

Poésie et Economie

Du point de vue de l'économiste
à son recours à la poésie

Jacqueline Percebois

Aix Marseille Univ, LERMA, Aix-en-Provence, France

La poésie sur le plan économique

La poésie représente peu de chose sur le plan économique, selon le Syndicat National de l'Édition (SNE). Le théâtre et la poésie, comptabilisés ensemble, ont représenté 0,3% des exemplaires vendus en 2013, pour 1,9 millions d'exemplaires vendus et un chiffre d'affaires de 7,1 millions d'euros – le CA total de la littérature selon le SNE est de 2,5 milliards d'euros.

« C'est un petit segment de marché, avec de petites maisons d'édition, très soutenues par les subventions du Centre National du Livre (CNL) » explique Christine de Mazières du SNE. (*Challenges*, 09-03-2015)

<https://www.challenges.fr/economie/ce-que-pese-la-poesie-dans-l-economie-francaise_105831>

Why 'Poet Economist'

The poet and the economist would seem to be at odds. Poets often take pride in being detached from the mechanics of the material world, and economists often take pride in being detached from the blush of human experience, preferring to focus on what are believed to be the mechanics of material exchange. But the truth is: economics without ecological insight, economics without a focus on the dynamics of mutual thriving, is an incomplete science, a story about storytelling, not a story about what is lived.

The mechanical treatment of economics gives dangerous leeway to bad actors who would use the logic of a purely arithmetical vision of human experience to extract, abuse and ignore what is most significant about the human experience. It is the poetry of what happens at the human scale that matters, in every case, and no economic judgment can escape the rigor of that standard. In other words, economics without a sense of the poetical is degrading to what is human in each of us.

Joseph Robertson (founding emeritus faculty member of the Villanova University Center for Energy and Environment Education), Department of Romance Languages and Literatures, Villanova University in Philadelphia, Pennsylvania.

<<https://poeteconomist.com/why-poet-economist/>>

Learning economics through poetry

A pun off an old Shakespeare classic, this poem is intended to help students conceptualize the consumer equilibrium, a choice that constrains unlimited wants with the reality of budgets and trade-offs.

Rational Bliss

by Mary Davis

To buy or not to buy, THAT is the question.
Happiness exists along a slippery slope of indifference.
To kiss this curve but once, is to give all that you have.
Moment of greatest joy focused to a single Point,
from which no choice can improve.

<https://sites.tufts.edu/MaryDavis/files/2014/11/Rational-Bliss1.pdf>

Tufts University, Medford, Massachusetts.

Indifference curves and utility maximisation

