

Coal Industry Rhetoric and Neoliberalism: Palgrave Studies in Media and Communication



Under Pressure: Coal Industry Rhetoric and Neoliberalism (Palgrave Studies in Media and Environmental Communication) by Tracy Taylor

★★★★☆ 4 out of 5

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Word Wise	: Enabled
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This book examines the ways in which the coal industry has used rhetoric to promote its interests and maintain its power in the face of growing public concern about the environmental and health impacts of coal mining and burning. It argues that the industry's rhetoric is a key part of the neoliberal project, which seeks to promote the interests of corporations and the wealthy at the expense of the environment and the public good.

The book draws on a range of theoretical perspectives, including critical discourse analysis, environmental communication, and political economy, to analyze the coal industry's rhetoric. It examines the ways in which the industry has used language to frame the debate about coal, to promote its own interests, and to discredit its opponents. It also explores the role of the

media in amplifying the industry's rhetoric and shaping public opinion about coal.

The book concludes by arguing that the coal industry's rhetoric is a major obstacle to the transition to a clean energy future. It calls for a more critical understanding of the industry's rhetoric and for the development of new strategies to counter its influence.

Chapter 1: The Problem of Coal

Coal is a major source of energy around the world, but it also has a significant environmental and health impact. Coal mining and burning releases harmful pollutants into the air and water, and it contributes to climate change. Coal is also a major source of occupational hazards for miners.

The environmental and health impacts of coal have led to growing public concern about the industry. In response, the coal industry has launched a public relations campaign to promote its interests and maintain its power. This campaign has involved the use of a variety of rhetorical strategies, including:

- **Framing:** The coal industry has framed the debate about coal as a choice between economic growth and environmental protection. It has argued that coal is essential for economic development and that the environmental impacts of coal can be managed.
- **Promotion:** The coal industry has promoted its own interests by touting the economic benefits of coal and by highlighting the role of coal in providing affordable energy. It has also invested in research

and development to improve the environmental performance of coal technologies.

- **Discrediting opponents:** The coal industry has discredited its opponents by labeling them as extremists and by questioning their motives. It has also used legal and regulatory手段 to silence its critics.

Chapter 2: The Neoliberal Project

The coal industry's rhetoric is a key part of the neoliberal project, which seeks to promote the interests of corporations and the wealthy at the expense of the environment and the public good. Neoliberalism is a political and economic ideology that emphasizes free markets, deregulation, and privatization. It has been the dominant economic paradigm since the 1980s, and it has had a significant impact on the coal industry.

Neoliberalism has created a favorable environment for the coal industry by reducing regulations, privatizing public assets, and promoting free trade. This has allowed the coal industry to expand its operations and increase its profits. Neoliberalism has also weakened labor unions and environmental groups, making it more difficult for them to challenge the coal industry.

Chapter 3: The Role of the Media

The media plays a critical role in amplifying the coal industry's rhetoric and shaping public opinion about coal. The media often presents the industry's perspective as the only legitimate one, and it downplays the environmental and health impacts of coal. This is due in part to the fact that many media outlets are owned by corporations that have financial ties to the coal industry.

The media also plays a role in promoting the neoliberal project. The media often portrays neoliberalism as the only viable economic system, and it celebrates the wealth and power of corporations. This helps to create a favorable climate for the coal industry and other corporate interests.

Chapter 4: Countering the Coal Industry's Rhetoric

The coal industry's rhetoric is a major obstacle to the transition to a clean energy future. It is important to develop new strategies to counter the industry's influence. This includes:

- **Raising awareness of the environmental and health impacts of coal:** The public needs to be aware of the harmful effects of coal mining and burning. This can be done through public education campaigns, media advocacy, and grassroots organizing.
- **Challenging the industry's framing of the debate:** The coal industry has framed the debate about coal as a choice between economic growth and environmental protection. We need to challenge this framing and argue that it is possible to have a clean energy future without sacrificing economic growth.
- **Supporting the transition to renewable energy:** The transition to a clean energy future will require investment in renewable energy sources such as solar and wind power. We need to support policies that promote renewable energy and make it more affordable.

The coal industry's rhetoric is a powerful force in the debate about energy and the environment. It is a key part of the neoliberal project, which seeks to promote the interests of corporations and the wealthy at the expense of

the environment and the public good. The media plays a critical role in amplifying the industry's rhetoric and shaping public opinion about coal.

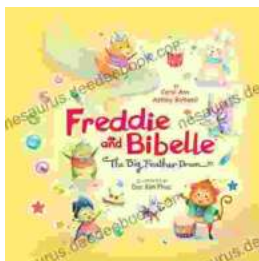
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