1. Record Nr. UNINA9910132292303321 Autore Johnson Carol **Titolo** Abbot's gambit: the 2013 Australian federal election / / edited by Carol Johnson and John Wanna (with Hsu-Ann Lee); contributors, Andrew Bartlett [and thirty-three others] Pubbl/distr/stampa ANU Press, 2015 Canberra, Australia: ,: Australian National University, , 2015 ©2015 **ISBN** 1-925022-09-9 1 online resource (xvii, 436 pages) : illustrations; digital, PDF file(s) Descrizione fisica Disciplina 324.994 Soggetti Elections - Australia - History - 21st century Political campaigns - Australia - History - 21st century Australia Politics and government 21st century Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Description based upon print version of record. Nota di bibliografia Includes bibliographical references. Contents; Preface and Acknowledgements; Contributors; Introduction: Nota di contenuto Analysing the 2013 Australian federal election: 1. An Overview of the 2013 Federal Election Campaign: Ruinous politics, cynical adversarialism and contending agendas; 2. The Battle for Hearts and Minds: 3. The Leadership Contest: An end to the 'messiah complex'?: 4. The Empire Strikes Back: Mainstream media still matters; 5. New Media in the Electoral Context: The new normal; 6. Campaign Advertising and Communication Strategies in the Election of 2013 7. Making Policy and Winning Votes: Election promises and political strategies in the 2013 campaign8. How the Pollsters Called the Horse Race: Changing polling technologies, cost pressures, and the concentration on the two-party-preferred; 9. All That Glitters: Betting markets and the 2013 Australian federal election; 10. Nearly All About Kevin: The election as drawn by Australian cartoonists; 11. The Liberal Campaign in the 2013 Federal Election; 12. The Labor Party Campaign and Aftermath; 13. The 2013 Federal Election: The Greens campaign

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Sommario/riassunto

This book provides a truly comprehensive analysis of the 2013 federal election in Australia, which brought the conservative Abbott government to power, consigned the fractious Labor Party to the Opposition benches and ended the 'hung parliament' experiment of 2010–13 in which the Greens and three independents lent their support to form a minority Labor government.