

CONCEPTUAL APPROACH FOR URBAN AND RURAL SCENARIOS

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Keywords: Urban, rural, conceptual conflict, urban vs rural, globalization.

Abstract: At present we are talking about the discourse that more than half of the world's population lives in urban spaces, using this process as a substitute, we speak conceptually of the city. However, it is not yet precisely what is considered as urban space, the urban world, or simply the urban term, which hinders conceptual consensus. Similarly, it is difficult to agree on the rural definition. Although in practice there are conjectures about the difference that prevails for one or another concept, there is not a single paradigm accepted by experts on these issues. For example, it is possible to find areas that are recently urbanized in regions that could have been classified as rural or vice versa. Therefore, by doing a literal review this research seeks to define some general characteristics that will facilitate the distinction between rural space and urban space these days. For Example, in the case of Mexico, space is a societal class implicit in the action of human groups and consequently its contextual structure and the characteristic that change with history and time. Phenomena such as globalization, which impact socially and geographically, also influence the evident differences that characterized urban spaces in rural areas until recently public services impregnated with tradition began to blur the inequalities between one another. It is possible to find evidence on the penetration of capitalist investment in both urban and rural areas through tourist and industrial complexes. Similarly, the growing intervention of the service sector in the rural economy, the strengthening of rural spaces, the transformation of identities that arise in the process of large migrations from underdeveloped countries to developed countries, contribute to the transformation. In the same manner, the limits between urban and rural seem to be eliminated in this expansive and binding phenomenon, when strong pressure is generated from markedly urban spaces, in the face of rural spatiality, an invasion that also continuously grows towards its surroundings. Consequently, one of the conclusions that can be advanced in this regard is that all the processes experienced by rural and urban spaces increasingly depend on a global system that maintains and increases socio-spatial links, but on local and solid ties. A complex analysis of these two social scenarios is pertinent, as well as the generation of new conceptual structures and categories of analysis for an adequate approach, which are proposed here.

Introduction

The existence and construction of new tourist complexes mandating spaces ambiguously called rural offers a greater growth in the services and infrastructure sector. In addition to the transformation of identities that emerged in the process of the large migration from underdeveloped countries moving on to being greatly developed contributed to the transformation of the rural environment into an urban complex.

Under this nature, rural and urban are presented as spaces much closer to each other where their differences seem to be erased before a force whose principle is the uniformity of spaces under the power of the so-called modernism and development. Although it is difficult to have an approach to the concept of modernity as a process and even result, such as the so-called postmodernity, they have been expressed as places where humanity reaches high levels of civilization, mainly in the field of technology.

It has also been said that postmodernity does not exist, but simply fundamental transformations of characteristics of life in the city and that they have come to transform lifestyles (Harvey 1998). Styles that until a few decades ago focused the discourse of various disciplines on duality, marking their fields of action; as when talking about urban sociology versus rural sociology, rural tourism

versus urban tourism, to mention some examples that focus on the duality of the media.

Although it is inevitable to hear a recent speech that says that more than half of the world's population lives in urban spaces, for the Mexican case it seems that it is still not clear with certainty what is urban, the urban world, or urban space? making it difficult to use this category of analysis. The same occurs with the definition of the rural since in practice there are conjectures about the difference that prevails in one or the other concept, but there is no single paradigm accepted by the scientific community that firmly distinguishes with absolute certainty between urban and the rural.

Mainly because at present it is possible to find functions that were recently urban in spaces that could be classified prior as rural (such as banking services) and are also within the spatial categories cataloged as urban, primary activities [livestock and agriculture]), located by the experts as areas belonging to the rural environment.

This research aims to establish a series of considerations that allow postulating a conceptual proposal of the rural and the urban according to the Mexican case, for the present we will be taking into consideration the 20th and 21st centuries as a space for analysis (Cacciari, 2010), in which it is to expose particular conceptions about the phenomenon of urbanization of delocalized communities in the context of globalization.

For this, the literal review on the subject corresponding to aspects of globalization, rural and urban areas have been systematized, showing conceptual elements that may be useful for future comparative analysis that seeks to complement the theorization of the object of study addressed here.

