Willy Wonka's Narcissistic Personality in Roald Dahl's Charlie and the Chocolate Factory

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Abstract

Charlie and the Chocolate Factory by Roald Dahl is one of the most popular children's novels. This novel talks about the adventure of five children who have the opportunity to pay a visit to the most famous chocolate factory in the world, Wonka’s. This study aims to reveal Wonka’s personality disorder as well as the cause of the disorder. The first objective is to identify Willy Wonka’s characteristics. Then, the second objective is to reveal Wonka’s personality disorder and to explain the causes of the disorder.

The analysis shows that Willy Wonka is innovative, flamboyant, stubborn, arrogant, and authoritarian. He loves to be the center of attention by putting on outrageous attire. He cannot stand questions and considers them as criticisms or threat. He always brags the products he creates to his guests. Lastly, he always wants to take control of every situation, including taking control of his successor. The last four characteristics mentioned imply that Wonka has narcissistic personality disorder. There are three causes of Willy Wonka's personality disorder. The first cause is living alone for years without any direct contact with human beings. He exiles himself from the society for years; he only pays attention to himself. The second cause is constantly being media frenzy. People give so much credit to his products and gradually he thinks that he is the best for everything because the society already thinks so. The third cause is the spies who pretend to be his employees and try to steal his recipes. He becomes really devastated because of the tragedy. He fires all of his employees and chooses to never come out of the factory ever again. He has lost his trust on people, and he is too afraid to be betrayed by his workers for the second time.

Keywords: narcissistic personality disorder, Freudian psychoanalysis, Roald Dahl

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Refbacks

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Willy Wonka is owner of the titular Chocolate Factory and the deuteragonist of Charlie and the Chocolate Factory. He is portrayed by Johnny Depp. Wonka is a tall and lanky man with brown eyes and brown hair that he keeps lush with his hair cream that he makes in the factory. He is always seen wearing a red coat that covers his entire body, as well as a top hat and a cane. Willy Wonka, the chocolatier, and one of Dahl’s most famous characters. Wonka is exceedingly eccentric, with many odd qualities. Wonka confuses most of the people who meet him, but Charlie is fascinated. Wonka loves nonsense and mischief, but can’t abide ugliness. Charlie is the titular character and the protagonist of Charlie and the Chocolate Factory. Charlie is the last one to find a Golden Ticket. He is very kind and brave, but also extremely poor. He tells Charlie many stories about Wonka’s factory and his secret worker, as he shares the same love of Wonka chocolate that Charlie does. Joe is married to Grandma Josephine. He loves to tell stories.
and very optimistic. In fact, he is the one who gives Charlie the money to buy another chocolate bar. 

This article makes a case for using Roald Dahl's children's fantasy and morality tale Charlie and the Chocolate Factory to teach recruitment and selection. It draws attention to its relevance in illustrating and explaining three different recruitment and selection paradigms: psychometric, social process, and fit. Willy Wonka (nickname The Willy The Wonka), better known as Willy Wonka, is a fictional character who appears in Roald Dahl's 1964 children's novel Charlie and the Chocolate Factory and its 1972 sequel Charlie and the Great Glass Elevator. The eccentric owner of the Wonka Chocolate Factory, he has been portrayed by Gene Wilder and Johnny Depp in film. In Charlie and the Chocolate Factory, Wonka has hidden five Golden Tickets inside his chocolate bars. The finders are rewarded with a tour of his