

Lobbying

smoking

influence

policy-makers

decision-making process

lobbyists

promote

Lobbying is the process of seeking to influence the people who decide government legislation, and to voting. Lobbying is the business of professional or public affairs consultants – often former ministers who have contacts with politicians. Many private sector companies, non-profit organizations or even overseas governments employ public relations firms to lobby on their behalf – that is, to their interests – to maintain relationships with policy-makers and to influence the (how people make decisions). For example, the lobby promotes the interests of tobacco companies.

Inside lobbying

public

advocate for

campaign contributions

corrupt

giving testimony

private

The American Democracy Center defines inside lobbying as making a direct appeal to legislators to support your cause. The objective is to convince policy-makers to speak on your behalf or to be an your cause – that is, a supporter of your cause. Inside lobbying tools include influencing politicians through (donations to political parties), supplying research and information to support your arguments, and (for example, a doctor or other medical expert may give a formal statement about the health dangers of smoking in front of a government committee).

Critics argue that lobbying seeks to the political process by putting interests (what's best for individuals or corporations) above the interest (what's best for the general public).

Outside lobbying

activists

put pressure on

policy

public opinion

Outside lobbying aims to influence by mobilizing (getting the public behind a cause) or getting (members of the public or non-governmental organizations involved in political activity) to legislators through letter-writing campaigns or rallies.



A rally