

Name: Ajayi Oluwapelumi Ibukunoluwa

Matric no: 19/sms09/008

Department: International relations and  
diplomacy

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#### **CHAPTER FIFTEEN: AN OVERVIEW OF THE IDEA OF PRESSURE GROUP**

To apply pressure is to persuade someone or force a person into doing something. A pressure group is an organised body with a common interest whose primary aim is to mount pressure on any governmental institution with the goal of influencing government policies and laws to its own advantage. The pressure group is referred to as "the functional representation". What pressure groups seek to achieve is to ensure that the government does their biddings.

Pressure groups and political parties activities are sometimes similar but they are different from each other. Political party seek to gain government powers while pressure groups do not seek to gain power. However, they are sometimes similar, pressure groups and political parties relate together to achieve certain social changes. While pressure groups have their important place in the scheme of things in a nation, there is some downside. Sometimes, due to their own selfish interest, the pressure is mounted to alter the direction of government decisions, while not considering the government's limited resources.

There are several types of pressure groups. Some of which are;

- 1) Interest groups; this is also seen as sectional groups, representing the people in the society e.g CBI.
- 2) Cause groups- these groups are promotion groups, which seek to promote particular causes.
- 3) Insider groups and outside groups; insider groups are regularly consulted by the government, they have regular access to ministers or legislators.

Outside groups have no access or links to the government and its machines.

- 4) Anomic groups-; they have unpredictable actions and behaviour as they work based on the moment and situation in society.
- 5) Associational group and non-associational groups;-associational groups are usually registered with appropriate authorities in a state or country. While non-associational groups are groups without a formal organization.

Some of the function of pressure groups links government to the people, promotes participation in government, serving as sources of information to the government, curtailing of doctrinal tendencies, promotion of the interest of the minority and influencing legislation.

A pressure group promotes its interest regarding an issue; it seeks to influence government decisions and policies. Pressure groups may adopt a variety of strategies to achieve their goals, including lobbying elected officials, media advocacy, and direct political action (e.g., organised protests). Clearly, some pressure groups exert more influence than others. The degree to which such groups are able to achieve their goals may depend on their ability to be recognized as legitimate by the population, media, and by those in power. For example, civil rights groups, trade unions, and professional associations are more widely recognized and accepted than newly formed pressure groups or single-issue pressure group.

Pressure groups lobby in so many ways. Pressure groups lobby with governmental officials directly. For example, they lobby legislators, ministers and other government machinery. They might sometimes lobby these government officials through friends, spouses, children and other relatives. Also, pressure groups may sponsor bills in legislative houses and contact legislators to ensure the passage of the bills.

