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Media analysis of the Lorax film within its characters' perspective.

Introduction

Movie the Lorax is children delightful animated film that appeals to people to love the environment by stopping all the possible environmental degradation since a clean environment enhances healthy living by humans. The film is basically about teaching children to be lovers of trees, a theme perfectly directed by Chris Renaud and Balda, who uses characters like Once-Ler, The Lorax, Ted Wiggins, and Grammy Norma, among others, to make the film achieve its purpose of environmental conservation. The Lorax achieved its intended purpose of teaching people the benefits of conserving the environment, including that such savings help the economy (Seuss's, 14). Additionally, it is worth noting that we all need trees in our background, and children should be educated on the benefits of trees and why they should endeavor to conserve the environment (Stallard 3). That is why (Renaud and Balda) use The Lorax as a creature who speaks for the trees since the trees have no mouths to talk out their grievances. This paper, therefore, analyzes how the characters, The Lorax and Once-ler, were used by the director in the movie to depict how those who have environmental concerns fight without tiring against rich companies that exploit and deplete environmental resources for their profit-making gains.

The directors of the movie intended to teach children how it is important to protect the environment and always stand up against anyone who proves to be motivated towards cutting down trees and depleting their natural resources in the name of making a profit. Lorax, in the movie, is used as an activist who fights for the rights of the trees, which lack mouths and voices to air their plights (Seuss's 9). Also, (Renaud and Balda) directed the movie to achieve this purpose by allowing The Lorax to sneak into the Once-ler factory to witness what is ongoing in the factory and later report to the news reporter on how the company is depleting racecourses and trees for profit gains of some influential, wealthy individuals in the society like Once-ler. Therefore, the Lorax in the film is used to enhance the director's idea that the environment should be protected at all cost by the people, and selfish people who misuse natural resources like trees be fought with equal strength to promote health coexistence with the environment.

Once-ler

Once-ler is a character used by the director to show how powerful people in society can exploit the environment through their factories to maximize profit gains. Such people like Once-ler exist in society. They do everything within and without their powers to ensure that they frustrate anyone who stands their way while advocating for environmental conservation. As narrated by (Seuss's 9) and directed by (Renaud and Balda), Once-ler got influenced by powerful people in the village, hence making him urge to make fortunes, which motivated him to regret cutting down trees while in his old age. Purposefully, Once-ler is used to show stubborn environmental degraders that there is a time they will regret their actions, a time that they are no longer potent in the society.

Conclusion

Movie the Lorax is an animated children's film directed by Chris Renaud to serve the purpose of educating children on the importance of environmental conservation. Concerning the media analysis of the movie, Renaud and Balda use various characters to ensure that their quest for environmental preservation is achieved. To show how hard it is in society to manage the environmental conversation, he antagonizes various characters like Once-ler and the Lorax. They come at loggerheads until the whole idea is achieved. It is essential to make Once-ler, once a powerful man and environmental degrader, regret his deeds while in old age.

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