Materials and methods

It is essential to identify the existence of specific or general characteristics that allow the recognition of rural and urban spaces, incorporating categories and variables that facilitate the conceptual organization to achieve an analytical approach aimed at constituting a new content scheme.

For the present research, a combined methodology was used, which analyzes qualitative and quantitative criteria to facilitate the general conceptual differentiation of each of their respective variables. Table 1 explains a methodological extract that can be used for the treatment of the arguments that distinguish the spatiality proposed here.

The twentieth and twenty-first centuries were taken into consideration as a space for analysis since it is from here that the urban concept begins to evolve, according to (Villalvazo et al. 2002) the accelerated population growth in cities and the proliferation of urban life in the world represent one of the most characteristic social events of the 20th century. Currently, cities are understood as nerve centers in which economic, political, social, cultural, and demographic power is concentrated. They are nodes that makeup networks, understood as flow spaces, with defined hierarchies, whose comparative and competitive advantages are superior to the rest of the spatial structures. Terms such as metropolization and megalopolis make their appearance in this new context, where it is stated that in the great metropolises the future of humanity is at stake (Villalvazo et al. 2002). In light of the aforementioned, emphasis is placed on resuming said temporality since it is from the 20th century that the social phenomenon of country-city migration begins to intensify and a new need for conceptual delimitation between urban and rural environments arises.

In table 1, some variables of the terms are categorized. Making clear some general characteristics that allow us to classify the spaces as urban or rural without necessarily being

composed one hundred percent by the characteristics. Either quantitative or qualitative made so that broadly speaking they can be classified within a classification to be observed, studied, and analyzed.

After the conceptual administration described in table 1, a broader structure is formalized, which response to the current state of rural and urban areas to the variables included in the first analysis. Meanwhile, the following is a platform where the axes of infrastructure and society, biodiversity and the environment contain the essential characteristics of the object of study.

Table 1. Example of a methodological tool for conceptual classification
1. táblázat: Példa a fogalmi osztályozás módszertani eszközére

	C L / C N	The Rural	S	C	P	E n	E c	C L / C N	The Urban	S	C	P	E n	E c
Q u a l i t a t i v e Q L Q u a n t i t a t i v e Q N	Q N	On the territory, it is not possible to identify construction that covers more than 50 % of the surface.	X				X	Q L	There is no presence of extensive agricultural activities, although you can find very focused cattle raising activities.					X
	Q N	It is possible to identify a predominant presence of flora and/or fauna that has not suffered substantial alterations due to human presence.	X			X		Q N	More than 50 % of the surface, underground and aerial space has anthropogenic constructions, such as houses, buildings, skyscrapers, apartment towers, shopping centers, transport networks, and infrastructure to provide other services.	X		X		X
	Q L	The population does not exceed 2,500 inhabitants.	X					Q N	The population exceeds 2,501 inhabitants.	X				
	Q L	The inhabitants generally know their neighbors by name and life history.		X			X	Q L	Prevail individualism among the inhabitants, where it is almost null that among familiar people know their name at least, much less their life history.	X	X			

Variables: **S** = Social, **C** = Cultural, **P** = Politics, **En** = Environmental, **Ec** =Economic.

Source: own elaboration.

Table 2. Conceptual structures of the rural and the urban, quantitative aspects
 2. táblázat: A vidék és a város fogalmi struktúrái, mennyiségi vonatkozások

Quantitative aspects	
The rural	The urban
<p>Infrastructure and society</p> <ul style="list-style-type: none"> -On the territory, it is not possible to identify construction that covers more than 50% of the surface. -The population does not exceed 2,500 inhabitants. -Less than 50% of the population has undergraduate or graduate studies. -Less than 50% of the roads have hydraulic concrete. 	<p>Infrastructure and society</p> <ul style="list-style-type: none"> -More than 50% of the surface, underground and aerial space has anthropogenic constructions, such as houses, buildings, skyscrapers, apartment towers, shopping centers, transport networks and infrastructure to provide other services. -More than 50% of the population has electricity services, drinking water, security, gas, internet, etcetera. -The population exceeds 2,501 inhabitants. -More than 50% of the population has studies of general baccalaureate, undergraduate or graduate. -More than 50% of the main roads have hydraulic concrete.
<p>Biodiversity and the environment</p> <ul style="list-style-type: none"> -Overall, the houses have orchards or backyards in extensions of more than 50 square meters. 	<p>Biodiversity and the environment</p> <ul style="list-style-type: none"> -The inhabitants usually own almost insignificant tracts of land, which rarely exceeds 50 square meters.

