

# Keynote Lectures

## Michael Cronin



### **“Translation and the Great Transition”**

Ethan Zuckerman has argued for the development of a ‘digital cosmopolitanism’ that will make the informational diversity of the internet a reality as opposed to an aspiration (Zuckerman 2013). Being wired, he claims, does not necessarily mean being connected. Translation is core to this vision which combines the resources of volunteer translation with the capabilities of human computational strategies. In this lecture I will suggest that the cosmopolitan model advanced founders on the ‘resource unconscious’ (Cronin 2017) which fatally compromises its emancipatory capacities. I will argue that in considering the role of translation in the Great Transition (Raskin 2006) to a post-carbon society we can source forms of connectivity that do not have the toxic remainder of conventional extractivist approaches to languages and cultures.

Cronin, M. (2017) *Eco-Translation: Translation and Ecology in the Age of the Anthropocene*, London and New York: Routledge.

Raskin, P.D. (2006) *The Great Transition Today: A Report from the Future*, Boston (MA): Tellus Institute.

Zuckerman, E. (2013) *Digital Cosmopolitans: Why We Think the Internet Connects Us, Why It Doesn't and How to Rewire It*, New York: Norton