that can be employed as sources of data for the study.

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