Insane Cities and the Creation of Stereotypes for Cultural Identity

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1 ABSTRACT

The differences between healthy cities and insanity cities are regarded in this paper as rather unimportant because the colloquial use of the antonym relating the healthy term is insufficient to explain how citizens live and how they interact with their daily space. New avenues are here proposed to diagnose the city´s state of health in order to make decisions about growth and the developed economy which could be incidental in public policies and the development of a sustainable city. Three anthropological elements are considered in the elaboration of such a diagnosis: infrastructure, structure and superstructure. Psychiatry concurs in the creation of a diagnostic tool for healing the city´s soul which relies on the identification of five main disorders: Amnesia; two or more different identities or personality states; evidence of personal malfunction in one or more important areas of life due to the disorder; alteration that contradicts normal cultural or religious practices; and substance abuse. Characterization of the soul of the cities is critical in the decision making apparatus regulating the city´s life. Thus, it will be necessary to work interdisciplinary with other sciences and not to restrain ourselves to the areas of public health, urbanism and architecture since the construction of a healthy environment is a very complex goal. It is then necessary to take advantage of other sciences, such as psychiatry and anthropology to empower the city and create public policies incidental in the economic progress.

Presence of the nursing professionals should be encouraged, given their undisputed capacity to interact with the community and promote the development of healthy environments. Community nursing works with the population through interventions on health promotion and achievement of a lifestyle change, that allows to seek better quality of life incidental in the development of built environments meeting the needs of specific communities. In this context, prevention is the best way to avoid the state of insanity in the city, and according to this paper the nurse community is the key.

Keywords: community nursing, public health, healthy city, identity, urban environment

2 IDENTITY AND FUNCTION SYSTEM: INSANITY STATE OF THE CITIES

Cuernavaca city is usually regarded as "the most beautiful city in the world," and the branding sale to visit it is "Ciudad de la eternal primavera" or "Forever Spring City." This means that the city boasts the best climate and landscape around the world. However, such a stereotyped branding is also claimed by other known capitals and urban sites in Latin America. For example, Colombia has cities claiming identical brandings, including best clime and natural environment too (Manizales, Bucaramanga, Medellín). In this regard, other pertinent issues arise. For example, one can ask when and where cities lost their identity.

Take the case springing from a short walk while visiting Cartagena (Colombia), where color rule and stage set of buildings and facades are quite similar to those displayed in downtown Cuernavaca, Mexico.

The aforementioned may be regarded a case of stolen identity of the self, a condition associated to globalization, the Levin Institute The State University of New York define at What is globalization? Document, which could be conceptualized as follows: "is a process of interaction and integration among the people, companies, and governments of different nations, a process driven by international trade and investment and aided by information technology."

Thus, through globalization most colonial cities in Latin America are nowadays drawing the buildings and houses with so much similar colors and adopting a stereotyped and scenographic architecture. Such a lack of differentiation goes hand in hand with a serious loss of cultural identity and capacity to differentiate among cities in various Latin American countries.

But what does it mean identity nowadays? Since the heart of the cities resides in the people, more than on architecture and urban planning or designers, then the retrieval of real identity for cities is a challenge to be diagnosed by the DSM-V (Diagnostic and Statistical Manual of Mental Disorders, The criteria for a dissociative identity disorder (DID) diagnosis Fifth Edition) in order to find a solution to the identity problem.

Since cities may be regarded as having a soul too, the DSM-V classified identity disorders according to five principal symptoms:

(1) Amnesia.

(2) Two or more distinct identities or personality states currently shown.

(3) Evidence of personal malfunctioning in one or more major life areas because of the disorder.

(4) Disturbance contradicting normal cultural or religious practices because in some cultures or situations multiplicity is appropriate.

(5) Substance abuse or another medical condition.

The above mentioned explains the malfunctions of the identity cities which should be regarded as a sum resulting from the impact of globalization and the city psyche.

2.1 Amnesia

The city can lose its identity due to amnesia problems. That occurs when the citizens are unable to remember their past history and so they easily fall in scam revitalization city projects. This is the perfect scenario for globalization to endorse proposals where investment dominates above cultural identity. Save for a slight veneer of colonial frameworks and "taste" most towns and urban sites in Latin America unfortunately look alike. Thus we have everywhere the same uniform architecture, almost identical colors palette, attractive tourist points, and the like. European globalization influence is similarly shown with loss of identity in the Big Wheel Concorde, The London Eye, or the Riesenrad in Vienna. All these cities undoubtedly have a nice spot to evocate history, and thus they are located at sites which give identity to place. However, an stereotyped Ferris Wheel offer all around the world an erroneous sense of what the city is, causing to easily forget the essence of what preceded that place to become what it is now. In conclusion, amnesia and globalization are not a good combination.

