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To mount pressure is to persuade someone or coerce someone into doing something. A pressure group is a formal or organised body with a common interest whose fundamental aim is to put pressure on any government institution with goal of influencing government policies and laws to its own advantage. Pressure groups promotes its interests and seeks to influence government decisions and policies. Pressure group is referred to as ‘The Functional Representative’ because it represents different sectors of society based on their functions. Pressure groups influence both public policy, administration and even go a long way to determine political structures of the society and forms of government. Pressure groups and political parties although appear similar are different.

* While political parties seek to gain power, pressure groups aim to influence government decisions.
* Political parties have a wide range of policies while pressure groups narrow their goals.
* Political parties are held accountable for their actions while pressure groups aren’t.
* Political parties are more formally organized than pressure groups.

Even with these differences, they have things in common:

* Pressure groups collaborate with political parties to achieve certain social changes.
* Pressure groups checkmate political parties.

Although pressure groups are beneficial, problems may arise when democratic process becomes dominated by a select few and so while pressure groups have their importance in society, there are also downsides. There are various types of pressure groups such as;

* Interest groups which represent people in society.
* Cause groups which seek to promote particular agendas/causes.
* Insider groups and outsider groups which are regularly consulted by the government or radical and are usually denied by them respectively.
* Anomic groups which have unpredictable actions and behavior as they work based on moment and situation in the society. They sometimes act violently, e.g rioting, protests, etc.
* Associational groups which are usually registered with the appropriate authorities in society and have their own registered offices; and non-associational groups which are groups without a formal organisation. Their arrangement and gathering is by virtue of family, kinship, social traditions, etc.

Pressure groups perform carious functions in society, some of which are:

* That it serves as a link between government and the people. They should stay up to date on relevant information and sensitize the people on those matters as well as infirm the government of the peoples’ opinion.
* It promotes the public’s participation in governmental activities which helps to carry the citizens along.
* It serves as source of information to the government as their interaction provides the government with insights on public opinion.
* Criticism of government policies help to prevent dictatorial tendencies. The involvement of pressure groups helps to ensure that on one perpetuates themselves in power.
* Pressure groups advocate for the rights of the less privileged by ensuring that pressure groups act as watchdogs on the government.
* Pressure groups are instrumental in mounting pressure on the government so that it can implement policies that are beneficial to all citizens.

Pressure groups will implement a lot of activities in achieving their goal including lobbying elected officials, media advocacy and dread political action. Some pressure groups exert more influence than others. The degree to which a pressure group will achieve their goals depend on your ability to be recognised as legitimate by the population, media and those in power.

They lobby in various ways such as;

Through government official, family members or by sponsoring bills in legislative house to ensure the passage of bills.