

Lawal Aliyu Abdulaziz

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Media and communication

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## THE REVIEW OF CHAPTER 15

The chapter starts with an understanding of pressure group and what it entails by enlightening us that to mount pressure is to persuade someone or coerce a person into doing something. Different scholars defined what pressure group is. According to Anifowose(1999) pressure group is described as “interest groups lobby groups or even protest groups, and the main reason for their existence is to checkmate and make democracy better.

In studying further types of pressure group was discussed and the types are Interest groups, cause groups, Insider groups and outside groups, Anomic groups, Associational groups. Interest groups are seen as sectional groups representing the people in the society, cause groups seek to promote particular causes e.g charity work. Insider groups are mainly consulted by the government and they have regular access to ministers or legislators while the opposite which is outside group have no access to the government and it's machineries they have to use other way to make impact examples are Animal liberation front. Atomic groups have unpredictable actions and behavior as they work based on the moment and situation in the society.

Associational groups are registered with appropriate authorities in a state or country and these groups have their own registered offices, constitutions and so on. Non associational groups are pressure groups without a formal organization, their arrangement and gathering are by kinship or even family attachment etc....

The functions of pressure group discussed in the chapter are they link governments to the people, promotes participation in Government, serving as sources of information to Government, curtailing of Dictatorial tendencies and lastly promotion of the interest of the minority, Influencing legislation. Lobbying is a technique associated with pressure groups as they lobby government officials directly. They might sometimes lobby through friends, spouse, and other relatives