Peeples and her colleagues examine the rhetoric used by coal industry leaders, particularly in the current political environment of former Pres. Obama’s so-called “war on coal” and Pres. Donald Trump’s counter-promise to revive the industry.

Following the 2016 election, Trump’s offered extravagant promises, such as, “I will cancel job-killing restrictions on the production of American energy – including shale energy and clean coal – creating many millions of high-paying jobs.”

The authors discuss why such rhetoric as “an industry under siege” continues despite changing environmental and economic forces that have pushed natural gas to the forefront.

Read the story at https://theconversation.com/inside-the-coal-industrys-rhetorical-playbook-66260