Abstract
The emergence of new readings about the Latin American and European rural social reality and the effects of international policies on what to produce, how much, how and where, has placed a debate around the significance and contents of the rural and the rural development. The core of this controversy is the improvement or breaking between the rural and the agrarian, two terms that were before considered to be synonyms. Going beyond this reductive dichotomy opens the possibility of rethinking the ways and the strategies through which societies in general, in their efforts to self-produce, create conditions of life, supply the necessary resources and move the capacities and freedom of the rural workers. This document collects the most outstanding elements of the research Rethinking the rural and the rural development in which an extensive revision of literature about the topic was made. This was made also through semi-structured interviews, participation of institutional officers, academic and association representatives. In general, it was sought to identify the meanings of the contents attributed to the rural and the rural development. The text is organized in three sections: In the first section, Reiteration, possible advances and continuance in the meanings and contents of the rural and the rural development are analyzed. In second, called Constitutive elements of the rural development, reference to dimensions, indicators and identified actors is made through the information obtained. In the third, Implications in the design of public policies are articulation between discourse and development practices in the country is established. Finally, it is concluded that the rural development has had an undercurrent modern orientation in rural society in general and the agrarian sector in particular.

Keywords
Rural area, rural development, rural societies, agriculture, rurality, models of development