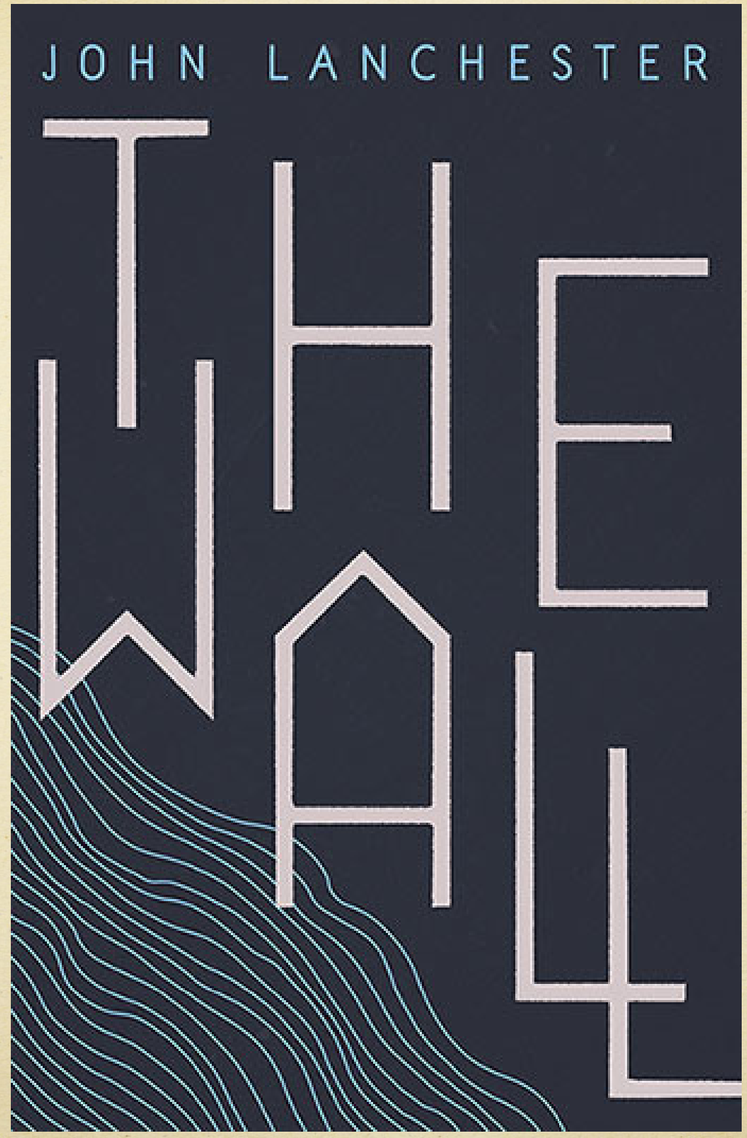
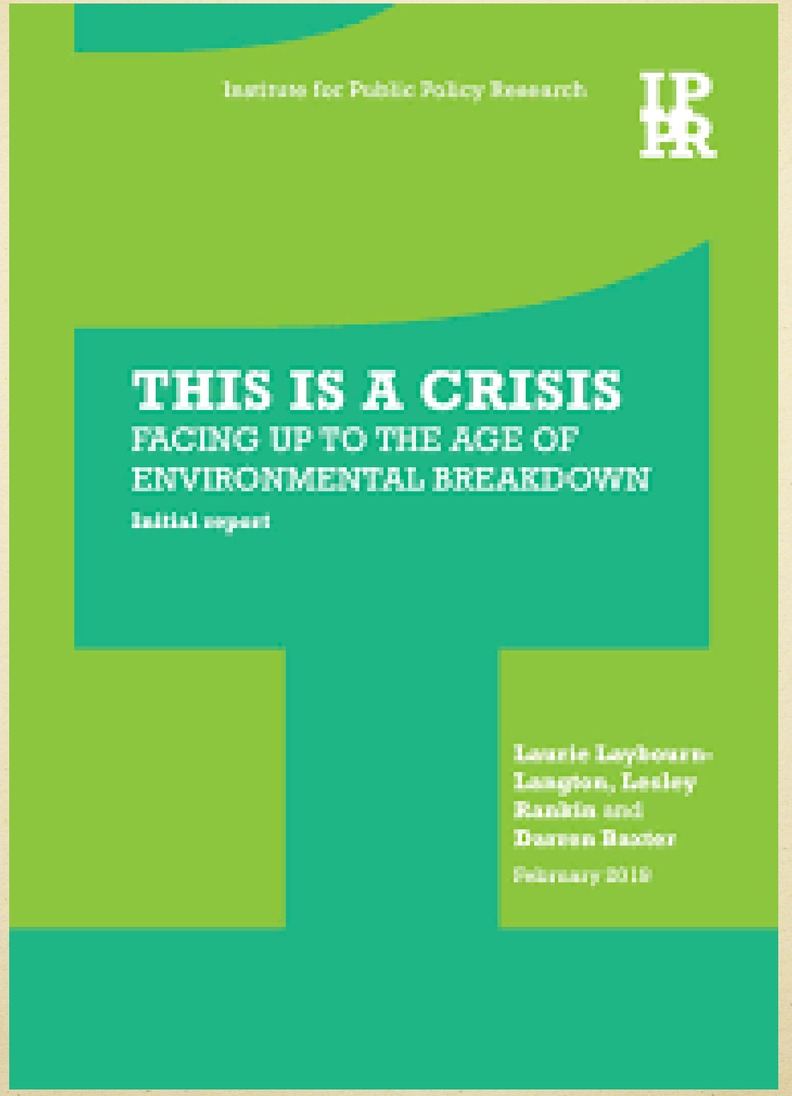
THE CHANGING CLIMATE OF TRANSLATION