Source: Own elaboration based on Quezada, 2017.

The quantitative aspects of Table 2 will help us understand the difference between urban and rural space through statistical data of the variables that are presented in each territory. It should be remembered that urban space is considered this way mainly because of its high population density, the high degree of coverage in infrastructure services, equipment and furniture, as well as the type of buildings and economic activities carried out in it. On the other hand, the rural area is identified by its large extension of orchards and little coverage of buildings, in addition to having a considerable deficit in the degree of coverage in terms of infrastructure services, equipment, furniture and very low building levels.

The previous exemplification of the qualitative and quantitative criteria used as a method of conceptual differentiation are aligned with that indicated by the National Population Council (CONAPO) in (Villalvazo et al. 2002) which indicates that rural areas are identified with a population distributed in small dispersed settlements, with a low relationship between the number of inhabitants and the surface they occupy, as well as a predominance of primary activities, low levels of well-being and living conditions (mainly in less developed countries). The urban is related to the concept of the city that is a geographical space created and transformed by man with a high concentration of socially heterogeneous population with permanent settlement and continuous constructions where production, transformation and distributional functions are generated. Consumption, government and residence, with services, infrastructure and equipment destined to satisfy social needs and raise the living conditions of the population.

Under this environment, it is determined that giving an exact and totalitarian definition of the urban and rural concepts could be complicated due to the multiple characteristics that overlap between the categories of analysis. Therefore, common sense warns of a division of the world and reality in two versions: rural and urban, which, in a dual world is somewhat limited, imprecise, inaccurate, skewed; so, it is necessary to question this rigid dichotomy. Both contexts are now more defined than ever by their active role in the city, and the appreciation of citizenship is now a central factor in their formation, so their construction is linked to significant places for the lives of its inhabitants (Borja 2003). However, a kind of symbiosis is taking place between what until several decades ago remarkably marked rural spaces compared to urban spaces. In

addition, over the years, urban-rural spatiality has been blurred with interventions of infrastructure and public services mainly. The following section summarizes a series of ideas, conclusions and recommendations on the conceptual encounter between the rural and the urban.

Table 3. Conceptual structures of the rural and the urban qualitative aspects
3. táblázat: A vidék fogalmi struktúrái és a városi minőségi szempontok

Qualitative aspects	
The rural	The urban
<p>- Infrastructure and society</p> <ul style="list-style-type: none"> - The inhabitants generally know their neighbors by name and life history. - There are access difficulties to many of the areas within the territory. - There are no large hospitals or health centers, but small clinics. - Great proportions of land are uninhabitable. - The rhythm of life seems to be paused and takes place primarily around the events arising from the tradition. - The presence of technology is less common. - The rural people stick to what nature provides, through agricultural activities, where thanks to the sunrise, the rainy season to the absence of pests in the fields. - There are large poultry, agricultural and pig farms. - Farms, agricultural machinery and silos for seeds are present. - There are few sources of employment for the population and economic income is minor. - There is an attachment to the land of origin. - Geography and men are strongly linked by the cultural landscape. 	<p>Infrastructure and society</p> <ul style="list-style-type: none"> - There is no presence of extensive agricultural activities, although very focused cattle raising activities can be found. -It preeminently exists in cityscapes or buildings. -Prevails individualism among the inhabitants, where it is almost null that familiar people know their name at least, much less their life history. -There are large hospital complexes of the first, second and third level, where specialists from different subdisciplines of medicine usually work. -There are few sections of the territory without inhabitants. -Predominates noise and high levels of pollution are constant in the atmosphere. -The pace of life seems to go quickly and accelerated. -Technology is a symbol of modernity. -Traditions are blurring little by little. -There are multiple sources of employment for the population ranging from low to very high salaries. -Lots of lifetime are lost in everyday movements.
<p>Biodiversity and the environment</p> <ul style="list-style-type: none"> -There is the presence of agricultural and/or overcrowded cattle raising activities. -It is possible to identify a predominant presence of flora and/or fauna that has not suffered substantial alterations due to human presence. - There is a high presence of natural wealth. -The nature-man coexistence is provided more as something ordinary and habitual rather than something imposed. 	<p>Biodiversity and the environment</p> <ul style="list-style-type: none"> -The man-nature coexistence moves away from the everyday. -Nature is seen as an element that must be integrated.

