

Audiovisual Localisation in the Age of Streaming Platforms

Free online seminar: follow [this link](#) for registration

Date: 5 July 2021

Time: 4-5pm

Speaker: Alejandro Bolaños García-Escribano (University College London)

Abstract

New audiovisual consumption trends, such as streaming, are particularly entrenched by a heavily internetised society and have been epitomised by the far-reaching effects of globalisation (Jenner, 2018). Today, ever-increasing volumes of video material are being distributed, through the internet, in a myriad of languages across the globe; hence the need to localise audiovisual material to cater for the growing number of streamed content consumers (Lobato, 2018, 2019).

Few would contest the argument that, as members of a society with access to the internet, we currently live in spaces surrounded by screens and have witnessed a rampaging surge in the amount of video material that is made available to us every day. New watching habits, such as binge watching and streaming, have also made an appearance in recent decades and are particularly relevant for younger generations (Matrix, 2014). In the fourth industrial revolution, streaming platforms can even predict what users would like to consume (Schwab, 2017). What are the implications of such profound transformations? How does the audiovisual industry look? And are we keeping up with changes effectively? This seminar will attempt to take stock of the current state of things and shed light on some of the aspects of which (would-be) audiovisual translators ought to be aware when joining the industry.

Bionote

Dr Alejandro Bolaños García-Escribano is Lecturer (Teaching) in Audiovisual Translation and Programme Director at University College London, UK, where he teaches (audiovisual) translation and Spanish language and culture at both the Centre for Translation Studies and the Department of Spanish, Portuguese and Latin American Studies. He holds a joint BA degree in Translation & Interpreting and Humanities Studies from Pablo de Olavide University (Seville, Spain) and an MA in Translation Applied to the Publishing Industry from the University of Malaga, Spain, as well as an MSc in Audiovisual Translation and a PhD in Translation Studies from University College London, UK. His latest research revolves around the pedagogical potential of cloud subtitling and explores the latest innovations in audiovisual translation education. He also works as a freelance translator and subtitler.



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