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CHAPTER FIFTEEN; AN OVERVIEW OF THE IDEA OF PRESSURE GROUP

Many people ask what pressure group are, but its simple. The name alone should give an idea of what it means. A pressure group is an organised body of people with a common interest whose primary aim to mount pressure on the government institutions with the goal of influencing governmental deisions to suit their interest.

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 are sometimes similar. The one difference between them is that political parties seek to gain power but pressure groups don’t. sometimes these pressure groups can be selfish enough to go for their own interest not what is good for the country at large. Not caring whether the government have such resources available.

We have several types of pressure groups which includes;

1. Interest groups
2. Cause groups
3. Insider groups and outside groups
4. Anomic groups
5. Associational group and non-associational group

A pressure group promotes its interest regarding an issue; it seeks to influence government decisions and policies. Pressure groups look for different ways to achieve what they want including lobbying elected officials, media advocacy and direct political action.

Some pressure groups have more influence than others, the degree to which such groups are able to achieve their goals may depend on their ability to be recognised as legitimate by population, media, and by those in power.

Pressure groups lobby in so many ways. Pressure groups with government officials directly. For example, they lobby legislators, ministers and other government machinery. Pressure groups make sure bills are passed.