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Good afternoon , for anyone who doesn’t know me I’m Joel Pickworth , and I’m here to talk to you about Dr Seuss’ The Lorax, a movie which came highly recommended to me by my 10 year old nephew.

The story of The Lorax takes place in Thneedville, a society plagued by environmental pollution. Although the story was originally written in 1978 Theodor Giesel (that’s Dr Seuss’ real name) was already placing huge value on environmentalism however upon seeing how little effect the “doom and gloom” approach to conveying points about preservation of the planets resources were having on people he wrote The Lorax to attempt to embed the story into future generations by using a colorful children’s book to portray these views.

The movie focus’s on a man known as The Once-Ler who is the personification of corporate businesses with particular focus on the logging sector. The Once-Ler tells his history to a young boy throughout the movie, beginning with his travel to the valley where Thneedville now sits and his brilliant idea of a garment that could do the jobs of hundreds of others.

By chopping down a truffala tree which grows a fabric softer than silk he makes this garment and attempts to sell it to local settlers.

Upon doing so he summons The Lorax who claims to be “the voice of the trees for they have no tongues.”

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The Lorax proceeds to warn the Once-Ler that by cutting down the truffala tress he will have huge negative effects on the land around him. And will be cursed to sit and wallow in remorse for the rest of his days.

Placing no value on The Loraxs’ threats the Once-Ler invites the rest of his family to come and work for him in order to “ bigger” his business. From here we see Dr Seuss portray how the greed of corporations can single handily destroy all the natural resources around it.

*Play Video.*

Following the destruction of the valley the Lorax sends the forest animals away to find a new home and leaves the Once-Ler to begin his remorse with just a single word set in stone next to his house. “Unless”

At the end of the show, with a wasteland now surrounding the Onceler, he talks about this word.

UNLESS someone like youcares a whole awful lot,nothing is going to get better.It’s not.

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The Onceler then offers the young boy a single seed – a symbol of redemption for all the damage he has done.

To me this demonstrates the necessity of preserving the environment around us and although corporations are now a necessary part of life they still have a social and moral responsibility to avoid exploiting resources and reduce the damage they have on our environment.