Coláiste na Tríonóide, Baile Átha Cliath
Trinity College Dublin
Ollscoil Átha Cliath | The University of Dublin


JOHN LANCHESTER
THE WALL

The Wall (2019)

- None of us can talk to our parents. By “us” I mean my generation, people born after the Change. You know that thing where you break up with someone and say, It’s not you, it’s me? This is the opposite. It’s not us, it’s them. Everyone knows what the problem is. The diagnosis isn’t hard - the diagnosis isn’t even controversial. It’s guilt: mass guilt, generational guilt. The olds feel they irretrievably fucked up the world, then allowed us to be born into it. You know what? It’s true. That’s exactly what they did. They know it. We know it. Everybody knows it.(55)


Institute for Public Policy Research
IPPR
THIS IS A CRISIS
FACING UP TO THE AGE OF ENVIRONMENTAL BREAKDOWN
Initial report
Laurie Laybourn-Langton, Lesley Rankin and Darren Baxter
February 2016

Mainstream political and policy debates have failed to recognise that human impacts on the environment have reached a critical stage, potentially eroding the conditions upon which socioeconomic stability is possible.

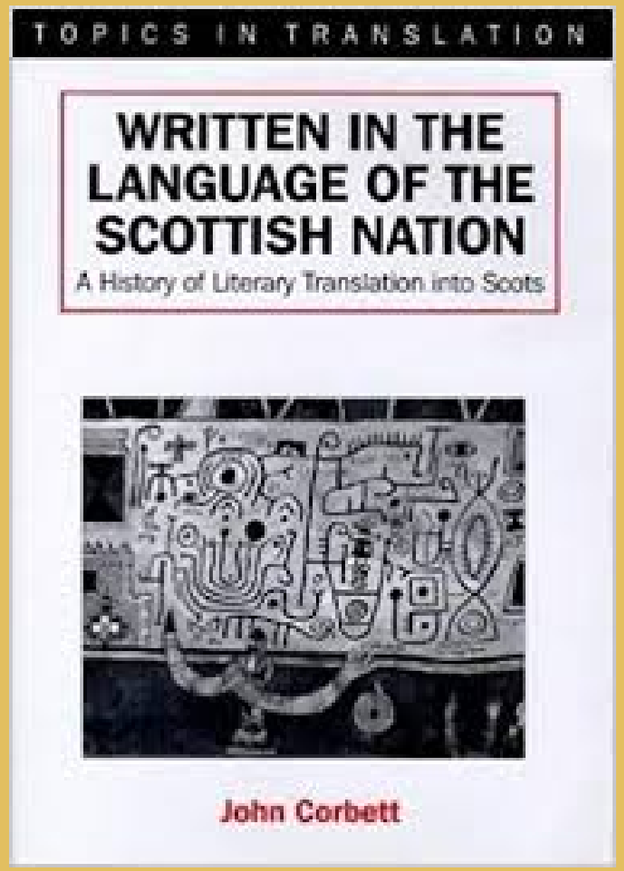
Human-induced environmental change is occurring at an unprecedented scale and pace and the window of opportunity to avoid catastrophic outcomes in societies around the world is rapidly closing. These outcomes include economic instability, large-scale involuntary migration, conflict, famine and the potential collapse of social and economic systems. The historical disregard of environmental considerations in most areas of policy has been a catastrophic mistake. (Laybourn-Langton, Rankin and Baxter 2019: 6)

