

TRANSLALIA: A Possible Future for Translation with GenAI

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This presentation argues that Large Language Models (LLMs) are biased, error-prone, and environmentally harmful; they reinforce the dominance of English, generate large volumes of poor-quality writing, and reflect a narrow, functional view of translation. However, they also represent language variety in fluid and dynamic ways, enabling new forms of translational creativity that foster an ethical awareness of linguistic and cultural difference. I call this potential 'translalia'. In the talk, I will define the concept, situate it within the broader history of translation, and demonstrate how it can be practised in accessible and innovative ways.