2.2 Two or more distinct identities or personality states currently shown

The fact that two or more distinct identities or personality states are present inevitably leads to to an identity problem. This leads to another pertinent question: Can the cities manifest personality problems? Yes, of course, because personality makes a reference to another conceptualization; according to the DSM-5: "personality states may be seen as an "experience of possession." These states "involve(s) marked discontinuity in sense of self and sense of agency, accompanied by related alterations in affect, behavior, consciousness, memory, perception, cognition, and/or sensory-motor function".

Cities can also be hostile entities. In that sense, most of the revitalization projects do not have respect for peoples by one or another reason. For example, the sidewalk does not offer the same comfort to all citizens. In some case this is due to the stroller´s size, or the null maintenance of it; also the side walk may be too hot while there is a lack of shadow for the users. Generally, this is a questionable behavior against the self-city.

How the city loves its citizens? Townspeople should not bear the culprit for their need to make strikes, protests or elaborate documents to the city council so that the urban entity can improve. It is the responsibility of the municipality to respond to the needs of its inhabitants, especially when taxes are normally paid or when there is a specific item directed to the city´s maintenance. If collected taxes are not enough, it will be necessary to carry out a new planning in which the resources become sufficient to satisfy the needs of the users, including citizen participation.

2.3 Evidence of personal malfunctioning in one or more major life areas because of the disorder

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Shangai 2016, makes mention of the city could get involved into trouble in one or more major life areas (because of the so-called "identity disorder"). Planning Horizons, Promoting Healthy Cities: Are cities good or bad for health? Underline that this means an intervention into the city when citizens are not properly diagnosed producing a failure that can generate violence, depression, obesity, or other illness causing a high price for the health insurance and government debt (McNeill, 2016). How the city users can be happy if they do not live at place where their basic needs are properly ensured? Health is one of the most important

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aspects a city should offer. Since 1999, a sick community may not be productive and if production is lacking, the local economy will not grow, much less the global one (Rosenthal, 2012), so the citizenry will be excluded from the world around them, creating a non-discriminatory desired by the townspeople (OPS/OMS, 1999). Such discrimination may entice peoples to migrate across borders as the caravan of immigrants from Central Latin America is walking through borders with the goal of arriving into the United States, to name a current example.

2.4 Disturbance contradicting normal cultural or religious practices because in some cultures or situations multiplicity is appropriate

Disturbance is part of normal cultural or religious practices because in some cultures or situations the multiplicity is appropriate. But does the city understand it? The behavioral community is important for the planning built environments. Why then people do prefer to walk on the street and not on the sidewalk? In México there are communities that became transformed into cities within a short period of time. Despite this upgrading, townspeople continue walking on the streets because that was the use and custom before the community grew rapidly. The citizens themselves do not comprehend the cultural background of this situation. Thus, they mistreat communities´ pedestrians who became townspeople without knowing they have all the reason to walk on the streets, since cars are literally invading their ancient environment. In spite of this, there is no regulation that makes motorists aware of the preference pedestrians have. The pedestrian himself, after becoming a driver, easily forgets the respect that a few moments ago demanded as a pedestrian.

Due to the accelerated growth of the city, even if it occurs in a planned manner, it forgets the cultural presence that affects the healthy development of the city. The identity that this community offers to walk freely on the street is lost. Such behavior is modified by the frequency of traffic accidents, and this is not the best way to learn from a given cultural situation.

2.5 Substance abuse or another medical condition

And yes, the city can be substance to abuse too. Substance means "a particular kind of matter with uniform properties and that has a tangible and solid presence" (Quizlet.Inc, 2018). The tangible substances that exist in a city which could be overused, poorly used or remain simply lacking are water, energy and wastewater (sewer system). Others may be listed but these are by far the best known and at times utilized in conjunction with alcohol (World Health Organization November, 2015), food nanotechnology (Latapí , 2016), or simply present in electronic garbage residuals (Circular Economy Strategy, 2016).

