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## Local Community and Trade Union's Intervention Strategy

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There is an increasing need for 'trade union social responsibility', not just 'corporate social responsibility'. Labour movement, especially in Korea, had to fend for itself from anti-labour attacks of the capital and the conservative mass media. Ad hoc 'media play' - public relations exercise - just prior to an imminent industrial action or during a strike season is neither insufficient to beat off these assaults nor effective in building a lasting impact. Labour movement needs not only to secure favourable public opinion for any given industrial action agenda but build a broad alliance, locating the social cause of the trade union movement in the day to day concerns of the civil society.

This calls on the unions to turn their attention to the local community. "Local community" is a space where capital and labour compete against each other in the process of social and political reproduction of labour forces. The importance of local community has grown and expanded - and is likely to be more so - as local and regional public governance, in Korea, comes to play a greater role on issues of living wage, employment policy, industrial policy, and various public policy arenas like public transportation, social welfare service, and environment, all of which have great significance for the lives of working people and the labour movement. The trade union movement, in general, however, has, so far, failed to grasp the significance of local community for its agenda and has yet to develop an effective strategy for engagement in local community.

This study explores the significance of local community and the possible position and role of working people and trade unions and trade union movement in the local community. It examines the possibility of making the linkages between local community and trade union movement.

Firstly, we discuss the concept of local community and identify the reasons why the labour movement has to focus on the local community with greater seriousness. Secondly, we trace the experiences of the British and Korean labour movement in terms of community-trade union relations. Thirdly, we examine a number of models and modes of the community-trade union connection, and propose "Community