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ASSIGHNMENT:

AN OVERVIEW OF THE IDEA OF PRESSURE GROUP

Pressure group is a formal or organised body with a common interest whose fundamental aim is to put pressure on any governmental institution with the goal of influencing government policies and laws to its own advantage.

Pressure group is referred to as The Functional Representative based on the fact that various pressure groups represent different sectors of the society based on their functions. Pressure groups are able to make government listen to them with some pressure through the right channels and means.  
Pressure groups could be religious, business like, educational, ethnic-oriented, gender-sensitive, economic or social.

Although they might seem similar, pressure groups and political parties are different from each other.  Political parties aim to attain power while pressure groups do not seek to attain power. Also  Political parties have a wide field of policies while pressure groups narrow their goals. Furthermore pressure groups are not held accountable for their actions but political parties account for their actions. Political parties are more formally organised than pressure groups. However, despite their differences pressure groups and political parties relate together to attain certain social changes.

There are various types of pressure groups.   
The first type are interest groups, these are sectional groups which represent people in the society. Secondly there are cause groups which are also promotion groups which aim to promote particular causes such as charities and environmental groups.  There are also insider and outsider groups where the insider groups are consulted by the government and may be high or low in profile. However  outside groups have no connection to the government and instead have to us other methods to have an impact.   
Moreover there are anomic groups which have unpredictable actions and work based on the situation of the society at the moment.  
Lastly  there are associational and non-associational groups. Associational groups are generally registered with appropriate authorities in a state or country and have their own registered offices. While non-associational groups have no formal organisation.

Pressure groups have various functions. They serve as links between the government and the people. They also promote the public's participation in government activities. Additionally they serve as sources of information to government alongside many other functions.

Pressure groups undertake different means to attain their goals. This may include lobbying officials, media advocacy and direct political action. Some pressure groups have more influence on others. The standard at which these groups can achieve their goals may depends on their legitimacy in the eyes of the populace, media and those in power. Pressure groups lobby in so many ways which might be directly to the government officials or indirectly through their relatives.