

Underlying warning in childhood classic WALL-E

INFORMATIVE ARTICLE

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At first glance, WALL-E is about a solitary robot who is left with the responsibility of cleaning a waste-covered earth. Without anywhere to dispose of it, Planet Earth has accumulated skyscrapers of garbage and it is therefore no longer sustainable for humans to live there.

A central authority within WALL-E (called Shelby Forthright) persuades the humans to leave earth and board a spaceship called the Axiom. This powerful figure is CEO of corporate conglomerate 'Buy n' Large' as well as holding the title of President.

A futuristic robot called EVE is sent from the Axiom spaceship to Earth to scan for life and encounters WALL-E. Together they embark on an adventure to return the spaceship inhabitants to aid sustainability and rebuild the ecosystem.

The younger viewership the movie is targeted at engage with its plot, funny characters and satirical perspective of lazy individuals, which is causing them to overlook the environmentally conscious morals of the film.

The perspective I offer is instead one gained by either the parents, who may find themselves stuck watching this, or an audience that have revisited the film recently.

Consumerism is a major issue foreshadowed within the dystopian context of WALL-E, where humans ultimately live to consume. The ideology of the corporate conglomerate 'Buy n' Large' in WALL-E aims to make life more comfortable for its inhabitants.

Despite this intention, psychological manipulation conceals the ship's members from the mass of waste dumped on earth and within the atmosphere. Occupants in the spaceship who have this 'easy life' become morbidly obese, reliant on robots and begin to neglect face to face communication.

Their over-consumption of food and materialistic belongings leads to unhealthy sedentary lifestyles; their screen addiction causes them to become blind to how they have been victimised.

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of collecting user information through ‘cookies’ and analysing consumer psychology to a scary extent.

Social media platforms are now adapted specifically to increase screen time, capture attention, and sell product. WALL-E, released in 2008, therefore acknowledged the technical advances present today before many electronic and social media platforms had taken off.

Overall, this message can be directly applied to today’s society and can act as a warning to the capabilities of naivety in regard to consumerism.

Corporate companies today are advancing in how they capture consumer information and adapt their marketing to make customers buy. The initial function of social media was to allow its users to connect and build relationships. However, in more recent times, conglomerates such as Instagram and Facebook, have made use

Looking back to the early message behind this children’s movie is crucial. It becomes apparent that this is what WALL-E warns us about, as our generation is becoming more and more addicted to screens because of social media propaganda.

WALL-E conveys the extremity of falling into traps of consumerism, including the destruction of earth, as well as the result of a wasteland. Whilst it may appear dark and extreme, very real cases of our planet becoming a wasteland began to emerge with the appearance of this film; from then on landfill sites like in China and



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Indonesia are growing and becoming a common sight around the world.

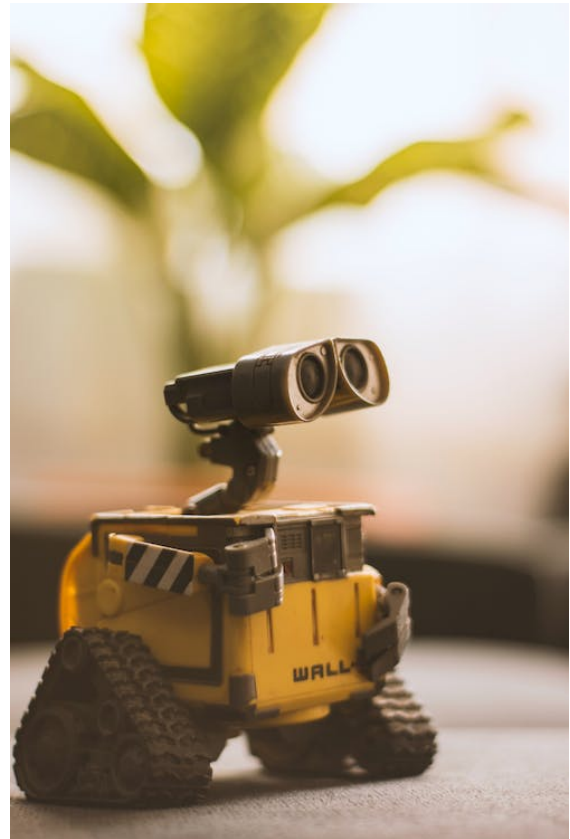
Families buying in excess, and improper understandings of recycling cause the dystopian context of WALL-E to become a very real threat within the near future.

Correlations of Shelby Forthright being President and CEO of a major company makes individuals feel that he is trustworthy therefore they conform to all his ideologies and values. Values that coincide with many corporate CEOs present today.

As consumers, we feed corporate companies who misuse our trust in pursuit of profit. While I cannot fully blame capitalism as the cause of the deterioration of our planet it is a contributing factor.

Ecological awareness is definitely on the uprise and with this, we are beginning to see companies using it to their advantage. Clothing brands claiming to be creating garments with 100% recycled material as a marketing strategy, allowing them to bump up the price due to its environmental impact, when the reality is that no more than the paper tag was recycled.

The underlying message in this childhood classic is to not live to consume as it will eventually destroy the planet. Instead of having a digital addiction, individuals today need to pay more attention to what's important and not become engulfed in the unhealthy lifestyle that WALL-E exhibits.



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