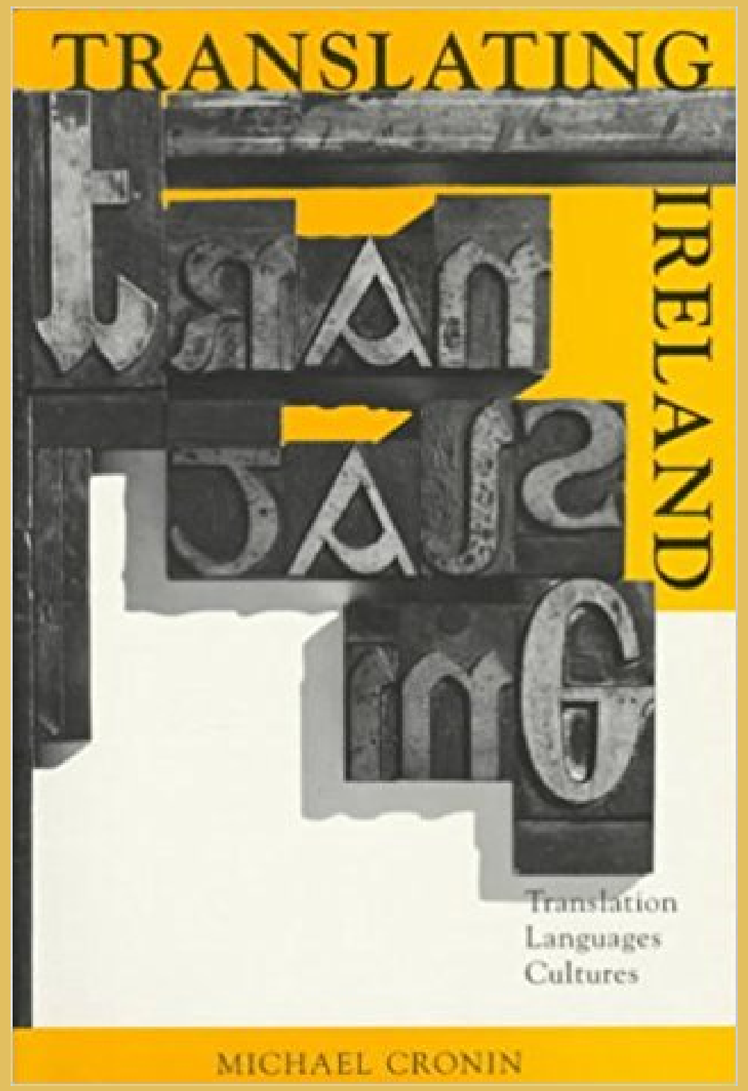
Ethnocentric

Geocentric

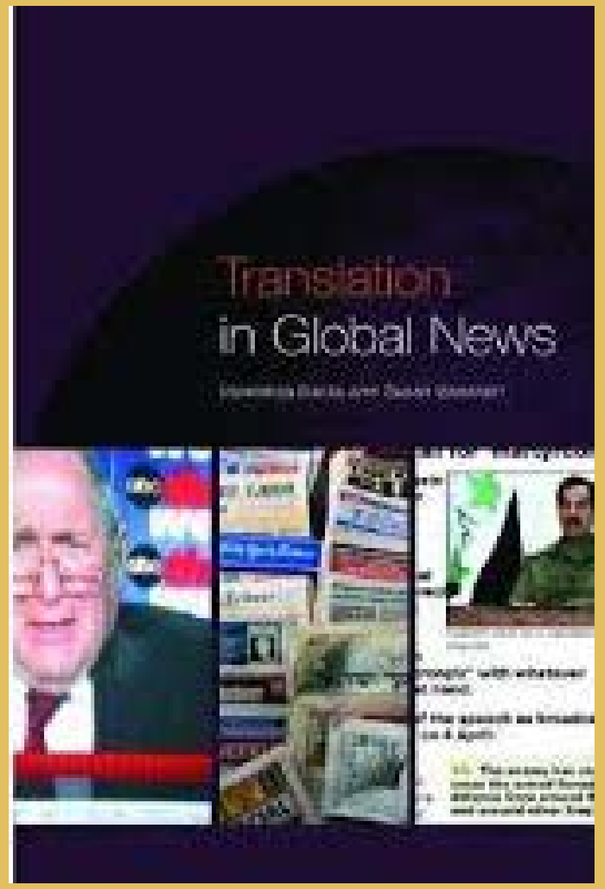
Terracentric

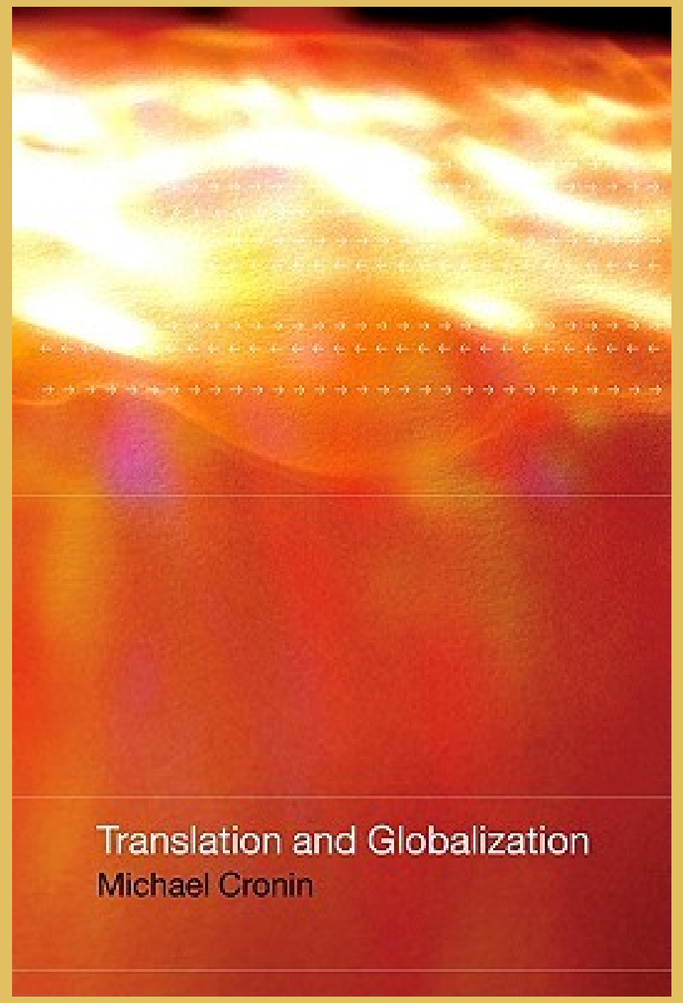
Ethnocentric

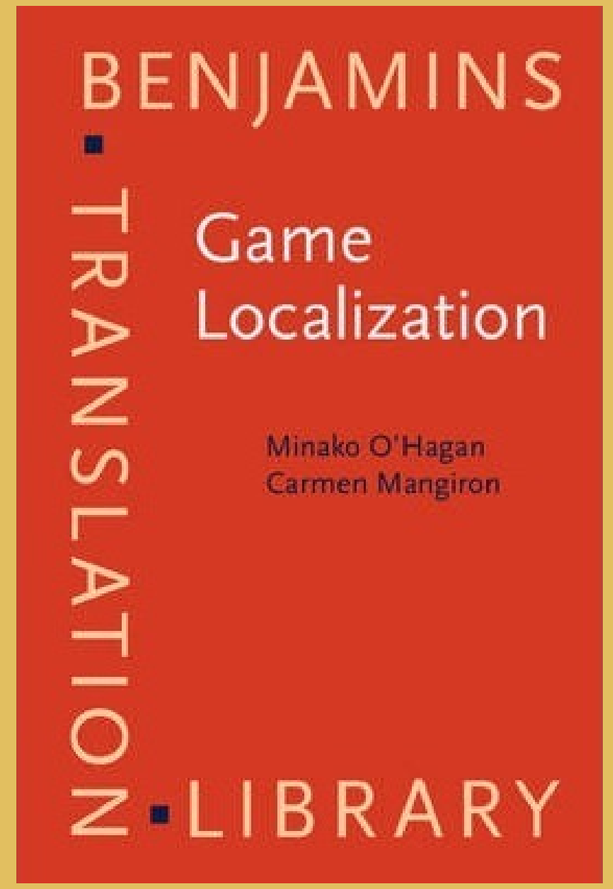




