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DEPT: MEDIA

A PRESSURE GROUP ;A pressure group may be defined as any group of people bound together by some common interests or profession who engage in some activities to influence government policies to their own advantage. They sometimes direct their attention to private organisations whose activities have a far-reaching effect on the people.Unlike political parties, pressure groups are not interested in direct governance or in contesting elections. They may however support particular candidates or parties they regard as supportive of their cause. The Nigerian Bar Association, Nigerian Union of Teachers, and Market Women Associations are examples of pressure groups in Nigeria.

TYPES OF PRESSURE GROUP:

1).INTEREST GROUPS: This group is also known as sectional groups, representing the people in the society. Example, the trade units, for instance,CBI known as the voice of business in the county and in Nigeria, conventional on business integration

2). CAUSE GROUPS: These group are promotion group, which seek to promote particular causes. For example, charities and environmental group.it is always aimed at achieving a single objective, like protesting about the expansion of airports, seaports, railways, etc

3). INSIDER GROUPS AND OUTSIDER GROUPS: They have regular access to minsters or legislators. The NBA is an example of such groups. However the insider and outsider group changes from time to time based on the party or government in power.

4). ANOMIC GROUPS: These groups are not guided by an appropriate behavioural style or rule and they may sometimes act violently. Protest, rioting, strikes and sometime revolution are some of the means through which they mount pressure.

5). ASSOCIATIONAL GROUPS AND NON-ASSOCIATIONAL GROUPS: These groups have their own registered offices, constitutions etc. Non-associational groups are pressure groups without a formal organization. Their arrangement and gathering are by virture of kinship or even family attachment, social traditions, tribal or even race afflictions etc.

FUNCTIONS OF PRESSURE GROUPS

1. It links the government to the people, as they stay up to date on relevant information.
2. It also promotes public participation in the activities of government of the day.
3. They serve as source of information to the government.
4. Pressure groups help to put in place and check dictatorial rule.
5. They also help in making minority groups opinion surface.