

**Du blog littéraire à la tribune : multimodalité énonciative dans *Le Tiers Livre*.  
Web magazine par François Bon**

From the literary blog to the tribune: enunciative multimodality in *Le Tiers Livre*.  
Web magazine par François Bon

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**Abstract:** The present article questions the status of the digital object developed and hosted by François Bon, *Le Tiers livre*: <http://www.tierslivre.net/>. Heir to the personal site of the author (1997) and at the same time to the blog *Tumulte*, which appeared in 2005-2006 and disappeared in 2009-2010, after the publication of the homonymous book (*Tumulte*, 2006), *Le Tiers livre* is remarkable for an extraordinarily elaborate arborescence which puts forward various issues. A mixture between blog, collaborative platform, corporate site and traditional genres of the press – musical and/or literary critique, open forum – the book experiments an enunciative multimodality which is at the same time a sort of blurring of enunciative stances, a manifestation of the « Read-Write mutation » specific to digital writing. It is precisely this enunciative multimodality, understood as a variation of the enunciative positioning and of the communication device, and correlatively as a formal variation of the statements made by the interlocutors, that the present paper aims to analyse, in connection with the instability of their pragmatic scope.

**Key words:** enunciation, genre, digital, blog, multimedia, hybridisation, auctorial stance.