Source: Own elaboration based on Quezada, 2017.

Results and Discussion

The readability conditions in urban and rural areas warn that there should be no danger of losing the basic shape or orientation. Each urban and rural image requires identity, structure and

meaning, where the subjects are recognized as separable entities in an individual and unitary way, where the observers believe that they are alien to the other observers and the issues that surround them, associating a mere practical meaning or emotional to the observer (Lynch 2008). The rural and the urban are, without a doubt, social categories that integrate the action of human groups and, consequently, their contents, structures and characteristics that change with history and time. Thus, phenomena such as globalization, which impact socially and geographically, occur in a specific place and time; in other words, -space, time and history- have influenced the marked differences that traditionally characterize urban spaces from rural spaces.

However, in the case of Mexico, according to Villalvazo et al. (2002) the urbanization process accelerated notably in the 1940s, driven by an economic policy aimed at substituting imports that led to the emergence of industrial activities, thus, the country was transformed little by little towards an urban predominance. Currently, there is a marked influence of the neoliberal economic model, which gradually configures the territory, disorganizing and transforming the societies that inhabit it.

In such a way that the rural and the urban are increasingly interconnected networks, but at the same time complex, since a modern and cosmopolitan scheme that traditionally characterizes large cities has not yet been achieved. In other words, within the urban extension that both spatiality makes up, social, economic, cultural, political and environmental rights have not been achieved, which leads to a disproportionate social infrastructure. It is difficult to conceive even today the rural and urban model as different concepts due to the strong interconnection or perhaps evolution of the space since it is summarized that what at some point was defined as rural space, with the technological advancements and the impact of globalization became an urban area.

Conclusion

Currently, it is difficult to epistemologically separate the term "rural spaces" and "urban spaces" due to the global urbanization process, which arbitrarily based its separation on population concentration, and only marked differentiation between rural and urban, in addition to the high capital gains established by urban planning. The line between urban and rural seems increasingly blurred, especially if we talk about ways of life, habits, attitudes, values, structures, relationships and modes of production that differ from each other.

According to (Villalvazo et al. 2002), even in the XXI century, there are still pending subjects in the problem and criteria to define a city as rural or urban. There are not a few authors who have faced the problem of defining and agreeing on terms such as rural, urban, due to the inherent complexity of the subject and the different realities of each country.

James H. Johnson (Villalvazo et al. 2002) mentions that the usual procedure consists of defining as urban any settlement that has a certain size, population density and employment structure, while the population residing outside of said settlement is defined as rural. The only functional definition is based on the existence of a significant proportion of the non-rural workforce in a concentrated settlement (agriculture, forestry, and sometimes fishing constitute rural occupations).

On the other hand (Sorokin and Zimmerman 1928, Villalvazo et al. 2002) defined variables that distinguish rural and urban living conditions; These aspects are employment, environment, community size, population density, population homogeneity, social differentiation, mobility, and social interaction systems. Continuing with the same author (Pierre George) points out that the difficulty of classifying the urban and rural population lies in the imprecision of the criteria used to distinguish one from the other: with numerical discrimination, it is difficult to achieve

worldwide comparisons; administrative divisions are different from one state to another; the number of inhabitants per square kilometer or square mile is a very empty criterion; the number of inhabitants is not enough to characterize a city or a village; in Asian countries, there are urban localities where agricultural activities predominate and in developed nations, in some villages, non-agricultural activities are predominant.

