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'Politics: the art of PR'

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Abstract
THE art of politics has become the art of public relations. The Liberal public relations machine has trained its politicians to bark about Labor waging class war and pursuing the politics of envy.

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That politics in Australia has become reduced to cheap ads and cheap ideas does not bode well for the future years of governance. It was Turnbull who was a merchant banker. He was never going to match the popularity of Turnbull in the polls, partly because he is rough around the edges and lacks genuine skill as an orator.

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**ANALYSIS:** Dr Anthony Ashbolt, a senior lecturer in Politics at the University of Wollongong, says "the Liberal public relations machine has trained its politicians to bark about Labor waging class war and pursuing the politics of envy".

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**SHORTEN:** Dr Ashbolt says the Opposition Leader has "turned the fortunes of the Labor Party around to the point where it is at least competitive".

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