




Book Review

Book Review: Bolaños García-Escribano, A. *Practices, Education and Technology in Audiovisual Translation*; Routledge: London, UK; New York, NY, USA, 2025; ISBN: 9781032434940

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Abstract: This review assesses Alejandro Bolaños García-Escribano's edited volume, *Practices, Education and Technology in Audiovisual Translation* (2025), compiled by Alejandro Bolaños García-Escribano. Offering a timely analysis of the converging domains of technology, pedagogy, and professional practice in Audiovisual Translation (AVT). Structured in five sections, it systematically addresses theoretical foundations, shifts in industry standards, educational challenges, and technological developments—such as AI, cloud platforms, neural machine translation (NMT), and automatic speech recognition (ASR). It is praised for constructing a cohesive framework that bridges often-disparate areas of scholarship, critically addressing the balance between technological automation and indispensable human expertise. While the work is hailed as a pivotal and indispensable reference for its synthesis of theoretical rigor with practical relevance, the review notes its primary focus on Western contexts and its peripheral treatment of cultural localization as limitations. Ultimately, the volume is presented as a foundational text for scholars, educators, and practitioners, providing a comprehensive roadmap for navigating AVT's rapidly evolving landscape and outlining essential future research directions.

Keywords: Audiovisual Translation; Technology; Education; Professional Practice

Audiovisual translation (AVT) has emerged as an expanding field of research that explores the dynamic interplay between language, culture, and technology in media localization [1]. Over the years, the discipline has evolved from conventional dubbing and subtitling to encompass cloud-based collaborative systems [2] and neural machine translation tools [3], AI-driven tools, and adaptive accessibility solutions, with technology playing a pivotal role in shaping AVT practices. Although technological advancements introduce challenges, they also significantly enhance efficiency, accessibility, and cross-cultural communication, fostering more interconnected AVT ecosystems.

The focus of this volume is to critically map the evolution of AVT ecosystems, the volume entitled *Practices, Education and Technology in Audiovisual Translation*, edited by Alejandro Bolaños García-Escribano. Taking into account both industry and academic settings, the book points to technology's transformative impact on professional practice and higher education. The volume is structured in five distinct sections: an Introduction establishing the scope; Practices, examining professional workflows; Education, focusing on pedagogical challenges; Technology, analyzing tools and systems; and a Conclusion synthesizing findings. This logical progression is designed to cater to a triple audience: scholars seeking theoretical-practical synthesis, educators developing curricula in translator training, and industry practitioners navigating technological modernization. It establishes the theoretical foundations before presenting empirical cases and pedagogical innovations. The themes explored in the book are systematically

addressed across three core chapters, which respectively examine professional practices, educational methodologies, and technological advancements, thereby illuminating current industry dynamics through professional and research insights. A concluding synthesis highlights key findings and proposes future directions for the field [1,4]. This review employs a critical descriptive methodology and evaluates the volume's structure, core arguments, and evidentiary support across its five thematic sections systematically, aiming to situate its contribution within the broader AVT discourse.

Part one, "Introduction", provides a foundational understanding of the book's scope and objectives. Bolaños García-Escribano contextualizes the importance of AVT in the digital age, highlighting how the increasing global demand for localized media content has driven technological and educational advancements. The author outlines the structure of the book, emphasizing the need for a balanced approach between technological innovation and educational practice to meet the evolving needs of the industry.

Part two, "Practices", offers a comprehensive and meticulously structured exploration of AVT, focusing on both revoicing and subtitling techniques. The author examines the evolution of media localization practices, revealing how they have adapted to technological advancements and shifting audience preferences over time. The investigation first delineates revoicing modalities along a spectrum of synchronization fidelity, contrasting lip-sync dubbing's temporal precision with voiceover's semantic flexibility. It exposes critical technical challenges in phonemic alignment and prosodic matching, particularly when reconciling source-language articulation patterns with target-language phonological constraints. The discourse then transitions to technological innovations, emphasizing cloud-based collaborative platforms that enable real-time multi-stakeholder workflows while introducing new complexities in version control and quality assurance protocols.

