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To amount pressure is to persuade someone or coerce a person into doing something. This makes a pressure group a formal or organized 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 represent different sectors of the society based on their functions. This is usually done through their occupations or professions. Pressure groups and political parties' activities may sometimes appear similar, but are different from each other. The first distinction is that political parties seek to gain government powers while

On the other hand, pressure groups do not seek to gain power, political parties have a wide range of policies, whereas pressure groups narrow their goals, pressure groups are not actually accountable for any of their actions, while political parties do account for their actions, political parties are more formally organized than pressure groups.

Pressure groups existence is to checkmate and make democracy better, to compensate for the tyranny of majority of people in the society. Also, to treat the gaps in the democratic process to inform debates among ourselves, to encourage participations and to enhance good accountability in our daily society. If pressure groups remain rigid and refuse to compromise on specific issues, they can potentially monopolies the democratic process by focusing public debate on a few specific issues, due to their own selfish interest, pressure is mounted to alter the direction of resources, sectional groups, which seek to promote particular causes. Any group that champions social movement is also seen as "cause group", even though the group lacks formal structure.

Insiders groups are regularly consulted by the government, they have regular access to ministers or legislators. Outside group have no access or link to the government or the government and its machineries. They have to use other ways to have to use other ways to have impact. The insider and outsider group changes from time to time based on the party or government in power.

Anomic groups have unpredictable actions and behavior as they work based on the moment and situation in the society. Associational groups are usually registered offices, constitution and so on. Non-associational groups are pressure groups without a formal organization. It serves as a link between the government of the day and the people it governs. It promotes public participation in the activities of government of the day. They act as sources of information to the government and their interaction offers the government valuable information on aspects of issues; they may not even be aware of. They also ensure that governments do not perpetuate themselves in power thereby drifting into a dictatorship. They champion the rights of the under-privileged, especially promotional pressure groups (i.e., they act as watchdogs on the government). They are also instrumental in the mounting of pressure on government so that it can implement policies that are to the benefit of citizens.

Pressure groups may adopt a variety of strategies to achieve their goals, including lobbying elected officials, media advocacy and direct political actions (e.g.; organized protests). The degree to which such groups are able to achieve their goals may depend on their ability to be recognized as legitimate by the populace, media, and by those in power.