

IRSA - CONGRESSO MUNDIAL DE SOCIOLOGIA RURAL (01/10/2025 A 20/01/2026) - IRSA 02 - THE RURAL-URBAN DIVIDE: LIVING CONDITIONS, WELL-BEING, WORK AND VITAL TRAJECTORIES IN RURAL AREAS

**“WRITE AND TELL HOW YOU ARE”: POSTCARDS AND SOCIAL TIES
BETWEEN CITY AND COUNTRYSIDE IN RUSSIA**

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Rural life in Russia has been shaped by a distinctive historical trajectory involving serfdom, collective agriculture, Soviet modernization, industrialization, mass migration, and post-Soviet transformations. This paper analyzes postcards as part of the communication infrastructure of rural territories. Based on a digital corpus of postcards sent from and to rural localities between the late nineteenth and early twenty-first centuries, the study shows how postcards helped sustain rural–urban connections, family cohesion, and everyday communication under conditions of spatial separation and infrastructural vulnerability. The findings highlight postcards as a valuable empirical source for understanding rural–urban relations, living conditions, and everyday forms of social resilience.

Palavras-chave: rural–urban relations; rural communication; postcards; social ties; russia.

