Advocates vs lobbyists

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Advocates vs lobbyists

Lobbyists are the professional that impact the decisions based on politics on behalf of other people or maybe an organization The impact might be for positive aspects or negative aspects (Bombardini & Trebbi, 2019).

An advocate is a person who represents another person and their interests. Lawyers are an example of advocates (Kousta, 2017).

The main difference between the two is that a lobbyist tends to influence the political decisions that may be for another person or an organization. While an advocate is merely performing arguments in favor of an idea for an individual as well as an organization. The main thing to remember is that lobbying would always include elements of advocacy while it is not true the other way around. Advocacy is a broad range of activities as compared to lobbying. Lobbying can be thought of as a subset of advocacy (Junk, 2016)

The main similarity between the two is that both advocacy and lobbying are used in favor of an idea and for an individual or an organization. These both methodologies are used to impact the audience either in favor of a subject or against it.

Both the terms are important because these provide effective means for creating impact whether positive or negative on other individuals regarding some subject matter(*The Nonprofit Sector: A Research Handbook - Google Books*, n.d.).

The chose organization for the task was World Health Organization. The organization tends to create awareness regarding the potential health affects of different conditions. These can be done through conferences, website and awareness sessions. This is basically the form of advocacy where the organization is trying to inform the people about different health related issues and their avoidance techniques. It also proposes different regulations and agreements that might help with these health-related problems. This aids the public in being informed.

**References**

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