

Neo-tiNai Poetics Perspective in Chris Renaud and Kyle Balda's movie *The Lorax*

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Abstract

Ecocriticism is the prominent tool that intrigues the furry of Eco-consciousness in the minds of readers. Apart from text it is also brought in to the Human mind through the Cinemas. Literature and Cinema are interconnected and bring a drastic change in thoughts and ideas. It is also conveyed to children through picture books and the movies that are converted from those picture books like *The Epic*, *Horton Hears a Who*, *The Lorax*, *Wall-E*, *Alice in The wonderland* and so on. "Neo-tiNai poetics" by Dr. Nirmal Selvamony is the Indian version of Ecocriticism. Selvamony says that there is an integrated relationship in this world that scare, the humans; nature and culture are intertwined to one another. In the movie *The Lorax*, the replacement of natural trees with plastic trees resulted in the condition to buy breathing air in containers. A young boy in the town who wants to change this condition and finds Once-ler to get the last truffula seed to be planted for the horrible impact of chopping down all truffula tree for the fancy garment. At the end the natural environment is back to its original beauty. The kith and kin relationship between human and nature is spoiled by the ill-treatment the human show towards other forms of life and this frames the scope of Neo tiNai poetic perspective towards the movie. This paper brings out the alignment between human and non-human world through Neo tiNai poetic perspective.

Ecocriticism is the prominent tool that intrigues the furry of Eco-consciousness in the minds of readers. Apart from text it is also carried away to the Human mind through Cinemas. Literature and Cinema are interconnected to each other that bring a drastic change in thoughts and ideas. It is also carried to children through picture books and the movies that are converted from those picture books like *The Epic*, *Horton Hears a Who*, *The Lorax*, *Wall-E*, *Alice in The wonderland* and soon. "Neo-tiNai poetics" by Dr. Nirmal Selvamony is the Indian version of Ecocriticism. Selvamony says that there is an integrated relationship in this world the scared, the humans; nature and culture are intertwined to one another. In the

movie *The Lorax*, the replacement of natural trees by plastic trees resulted in condition to buy breathing air in containers. A young boy in the town who wants to change this condition and finds Once-ler to get the last truffula seed to be planted for the horrible impact of chopping down all truffula tree for the fancy garment. At the end the natural environment is back to its original beauty. The kith and kin relationship between human and nature is spoiled by the ill-treatment of human towards other forms of life and this frames the scope of Neo tiNai poetic perspective towards the movie. This paper brings out the alignment between human and non-human world through Neo tiNai poetic perspective. He brought this concept from the Greek term oikos which means a house or a family. According to Selvomony, a Neo tiNai Poetic analyses involves three chief tasks, "The first task is to identify the tiNai; the second, to establish relationships between the tiNai; and the third, to compare the tiNai of the text under study with the tiNai of other comparable text "(12).

Neo tiNai poetics a primitive analytical tool is shaping a new society in the substratum of tiNai, a new social order of specific natural environment. Neo tiNai poetics is divided into three types as integrative tiNai, hierarchic tiNai and anarchic tiNai. In the integrative tiNai we can find the kith and kin relationship of human, nature and non-human life forms in the environment. In the hierarchic tiNai we can find the political relationship in the environment, a form of ladder formation is marked in this tiNai. In the anarchic tiNai has the materialistic society is dominated, this lead to economic concerned society rather than happy united society.

Dr. Seuss' picture book *The Lorax* is pictured into movie in 2012, under the same title. Illumination entertainment produced the film and it was released by Universal Pictures on March 2, 2012. It was Dr. Seuss' 108th birth anniversary. This movie is all about the dangers of deforestation, pollution and degradation towards the environment.

"UNLESS someone like you
Cares a whole awful lot,
Nothing is going to get better
It's not" (Dr. Seuss)

The movie starts with a 12 year old boy Ted, the protagonist of the movie. He has zeal of adventure in him. He is a happy boy with his work, mother and grandmother. He has a happy surrounding but has a little worry about plastic trees, artificial grass and breathing air in containers. He hears from his grandmother about the Truffula trees. He also sees the painting of those trees by his girlfriend in a huge wall.

Ted's zeal for adventure kindled his mind to go out of the town to find the hidden truth. Though going out of the town is considered a crime, he goes out to find Once-ler, who has the see of the Truffula tree to know about it. He finds Once-ler who recollects about the golden days of the past, where the grass were green, ponds filled with pure water and all non-human creatures were happy with the life in the forest surrounded by the beautiful Truffula trees and enriched natural environment.

Once-ler blames himself for words against Lorax, the guardian of the forest for chopping a Truffula tree to make thneeds, garment which everyone needs. Dr. Seuss in the voice of Lorax says, "I am Lorax, I speak for the trees. I speak for the trees, for the trees have no tongues"(100-101). He chopped down the entire truffula tree and destroyed the entire forest.

This was taken as an advantage by a cleaner to sell fresh air. He takes the chance and become the most respectable person in the Thneedville. He forms the rules and regulations of the town and everyone in the town looks at him like God. He prevents the boy from planting the seed but finally with lots of trouble Ted plants the seed in the middle of the town as Once-ler wishes. The green started becoming green in the town and in the forest.

The first Neo-tiNai is Integrative tiNai. In the movie *The Lorax*, the non-human life forms of the forest gave a happy welcome to Once-ler on his arrival. They were very much happy by his arrival and there was a happy family relationship between human and non-human life forms.

The next Neo tiNai is Hierarchic tiNai. In the movie, *The Lorax*, the air company takes the advantage to superior rule. They dominated all the humans in the Thneedville. They portrayed nature to be an inferior thing which made the people think that the seed the boy planted would bring them harm.

The third Neo tiNai is Anarchic tiNai. In the movie, *The Lorax*, Once-ler and the air company both were in money minded that brought economic prosperity but failed to bring the natural environment a cure from its destruction.

"If they destroy nature, they will be destroyed in the process" (Frederick 137). Here there is realisation on the part of Once-ler. This realisation is prompted by Ted, the young boy. A similar realisation is expd from all the human human beings.

In reality, today people are moving towards the welfare of their own self. This results in the fall of healthy relationship with the natural environment and the other non-human life forms. In this anarchic society economy values people than their goodness. It is time to destroy the Anarchic society and bring back the Integrative society to concern nature and non-human life forms to maintain an ecological balance in the society.

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