Alexandra Whytock

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**1. The Truffula Trees were scarce, valuable natural resources. What made the valuable and scarce?**

The Truffula Trees were scarce because the Once-ler started chopping them down and turning them into Thneeds (a multi-use product), until they were all gone.

**2. Why did the Once-ler chop down the first Truffula Tree?**

The Once-ler chopped down the first tree out of greed and because he wanted to create his first Thneed.

**3. What benefit did the Thneed have for consumers?**

The Thneed was a scarf, a work-out band, a hat… really it had many uses.

**4 . The Lorax did not think anyone would want to purchase a Thneed. Was he correct?**

The Lorax said at first that no one would buy a Thneed. He was correct until it ended up being an in-style, popular product, and then everyone wanted it.

**5. What new capital resource did the Once-ler invent? How did this help his business?**

The Once-ler invented the factory after the Thneed and this helped his business produce his product faster and helped him distribute the product quicker. The factory began polluting the air and putting waste in the clean rivers.

**6. Who was harmed as more and more Truffula Trees were chopped down and they became more scarce?**

The bears and fish were harmed, as well as the Lorax, as more and more trees were cut down. The pollution was too much to bear and the rivers were too dirty.

**7. Was it wise of the Once-ler to chop down all the trees?**

It wasn’t wise of the Once-ler to chop down all of the trees because he then lost his business, his family and destroyed the land that was once so beautiful.

**8. In the story, all the trees were chopped down. In the modern U.S. economy, why would this not happen?**

I don’t think all the trees in the modern U.S economy could be cut down because of reservists, animal-lovers, and how the world views the importance of wildlife now. The people supporting the forests, and the laws now in place protecting reservations would prevent ALL the trees from being cut down.

**9. What situation or condition would promote the cutting down of all trees or the overuse of natural resources?**

I can’t think of anything promoting the cutting down of all trees unless a virus or disease was spreading to humans because of the tree population. Only if it was absolutely vital to humans and wildlife, would we cut down all forests.

**10. When a good, service, or natural resource becomes more and more scarce, what happens to the price?**

When a good/service or natural resource is scarce the product cost sky rockets because it is harder to obtain and buy. For example, gas in vehicles or gun ammo a couple years ago. High demand of a product causes people to use up the sources creating it and thus the harder to buy- the more industries charge the consumer.

**11. Compare the Once-ler's attitude toward the environment at the beginning of the story with his attitude at the end.**

By the end of the story, the Once-ler understands the power of the tree and the damage done by greed and consumption. I think the change came from him tearing apart a world and breaking his own promise to the Lorax.

**III. Reflection Questions:**

**1. Both the Onceler and the Lorax were passionate about their goals. Discuss several reasons to explain why the Onceler succeeded while the Lorax failed.**

While both the Once-ler and the Lorax had goals, I think the Once-ler succeed because his was driven by greed of money and people do terrible things when it comes to money. Earning the money outweighed his morals and made him break his promise. I also think the Once-ler was wanting to be popular and success made him blind to what he was doing to the environment.

I think the Lorax failed because his hands were tied. He could only ask the Once-ler not to cut down the trees- he couldn’t prevent him from doing it. I also think the Lorax failed because he did become friends with the Once-ler at one point and seemed to lose what his goal was.

**2. An argument was once made for protecting desert tortoises is that, “desert tortoises are important because people enjoy seeing them.” Explain why this is or is not a valid argument for the preservation of a species (such as the Swamee-Swans in the video).**

I love to see my husband and my family. I think seeing people, things, pets and trees brings peace and pleasure. So because of this, I think “people enjoying seeing them” is a valid argument for people to defend saving the desert tortoise or any other animal for that matter. It is important for people to want to visually see the life in the living and in the environment around us.

I think many could argue that we don’t see penguins in Utah so “seeing” them may not be vital but people still want them alive and around. Just because desert tortoises don’t provide us milk or eggs doesn’t mean that we don’t enjoy having them in our life triangle.

**3. Can aesthetic appreciation and value be taught? Why or why not? Is it possible to persuade someone that a mountain vista or seashore is beautiful if they did not already appreciate it? Why or why not?**

I personally don’t think that aesthetic can be taught late in life. It is all about how you were raised. Your values and morals that are installed in you as a child determine your appreciation for things like family, church, animals, education, etc. When I am in a class room for an art class and the teacher stresses the works of Picasso and Monet; I get it and I see it. But it is part of history and it doesn’t bring much value to me because my parents don’t really appreciate the beauty of paintings.

My parents taught me to love animals since I was two. I have had dogs, cats, rabbits, horses, ducks, turtles, and fish. I grasp how important and meaningful they are to the world and how amazing it is to see a deer or elk in the wild. I love seeing a fish in the water jump and raccoons up at Bear Lake. But had I not been raised around so many animals I might not care for them so deeply. While I think it is easy to persuade someone to see the beauty in mountains or beaches of Hawaii- animal rights and reserves might be a lot less meaningful.

**4. The Lorax says that the Once-ler is greedy.  Greed is defined as a selfish desire for food, money, or possessions over and above what one needs.  What are some of the ways that the Once-ler proved his greed?  He says, "I biggered my money which every *needs*."  Is it true that everyone needs money?  How much money do people need?  Is it right to make a ton of money while destroying the environment?**

I think the Once-ler was greedy because he promised not to cut down another tree after the first one, when the Lorax talked to him. Then after his family came and told him it would be faster and more Thneeds would be sold if they could cut down the trees, he ignored the Lorax’s plead. Continuing his greedy he started to sell more and more and started a factory.

Without seeing his damage to the lands around him he was concerned about making his family happy and more concerned with his success. His greed continued when he cut down the last tree. Not to mention his clothing changed and his attitude.

I think everyone needs some money. Money for food and shelter, but we do starve in our own greed when we see cars and new toys like four-wheelers and boats, new clothes and jewelry. The finer things in life change people’s original perspective. I think everyone needs enough money for a little fun, enough food and shelter and some for emergencies.

I don’t think its right to make a ton of money by destroying the environment because it was here before us. It isn’t “ours” and we have to live with any damage we cause. I think seeing people ruin rainforests, lakes and mountain sides is horrible.

**5. What did the once-ler mean by "UN-LESS"? What responsibility does he seem to think "someone like you" needs to take? What kinds of things can we do today to ensure that natural resources will be available for purposes in the future?**

The Once-ler meant that that “Un-less” someone cares or unless someone steps up and saves the trees- the trees will be gone forever. Unless someone stands up and does what should have been done, this will continue. In terms of responsibility, the Once-ler simply wants us to do our part and wants us to recognize that our greedy actions have consequences.

While I might drive twenty miles to work every day- I am big on recycling. Paper, boxes, egg cartons, cereal boxes… you name it; I try to recycle as much as I can. Recycling saves trees, by saving trees I am preventing deforestation and that prevents the extinction of species in our web of life. It might sound crazy but I think by all of us taking small preventative actions we protect our natural resources from great human harm.

**6. The Once-ler explains his actions by saying, "If I didn't do it, someone else would." Is this a good excuse for doing what he did?**

I don’t think “If I didn’t do it, someone else would” is a good excuse for what the Once-ler did but I do think any of us would of said the same thing. If there is money out there for people to swim in, someone out there is going to do what they can do have millions and to have the fame that comes to them.

The Once-ler simply meant at some point or another someone was going to cut down a tree or two and he wouldn’t realize what those trees meant. Then someone else might and some the forest may have been gone anyways. I don’t think he was trying to shift his responsibility but simply trying to state what he was thinking.