Thus, the rural, according to the bibliography, seems to be what is not yet consolidated as urban, that is, according to its spatial characteristics, what is still maintained in a state with low levels of well-being and living conditions, directly related to the difficult access to basic infrastructure and equipment services, as well as the lack of jobs, which is commonly manifested in a decrease in the sense of belonging on the part of the rural population. On the other hand, the urban environment, unlike the rural one, is characterized by its easy access to basic services of equipment and infrastructure, with greater opportunity in the labor field and access to housing, in such a way that it is closely related to higher indices of the well-being of humans. It is also an accumulation of capital and demographic concentration, which has cultural characteristics, ways of life and social interaction that absorbed what until a few decades ago was predominantly rural where urbanization is a process inseparable from the industrial.

All of the above can be summed up in revolution, capitalism, and its globalization that has subjected the countryside to great transformations, bringing or altering its characteristics of classical production, and highly active social life, to that of a capitalist city, with models of mass production, and social alienation, resulting in that the differentiation is not only due to the unique effect of high or low demographic concentration but also due to the breakdown of social relations that, above all, industrialization has left with it, in the same way, the change in the traditional production process, which currently has been transformed into new spaces called metropolis, megacities, world-cities and Technopolis.

In conclusion, in the continuous study of the urban and rural, it is recommended to consider other investigations with different geographical, socioeconomic and cultural configurations to obtain comparative results according to their specifications and characteristics that add strength to the investigation. This conceptual contribution from the Mexican case is expected to be useful for future analyzes, especially in the European context, which seems to take a much more nature-friendly course.

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FOGALMI MEGKÖZELÍTÉS VÁROSI ÉS VIDÉKI FORGATÓKÖNYVEKHEZ

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Kulcsszavak: Városi, vidéki, fogalmi konfliktus, város vs vidék, globalizáció

Jelenleg arról a diskurzusról beszélünk, hogy a világ lakosságának több mint fele városi terekben él, ezt a folyamatot helyettesítve, fogalmilag a városról beszélünk. A fogalmi konszenzus kialakulását azonban még nem pontosan az jelenti, hogy mit tekintünk városi térnek, a városi világnak, vagy egyszerűen csak a városi terminusnak. Hasonlóképpen nehéz megegyezni a vidék definíciójában. Bár a gyakorlatban vannak sejtések az egyik vagy másik koncepcióról, a szakértők által elfogadott paradigma nincs e kérdésekben. Például lehet találni olyan területeket, amelyek a közelmúltban urbanizálódtak olyan régiókban, amelyeket vidékinek minősítettek volna, vagy fordítva. Ezért a szó szerinti áttekintéssel ez a kutatás néhány általános jellemzőt igyekszik meghatározni, amelyek megkönnyítik manapság a vidéki és a városi tér megkülönböztetését. Például Mexikó esetében a tér egy társadalmi osztály, amely az emberi csoportok cselekvésében, következésképpen a kontextuális szerkezetében és a történelem és az idő függvényében változó jellemzőiben rejlik. Az olyan jelenségek, mint a globalizáció, amelyek társadalmilag és földrajzilag is hatnak, szintén befolyásolják azokat a nyilvánvaló különbségeket, amelyek egészen a közelmúltig jellemezték a vidéki területek városi tereit, a hagyományokkal átitatott közszolgáltatások elkezdtek elmosni az egymás közötti egyenlőtlenségeket. Bizonyítékot találni a kapitalista befektetések behatolására mind a városi, mind a vidéki területeken turisztikai és ipari komplexumokon keresztül. Hasonlóan hozzájárul az átalakuláshoz a szolgáltató szektor növekvő beavatkozása a vidéki gazdaságba, a vidéki terek erősödése, a fejletlen országokból a fejlett országokba történő nagymértékű migráció során keletkező identitások átalakulása. Ugyanígy megszűnni látszik a város és a vidék közötti határ ebben az expanzív és kötelező erejű jelenségben, amikor a markánsan urbánus terekből erős nyomás nehezedik, szemben a vidéki térbeliséggel, a környezete felé is folyamatosan növekvő invázióval. Ebből következően az egyik levonható következtetés az, hogy a vidéki és városi terekben tapasztalható összes folyamat egyre inkább a társadalmi-térbeli kapcsolatokat fenntartó és növelő globális rendszertől, de a helyi és szilárd kötődésektől függ. Helyénvaló e két társadalmi forgatókönyv komplex elemzése, valamint az itt javasolt új fogalmi struktúrák és elemzési kategóriák létrehozása a megfelelő megközelítéshez.