This type of relationship has benefits. It creates close links between the pressure group representing ‘grassroots constituents’ which may include the workers in these industries. It will involve the leaders of the largest oil producers and their expertise. It will involve the political leadership of the country who are also specialists and it will finally involve the department itself. All are aiming to benefit. The key example would be Americas huge Shale industry which has radically reduced the US dependence on the Middle East for energy and has stabilised prices. This has been carried out by low regulation, taxes and congressional support.

However others point out the price of such cosy dealings. Lack of accountability, potential for bribery and corruption and an over reliance on each group which I the end can produce massive side effects such as pollution and global warming.

Publicity is now the oxygen of political campaigning. Gone are the days when they simply did a walk around and put some adverts in the paper. Now it is 24/7 media and a very new section to come to grips with- social media. Just think about Trump and Twitter. This is vastly expensive to campaign so candidates need the support. They will also find PACs either openly supporting or opposing them openly through publicity. Big issues such as Obamacare, climate change or abortion can feature heavily in supportive or negative campaigning.

Judicial- there is also the possibility of judicial support. The NAACP for example supported the landmark BROWN Vs the board of education Topeka which led to the end of segregation in American schools for the first time.

The iron triangle is a three way relationship between 1) the pressure group 2) Congress (e.g. Committee) and 3) Bureaucracy the government department.

The CEA example is perfect here.
- Your PG is the FOSSIL FUEL LOBBY representing the oil industry
- They have a relationship with the Congressional energy committees in the Senate and House
- Both have a mutual relationship with the Department of Energy.

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