Alcohol abuse and other drugs illegally consumed make a big difference. No one would like to walk or drive into the city taking the risk to be assaulted or face transgression for living at a neighborhood where drugs are consumed or traded. Drugs and narcotics used excessively can disrupt public order, or alter the identity of a peaceful, orderly, and respectful community. The greater the legality for the consumption, the problems of behavior in the community will increase, and in the long run will destroy both the built environment and the identity of that locality. Identities would negatively be turned out into neighborhoods housing traffickers (including the trade of organs, women and children), drug-dealers and assailants or producing street riots which would create difficult access to the town due to the high risk that this situation represents.

The global market for commonly used drugs also affects the economy of a given region because in countries like México it is known that the power of drugs is mixed with public finances paving the road for a narco-state. This evolution of identity has an impact on the values of the community, leaving out the will to be trained in some ability to get integrated into the labor market and thus contribute with their taxes. In this scenario even children are playing to represent their favorite narco-dealer. Besides being reluctants to attend school or study, all they want is to imitate the powerful role of the well-known town "Narco". This situation has to be reverted by means of rebuilding an urban community with a healthy identity. The latter would strengthen the local economy since poverty is not a limitation to study, because the new technologies have developed new platforms in which they can be trained in some job easily learned thru the access of a device connected to internet services (Vázquez, 2018).

Technology and globalization have stolen the identity of the regions of the world, nullifying the names and traditions of the communities, giving shape to a distorted image of reality. Will not the new generations need to know the origin of the food they consume? In fact, all these characteristics of the city´s identity will be

replaced by brands of recognized prestige. If the "taco" was an identity food for some Mexican or USA South-Western region (Soleri,2008), for now, yogurt produced with nanotechnology replaces a traditional food (Khezri, 2016). The latter is valid not only for its nano-nutrients, but also you will find that you will pay more for the packaging than for the benefit of this kind of food. Through media and marketing, local foods will be replaced, since these new nano-foods have the characteristic of universality. Like the same yogurt, anywhere in the world, food will become part of the daily diet in general (global), and not what we can find so far in certain regions where food can give identity to a country, a community or a neighborhood. Due to these unique characteristics, the quality of the food is recognized by the place of origin where it was produced.

The Swiss chocolate, the German beer, the French wine, the Russian vodka, the tequila (guess the country), the orange Florida, the pineapple Hawaii, the mango Manila, wishing not to advertise for free, can be identified more easily by the brand and not by the location that gave it identity: Kiss, Corona, Smirnoff, José Cuervo, and Dole among others.

3   CONCLUSION

There is a solution to the problem of identity and the impact of globalization for the evolution of new built environments or the revitalization of the city, and for all diseases in the world. The most effective method to combat this urban malady is prevention; the advantage of globalization is that it has a world-class staff trained to do so. Guess who that is? (Figure 1).

The community´s nurse is among the best professionals trained to generate changes in a given neighborhood which would then return identity to citizens. In fact, prevention is their distinctive expertise. Basically, nurses are able to take action by stopping something from happening or arising into the health field. They can also develop action plans and promote the community´s intervention in topics like amnesia, differentiated identities or personalities, trouble functioning in one or more major life areas because of the disorder, the disturbance of cultural or religious practice and substance abuse.

Once citizens are integrated into their locality, a social cohesion (Forrest, 2001), is created that allows the population to become aware of learning, not only to take care of themselves, but also of their environment, and thus apprehending to propose new spaces to improve quality of living. This will generate positive behaviors, thus avoiding violence in the streets, and people will be interested in collaborating to design their public spaces. An example of this may be seen in the so-called "heat islands" generated in the urban landscape by construction companies, both national and transnational. Indeed, such design projects do not satisfy the basic needs of inhabitants wishing to integrate their houses with tempered climate surroundings. In general terms, urban planners, engineers and architects involved in the transformation of the city must collaborate with the health sector and especially with people in the nursing community field. It would be a big mistake for the health sector not to participate in the development of healthy cities for they are the ones who really know both, the built spaces and the real population needs. A healthy city (Salas-Zapata, 2016) can develop a sustainable and responsible economy by creating just cities (Agenda 2030, 2018) and thus avoiding the immigration process that seeks to improve a quality of life that is not found in the local community.

