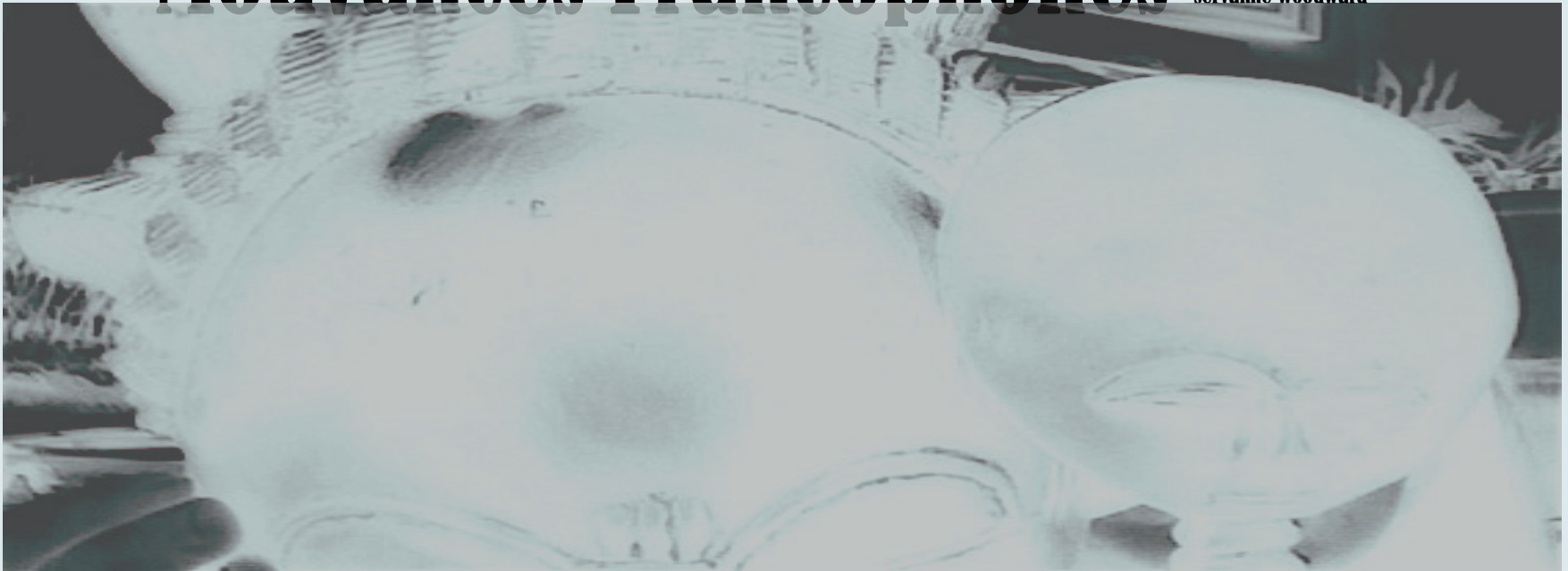


# Mouvances Francophones

Servanne Woodward



According to Christianne Albert, Glissant's attempts to establish a concept of Créolité as the general situation of literary writing in a globalized world may be interpreted as a marketing strategy akin to « World littérature » :

Pascale Casanova thinks that editors and critics came up with the idea of World literature because they were trying to make believe that a new world international order was discovered and carried out by England and the Commonwealth. It was based on the categorization of « World Music » in record stores, where a set of canons standardized « Southern hemisphere » music so that all sorts of publics could consume it, outside any national border labels. Cosmopolitanism was then the sentiment addressed in the targeted clients . As the United States developed hemispheric studies including North America as well as “Latin America” (a concept invented by Napoleon III to disparage the sovereignty of each individual South American newly independent nations, and to justify France's occupation of Mexico) the concept of literary Francophonie, Créolité, and world literature « Littérature Monde » cover many geo-cultural areas including or excluding France. Littérature-monde attempts to claim a larger share of the francophone publishing industry, seeking more media exposure and larger marketing distributions.

It was signed in 2007 by : [Muriel Barbery](#), [Tahar Ben Jelloun](#), [Alain Borer](#), [Roland Brival](#), [Maryse Condé](#), [Didier Daeninckx](#), [Ananda Devi](#), [Alain DuGrand](#), [Edouard Glissant](#), [Jacques Godbout](#), [Nancy Huston](#), [Koffi Kwahule](#), [Dany Laferrière](#), [Gilles Lapouge](#), [Jean-Marie Laclavetine](#), [Michel Layaz](#), [Michel Le Bris](#), [le prix Nobel de littérature JMG Le Clezio](#), [Yvon Le Men](#), [Amin Maalouf](#), [Alain Mabanckou](#), [Anna Moï](#), [Wajdi Mouawad](#), [Nimrod](#), [Wilfried N'Sonde](#), [Esther Orner](#), [Erik Orsenna](#), [Benoît Peeters](#), [Patrick Rambaud](#), [Gisele Pineau](#), [Jean-Claude Pirotte](#), [Grégoire Polel](#), [Patrick Raynal](#), [Baharimanana](#), [Jean Rouaud](#), [Boualem Sansal](#), [Dai Sijie](#), [Brina Svit](#), [Lyonel Trouillot](#), [Anne Vallaëys](#), [Jean Vautrin](#), [André Velter](#), [Gary Victor](#), [Abdourahman A. Waberi](#).

<sup>2</sup> Christiane Albert, *L'immigration dans le roman francophone contemporain* (Paris: Kartala, 2005) p. 166, se référant à Pascale Casanova “La World fiction, une fiction critique,” *Liber* no. 16, supplément des *Actes de la Recherche en sciences sociales*, no. 100 décembre 1993.