

## Abstract

This research looks into how Toni Morrison subverts and destabilizes not only the conventional image of African American women but also their psychological fixation that had rendered them helpless, pitiable, and abject object. If we glance through the antebellum and postbellum history of African-American women, we always find them as sex objects, soulless beings, and doubly marginalized class. Toni Morrison in her novels, particularly in "Beloved," tries to deconstruct the predominant image of African-American women and reconstruct their essential image of a woman with the voice of her own. The researcher's will analyses the characters, especially, Sethe in the theoretical framework of Bell Hooks's Black feminism and Derridian argument against the Western ideal of 'logocentrism', a structure that could organize the differential play of language or thought but somehow remain immune to the same "play" it depicts. The objectives of this research are: first to explore how Morrison subverts and changes the denigrated images of African American women into confident and self-respecting women. Secondly, to study how an African American mother faces and challenges cruelty and oppression of the White and thirdly, to analyze how does Morrison uses literary discourse to bring to conscious level of African American women various complexes of slavery days that have become a part of their 'unconscious' and change their and 'self' and 'psyche' in Jungian sense.