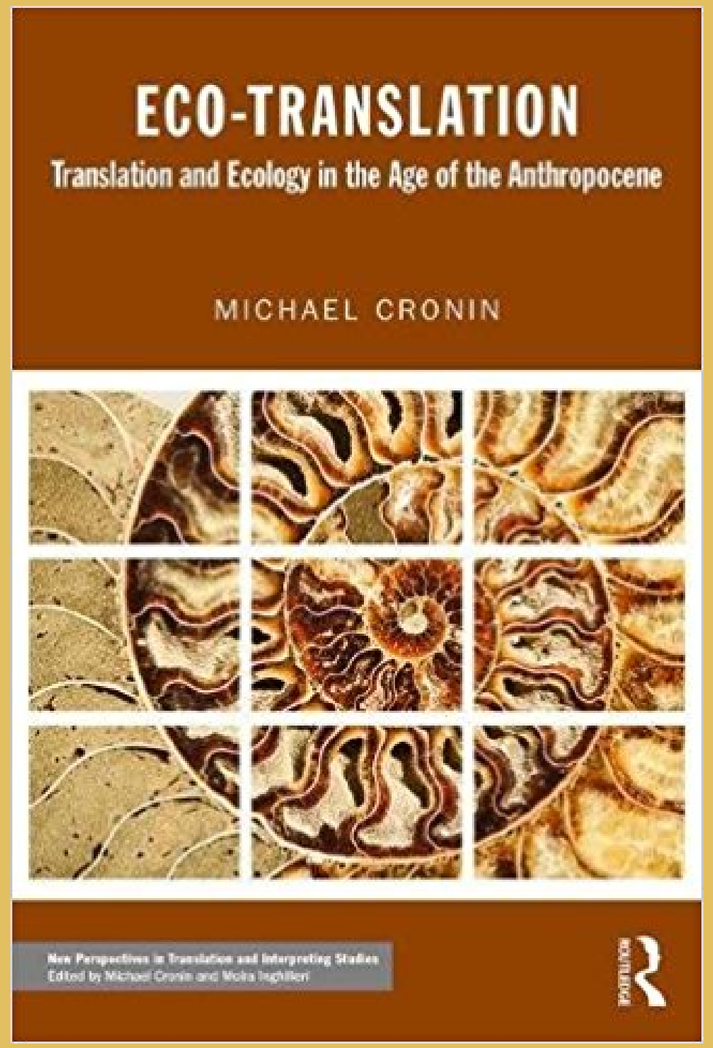
Geocentric

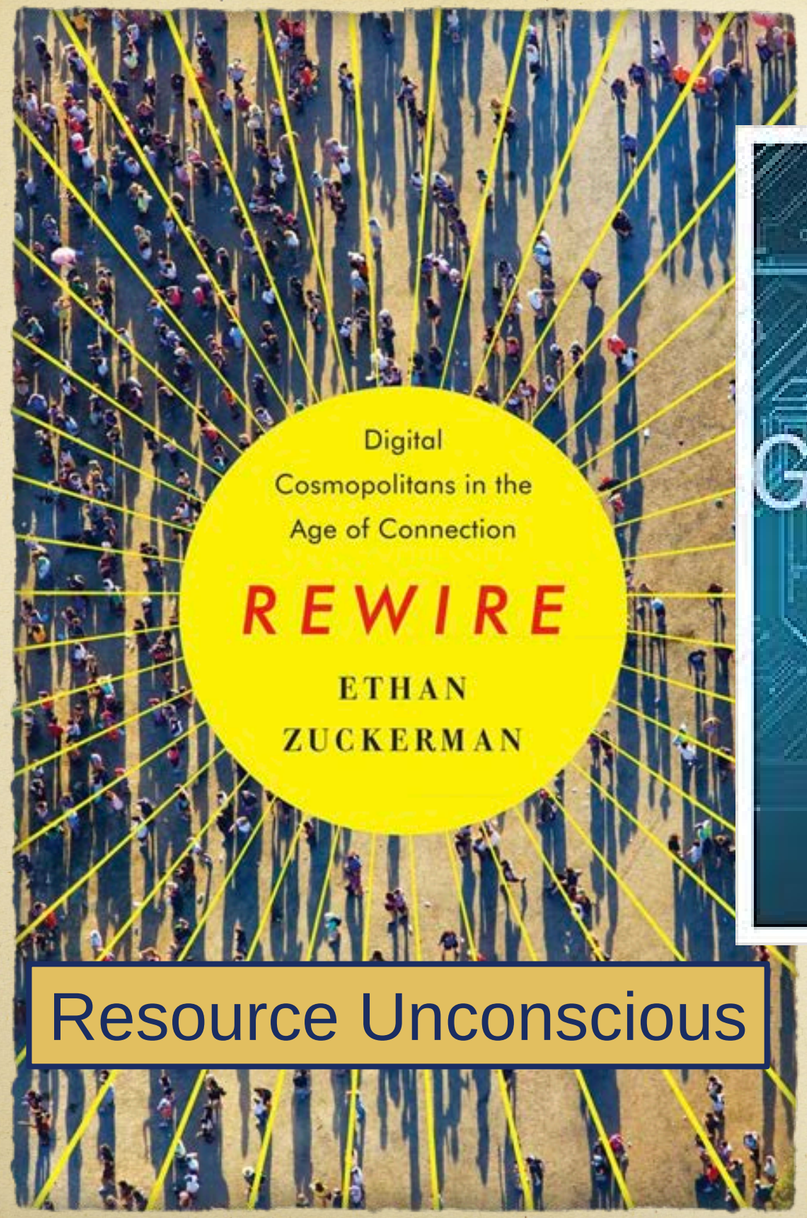

Translation
in Global News

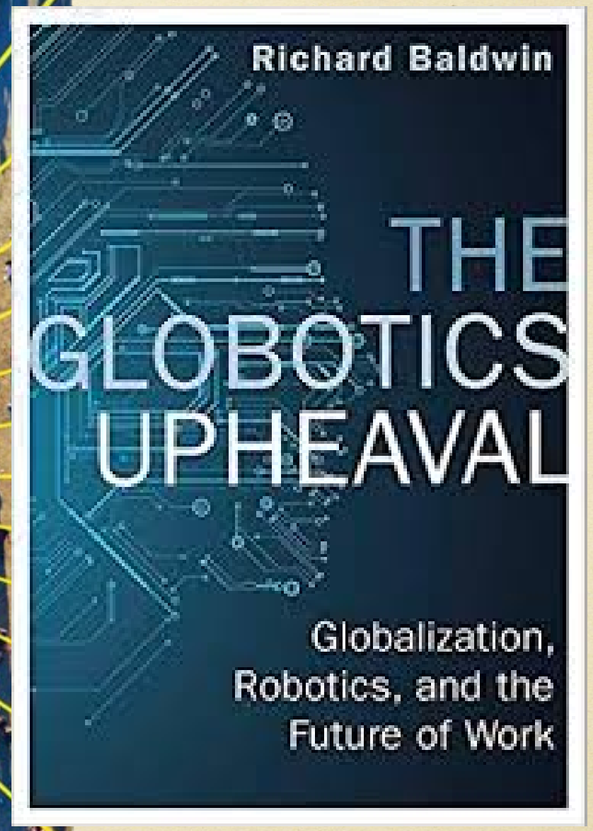

Translation and Globalization
Michael Cronin


BENJAMINS
TRANSLATION
LIBRARY
Game
Localization
