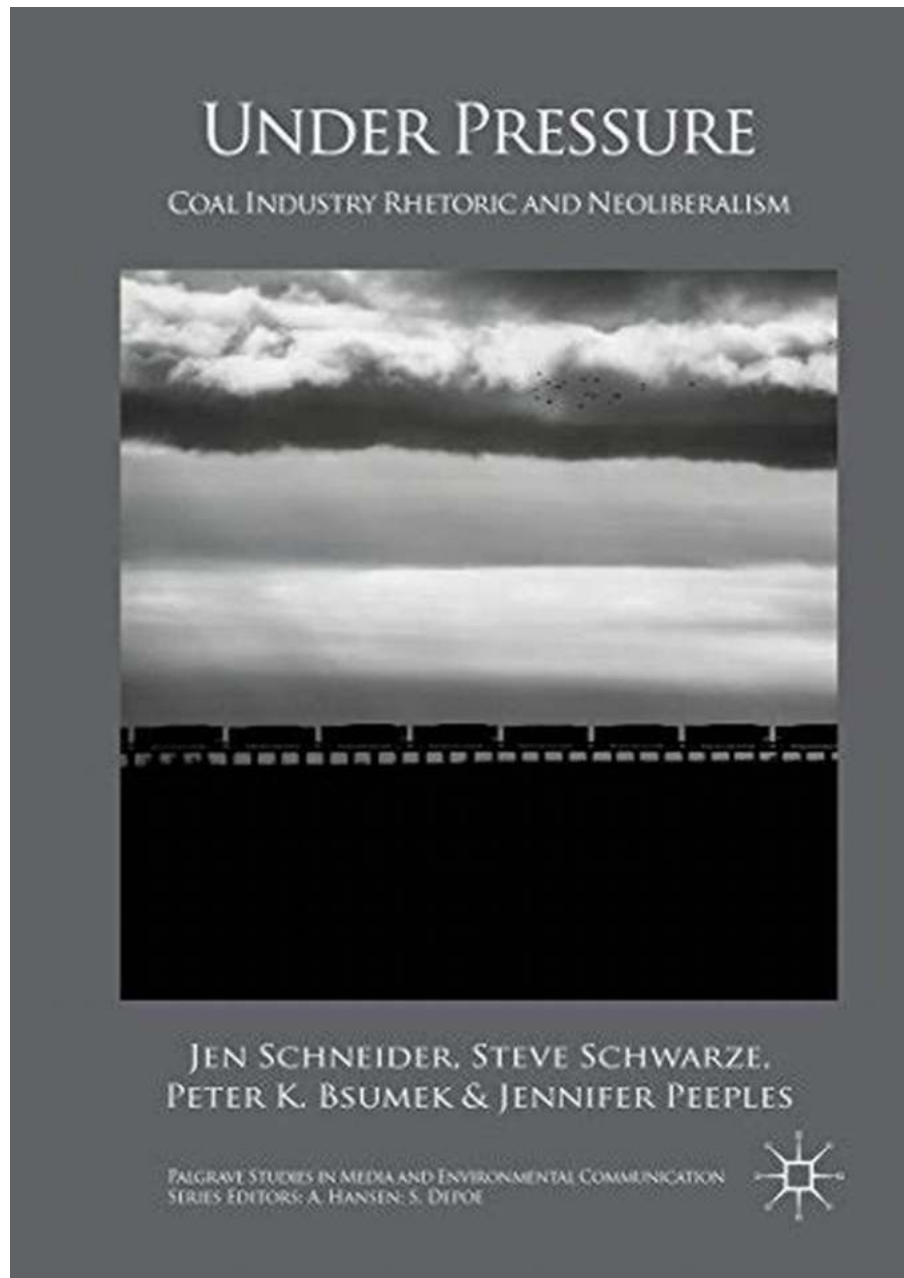


# Coal Industry Rhetoric And Neoliberalism - Unveiling the Truth Behind the Palgrave Studies in Media and Politics

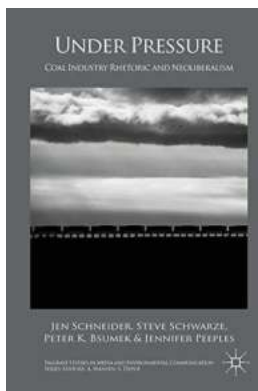


When it comes to the coal industry, its rhetoric has long been intertwined with political ideologies, economic interests, and public debates. Over the years,

scholars and researchers have delved into understanding the complex relationship between the coal industry and neoliberalism. One notable contribution to this field of study is the book titled "Coal Industry Rhetoric And Neoliberalism" published by Palgrave Studies in Media and Politics.

## Understanding Neoliberalism: A Brief Overview

Before diving into the coal industry's connection with neoliberalism, it is essential to understand the concept of neoliberalism itself. Neoliberalism is an economic and political ideology that emphasizes the importance of market-driven policies, individual freedoms, deregulation, and limited government intervention. It gained prominence in the 1980s with some of the key figures including Margaret Thatcher and Ronald Reagan.



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

by Tracy Taylor (1st ed. 2016 Edition, Kindle Edition)

★★★★☆ 4 out of 5

Language : English  
File size : 1349 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 292 pages



In the context of the coal industry, neoliberalism has played a significant role in shaping policy decisions, market dynamics, and public opinion. The proponents of neoliberalism argue that deregulating the coal industry and allowing market

forces to determine its growth would lead to more efficient outcomes and economic prosperity. Critics, on the other hand, argue that neoliberal policies have often resulted in negative consequences such as environmental degradation, labor exploitation, and social inequalities.