By other hand, characterization of the soul of the cities is critical in the decision making apparatus regulating the city´s life added to three anthropological elements are considered in the elaboration of such a diagnosis: infrastructure, structure and superstructure (Marvin, 2016). Psychiatry concurs in the creation of a diagnostic tool for healing the city´s soul which relies on the identification of five main disorders: Amnesia; two or more different identities or personality states; evidence of personal malfunction in one or more important areas of life due to the disorder; alteration that contradicts normal cultural or religious practices; and substance abuse.

Thus, it will be necessary to work interdisciplinary with other sciences and not to restrain ourselves to the areas of public health, urbanism and architecture since building healthy environment is a very complex goal.

It is then necessary to take advantage of other sciences, such as psychiatry and anthropology to empower the city and create public policies incidental in the economic progresss. Presence of the nursing professionals should be encouraged, given their undisputed capacity to interact with the community and promote the development of healthy environments. Community nursing works with the population through interventions

on health promotion and achievement of a lifestyle change, that allows to seek better quality of life incidental in the development of built environments meeting the needs of specific communities (Stanhope, 2016). In this context, prevention is the best way to avoid the state of insanity city and nurse community action is the key.
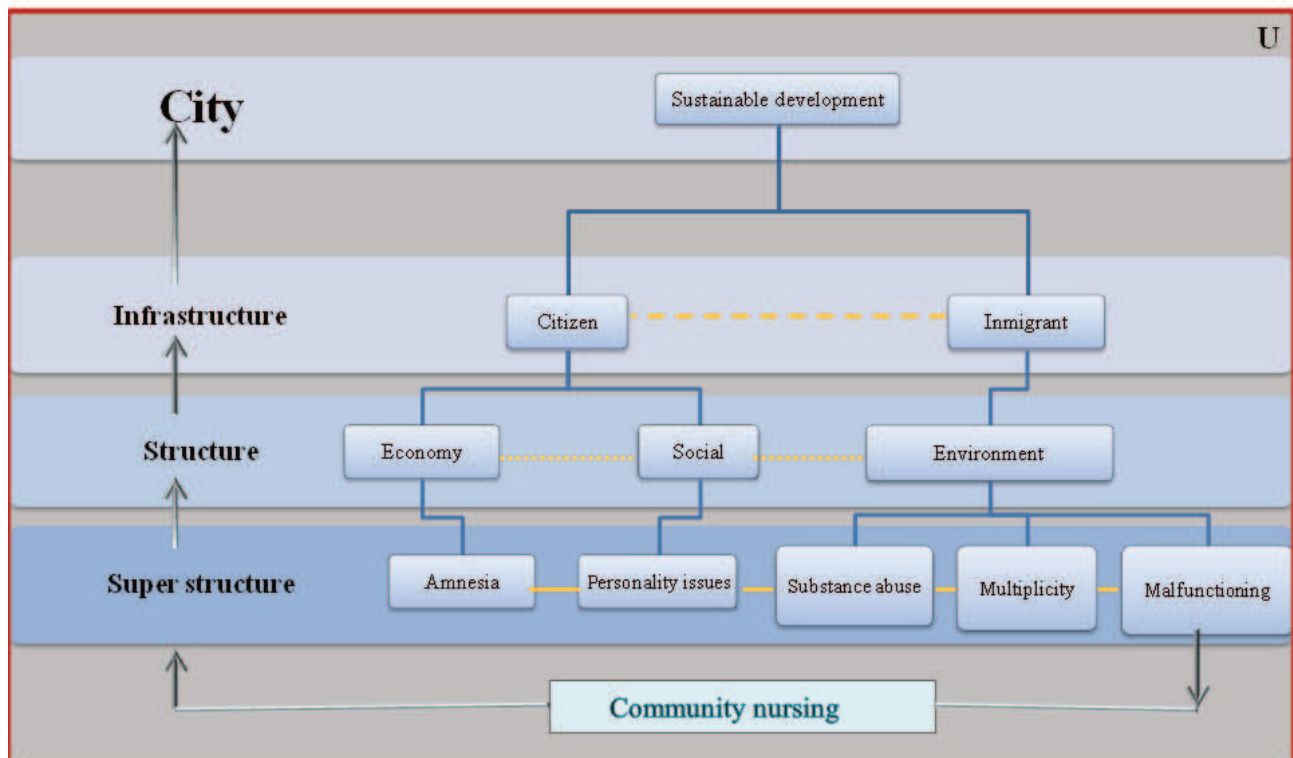

Fig. 1: Insanity cities system.

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