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The Post-rural Discourse of the In-land Immigrants in Taiwan

Recent discussions on rurality have suggested that rural image is to be studied as a discursive formation and a social representation, and that the diverse discourses of rural are understood as 'post-rural'. In Taiwan, there is emerging new groups, the so-called 'in-land immigrants' who return to live in the countryside because of their dream of country life. This essay analyzes their intention of moving to the rural of the in-land immigrants in Yi-Lan County, with a focus on their perceptions and imaginations of the rural. This essay provides an empirical study of an emerging discourse of rurality, and contributes to the 'post-rural' discussion to rural studies. Three main themes are presented: 1) the social economic status of in-land has changed the rural landscape; 2) inland immigrants' imagination of the rural is post-productive, manifested in a leisure meaning, in which traditional productive rural practices becomes elements for their leisure practices; 3) for the inland immigrants, the rural is close to the Western discourse of rurality with more middle-class imagination of rural idyll.