Minako O'Hagan
Carmen Mangiron

Terracentric



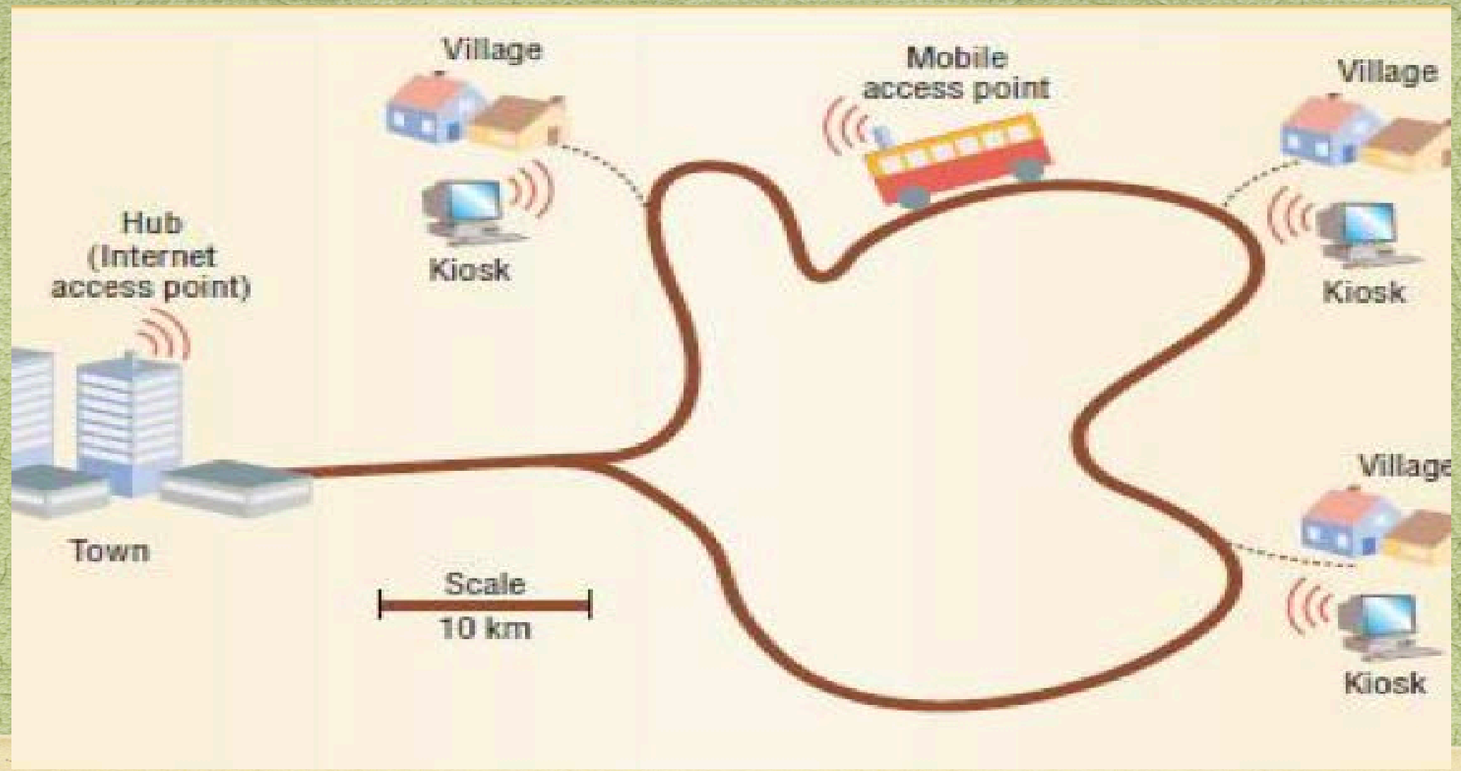




Resource Unconscious

Resource Unconscious

The Black Box



Supply-Side Ecology

Lo-Tech

Demand-Side Ecology

Limits to Growth?

