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GST203 ASSIGNMENT

Pressure means to persuade someone into doing something. Pressure group is an interest group, lobby group or protest group whose aim is to put pressure on governmental institution with the goal of influencing government laws to its own advantage. Pressure group and political parties differ as pressure group do not seek to gain power.

There are different types of pressure groups. First interest group also known as sectional group representing the people in the society. Then the cause group which are promotion groups which seek to promote particular causes. It lacks formal structure.

Insider and Outsider groups, the insider group are regularly consulted by government like NBA. The outsider group has no access to government so they use other ways to have impact they are radical in nature. Anomic group have unpredictable actions as they work based on situation in the society. They can be very violent.

Associations and non-associational group. Associational groups are usually registered with appropriate authorities in a state or country. Non-associational are without formal organization.

Functions of pressure groups include that it links government to the people, promotes participation in Government, promotes interest of the minority, serves as source of information to government, curtailment of dictatorial tendencies and influencing legislation.

Pressure groups adopt a variety of strategies to achieve their goals which include lobbying. They lobby in so many ways either directly or through relatives, friends or children.