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Abstract: Our society has a “love-hate” relationship with its rural communities. While revering rural areas as embodying the ultimate in “quality of life,” rural citizens are simultaneously denigrated as uneducated, backward, and unsophisticated. In this Paper, Professor Bassett notes that our society’s focus, its programs, its culture, and its standards are based on an urban assumption. This urban focus both overshadows and marginalizes rural dwellers. Professor Bassett argues that “ruralism” is a pervasive form of discrimination—largely unrecognized, unacknowledged, and unexamined—and one often treating most harshly those individuals who already are subject to other forms of discrimination based on gender and race.