Software localization is the process of translating the text and adjusting the functional elements of a software application so it can be used by consumers internationally.

The best way to cater to global markets and customers is to offer your app in their native language.

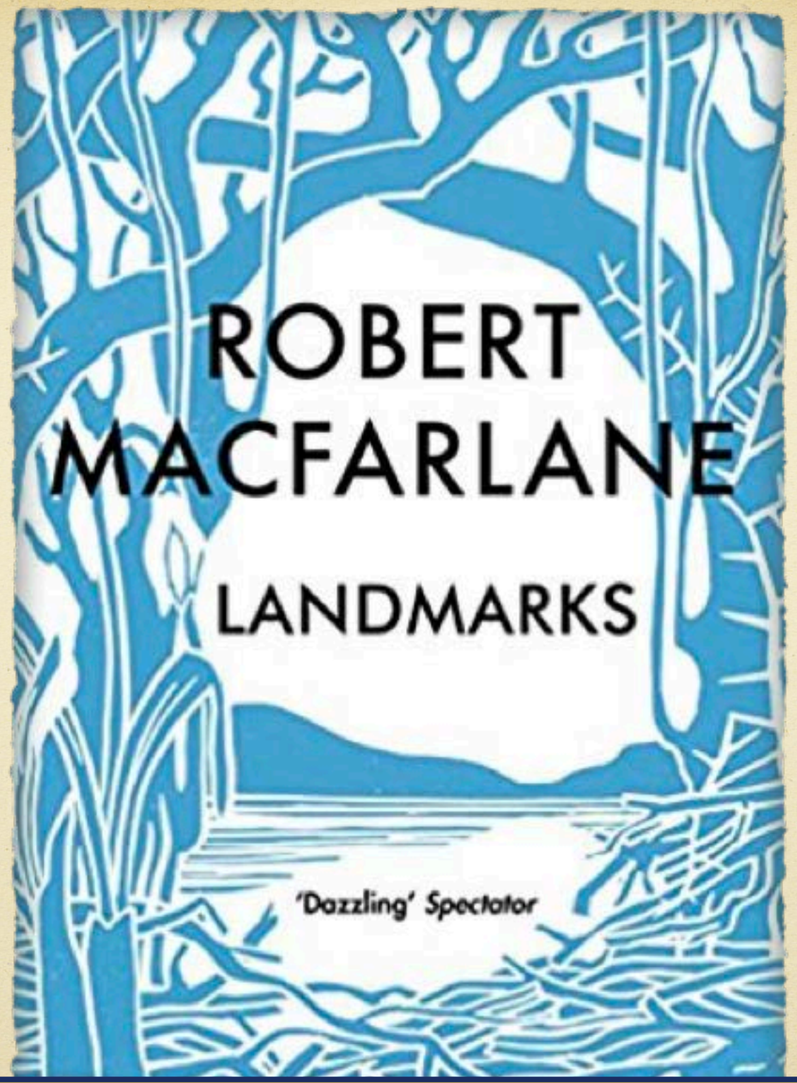
A recent survey by Common Sense Advisory found that more than half of global consumers only buy products from websites that provide information in their own language.