## **Coal Industry Rhetoric: A Powerful Tool**

The coal industry has mastered the art of rhetoric to shape public discourse and policy decisions. Rhetoric refers to the strategic use of language and communication techniques to persuade, influence, or manipulate an audience. In the case of the coal industry, rhetoric has been instrumental in framing narratives and influencing public opinion regarding the industry's importance, economic benefits, and environmental impact.

Through careful crafting of messages, the coal industry has successfully projected itself as a vital contributor to economic growth, job creation, and energy security. Its rhetoric often focuses on emphasizing the abundance of coal reserves, the affordability of coal-based energy, and the potential national security risks associated with dependence on foreign energy sources.

## **The Connection between Coal Industry Rhetoric and Neoliberalism**

The connection between coal industry rhetoric and neoliberalism becomes evident when we analyze the underlying ideologies, narratives, and interests associated with both. Neoliberalism's emphasis on market-driven policies aligns with the coal industry's interests in deregulation, privatization, and limited government intervention.

Coal industry rhetoric often capitalizes on neoliberal principles, portraying regulations and environmental concerns as unnecessary and burdensome obstacles to economic growth. It argues for the need to let the market dictate the

future of the coal industry, advocating for reduced government oversight and intervention. This alignment between neoliberalism and coal industry rhetoric has allowed the industry to gain significant influence over policy decisions and public opinion.

## **Palgrave Studies in Media and Politics: An In-Depth Analysis**

Palgrave Studies in Media and Politics is a renowned book series that explores the intricate relationship between media, politics, and society. "Coal Industry Rhetoric And Neoliberalism" is one of the seminal works published under this series, offering critical insights into the coal industry's rhetoric and its connection with neoliberalism.

The book delves into how the coal industry uses various media platforms, including traditional media, social media, and lobbying efforts, to shape public opinion and policy decisions. Through extensive research and analysis, the authors uncover the strategies employed by the coal industry to promote its interests, counter environmental concerns, and maintain its influence.

By critically examining the coal industry's rhetoric in light of neoliberal principles, "Coal Industry Rhetoric And Neoliberalism" contributes to our understanding of the multifaceted dynamics between industry, politics, and media. It highlights the need for a more nuanced and informed public discourse regarding the coal industry's impact on society, environment, and economic development.

## **A Call for Public Awareness and Informed Decision-Making**

As consumers of media and citizens of democratic societies, it is crucial to be aware of the manipulative tactics employed by industries like coal. Understanding the connection between coal industry rhetoric and neoliberalism allows us to

critically analyze the narratives presented to us and make informed decisions regarding energy policies, environmental sustainability, and social justice.

Palgrave Studies in Media and Politics' "Coal Industry Rhetoric And Neoliberalism" stands as a significant contribution to this field of study, shedding light on the power dynamics, ideological motivations, and media strategies employed by the coal industry. By arming ourselves with knowledge and critical thinking, we can challenge and question the narratives presented to us, leading to more informed public debates and policy decisions.

In , the coal industry's rhetoric and its connection with neoliberalism have significant implications for our society, environment, and political landscape. Through the lens of Palgrave Studies in Media and Politics' "Coal Industry Rhetoric And Neoliberalism," we uncover the intricate dynamics between industry, politics, and media. By critically analyzing and questioning the narratives presented to us, we can contribute to a more informed and sustainable future.



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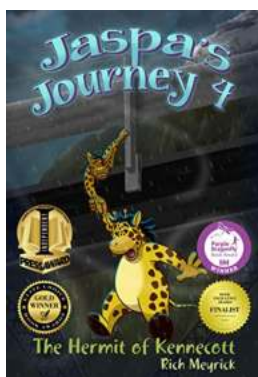
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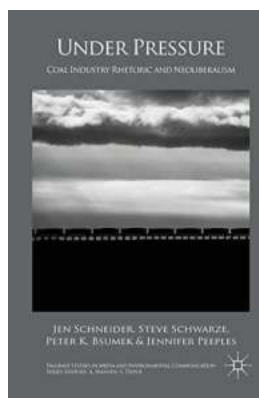


This book examines five rhetorical strategies used by the US coal industry to advance its interests in the face of growing economic and environmental pressures: industrial apocalyptic, corporate ventriloquism, technological shell game, hypocrite's trap, and energy utopia. The authors argue that these strategies appeal to and reinforce neoliberalism, a discourse and set of practices that privilege market rationality and individual freedom and responsibility above all else. As the coal industry has become the leading target and leverage point for those seeking more aggressive action to mitigate climate change, their corporate advocacy may foreshadow rhetorical strategies available to other fossil fuel industries as they manage similar economic and cultural shifts. The authors' analysis of coal's corporate advocacy also identifies contradictions and points of vulnerability in the organized resistance to climate action as well as the larger ideological formation of neoliberalism.



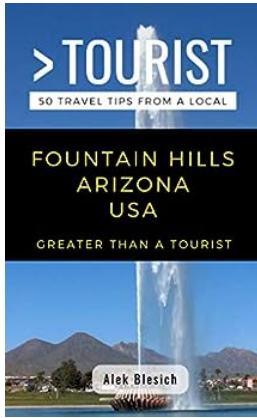
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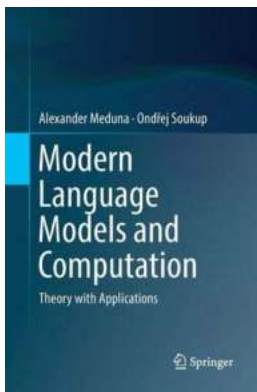
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