NAME: ZOAKA SARAPHINA DAUDA.

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Pressure group promotes the interests of its members. Pressure groups seeks to influence government policies and government decisions. Pressure group is a group that consists of like-minded people who work together to influence or to persuade a government or people in authority to change something or to do something. Pressure groups use the right channels to make the government listen to them. These groups can be business-like, educational (Academic Staff Union of University), ethnic-oriented (Arewa People’s Congress), gender-sensitive, economic or social, among others. The activities of pressure group and political parties are sometimes similar, but there are different. Political powers seek to gain government powers while pressure groups influence government decisions. Political parties account for their actions while pressure groups don’t. Political parties are formally organized than pressure groups. However, pressure groups and political relate together to achieve certain social changes. Existence of pressure groups, checkmates and makes democracy better.

There are different types of pressure groups, they include:

1. Interest groups; this Is also seen as sectional groups, representing the people of the society. Examples are Confederation of British Industry known as the voice of business in the country, and in Nigeria, Convention on Business Integration.

2. Cause groups: these are promotions groups which seek to promote particular causes. For example, charity and environmental groups. The Amnesty international is an example as it prevents the abuses of human rights.

3. Insider and outsider groups; Insider groups are regularly consulted by the government while outsider groups have no access or links to the government and its machineries.an example of an insider group is the Nigerian bar association and an example of an outsider group is the Animal Liberation Front. However, the Insider and the outsider group changes from time to time based on the party or government in power.

4. Anomic groups; groups here have unpredictable actions and behavior as they work based on the moment and situation in the society. Protest, rioting, strikes, and sometimes revolution is some of the means through which they mount pressure.

5. Associational groups and non-associational groups; Associational groups are usually registered with the appropriate authorities in a state or country while non associational groups are groups without formal organization.

There are various functions of pressure groups and they include; linking the government with the people, promoting participation in government, serves as a source of information for the government, curtails dictatorial tendencies, promoting the interest of the minority and they influence the legislation.

Pressure groups strategies to achieve their aim include; lobbying elected officials, media advocacy, and direct political actions. However, pressure groups lobby government officials directly, through; friends, spouses, children, etc.