And more than half of the countries on the top 10 list for application downloads

and revenue are non-English speaking countries from Europe and East Asia. (Lionbridge 2016)

Human resource extractivism

Machine Translation

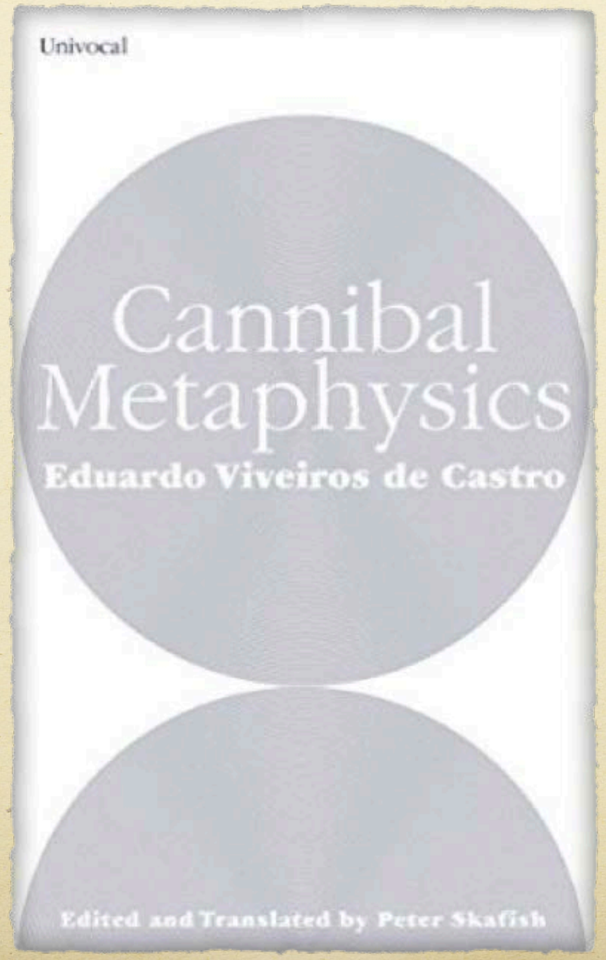


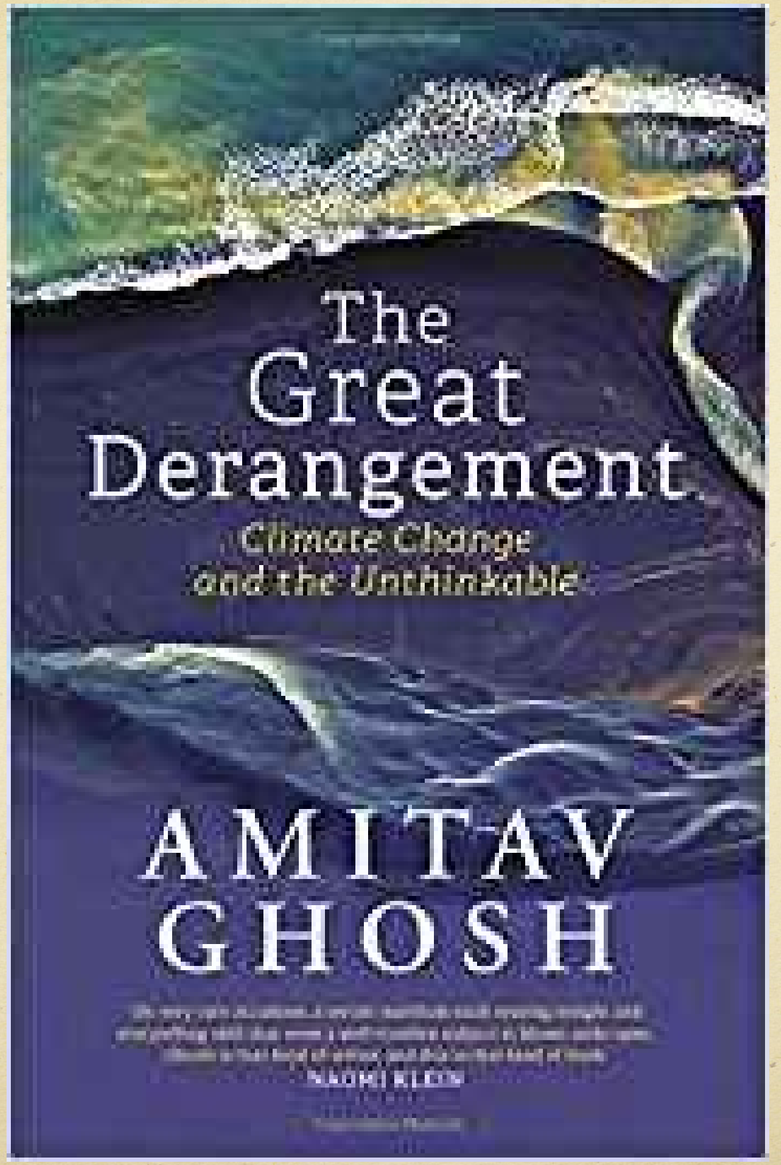
Future-Oriented Cosmologies

NAOMI KLEIN

THIS CHANGES EVERYTHING

Future-Oriented Cosomologies




The
Great
Derangement
Climate Change
and the Unthinkable
AMITAV
GHOSH
NAOMI KLEIN