

Pressure and Lobby Groups



A society which allows a variety of positions and views to be entered into the political process is called a **pluralistic society**.

While this allows for minority opinions to be heard, it has also increased the importance of pressure and lobby groups in society.

Pressure Groups – an organized group of people.

Lobby Groups – highly organized, well-funded, behind-the-scenes players (lobbyists)

Pressure and lobby groups both live and die by their strength in numbers. Their existence might be long-term or issue-based, but are often centred around one of these areas of interest:

- economic
- medical
- environmental
- religion
- equality

Pressure and lobby groups might do anything to achieve their goal, but common activities that these groups undertake include:

- petitions
- demonstrations
- testimonials
- brochures
- advertisements
- meeting with politicians

Some people feel that these groups have too much influence on decision making today. They represent a minority, and are trying to sway or pressure elected officials to support their cause – potential for bribes.

What do you think?