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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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‘Politics: the art of PR’

BY ANTHONY ASHBOLT

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.

It has even, in a stroke of fanciful fear mongering, conjured up a tradesman with designer tastes who expresses fear about his dreams of an investment property being dashed by a Party declaring war on his good self. The “tradie” concludes somewhat glumly that we should just “see it through” and “stick with this mob for a while”.

The CFMEU’s ad agency responded quickly by resurrecting the style of a film clip from Bob Dylan in 1965 with a Party declaring war on the mob for a future years of governance.

Many voters fear there has been a difference between the image proffered by Turnbull and the Turnbull who was a merchant banker.

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”.

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”.

That politics in Australia has become reduced to cheap ads and cheap ideas does not bode well for the future years of governance.

TURNBULL: Dr Ashbolt says there has “always been a difference between the image proffered by Turnbull … and the Turnbull who was a merchant banker”.

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