In the realm of subtitling, the book delves into the complexities of balancing linguistic accuracy with readability and visual appeal in both interlingual and intralingual contexts. It explores the strategies employed by subtitlers to effectively condense and convey original dialogue, while addressing the impact of spatial and temporal constraints. The importance of subtitling in enhancing accessibility for viewers with hearing impairments and supporting foreign language learning is also examined. The book further investigates emerging trends in AVT, such as the increasing integration of AI and machine learning into translation processes. It discusses the benefits and potential pitfalls of automation, emphasizing the need to balance technological advancements with the human touch in translation.

Additionally, it provides a detailed overview of the industry's growth and economic impact, highlighting the roles of various stakeholders, from project managers to linguists, in delivering localized media content. The book underscores the importance of collaboration and communication among these stakeholders to meet the diverse needs of global audiences. Overall, the part synthesizes empirical industry data with translation theory, employing case study analyses from multinational localization projects. Its structured progression from micro-level technical execution to macro-level industry impacts establishes a comprehensive framework for both academic research and professional application, while critically forecasting future developments in adaptive machine learning systems and crowdsourced localization paradigms. This multidimensional approach positions the text as an essential reference for navigating AVT's evolving ecosystem, effectively bridging theoretical rigor with practical implementation strategies.

Part three, "Education", shifts to the educational aspects of AVT and delves into the multifaceted challenges and opportunities in redefining and reshaping audiovisual translation (AVT) education in the digital age. The author explores the profound impact of technological advancements, particularly AI and language automation tools, on the evolving landscape of AVT education. By analyzing the current state of AVT training, the part reveals how traditional educational models are being transformed to accommodate the rapid changes in the industry. It investigates the integration of industry-led practices into academic curricula, emphasizing the need for a balance between theoretical foundations and practical skills. The part puts focus on the role of educational institutions in preparing future AVT professionals to navigate the complexities of a technologically driven industry. It examines the importance of incorporating cloud-based tools and AI-enhanced systems into the classroom, highlighting their potential to enhance learning outcomes and professional readiness. The author stresses the necessity of continuous professional development for educators to stay abreast of technological innovations and industry standards. It could be argued that this section serves as a useful tool for both educators and students in the field of AVT. By offering practical insights and innovative approaches to teaching and learning, it sparks a reevaluation of traditional educational paradigms. It also discusses the challenges and future directions for AVT education, advocating for a curriculum that integrates

industry practices and technological advancements.

Part four, “Technology”, examines the technological advancements in AVT, including the shift from desktop to cloud-based ecosystems, highlighting the significant role that technology plays in enhancing efficiency and productivity in AVT workflows and investigating the latest developments in cloud computing, machine translation (MT), and automatic speech recognition (ASR). The part focuses on the practical applications of these technologies, explaining how they can be integrated into AVT practices to improve translation quality and delivery times. It explores the potential of AI and large language models (LLMs) to further automate and streamline the translation process, while also addressing the challenges and ethical considerations associated with these advancements. The author stresses the importance of maintaining a human touch in translation, emphasizing that while technology can significantly enhance productivity, it cannot replace the nuanced understanding and creativity of human translators. It could be argued that this part serves as a valuable resource for both practitioners and researchers in the field of AVT. By addressing the intersection of technology and translation, it offers insights into the future of the industry and the potential for further innovation.

Part five, “Conclusions”, synthesizes the key findings of the book and offers future directions for the field of AVT. The author emphasizes the rapid changes in the industry, driven by globalization and technological advancements, and explores the implications for both professional practice and educational strategies. By examining the current trends and future directions in AVT, the part highlights the importance of preparing the next generation of AVT specialists to meet the evolving demands of the market. The part puts focus on the role of educational institutions in fostering innovation and adaptability among students. It discusses the need for a balanced approach to education, combining theoretical knowledge with practical skills and technological proficiency. The author stresses the importance of integrating industry standards and best practices into curricula, ensuring that students are equipped to navigate the complexities of a rapidly changing industry. By emphasizing the need for continuous professional development and the integration of cutting-edge technologies into educational programs, the part offers a roadmap for the future of AVT education. The section also highlights the potential for further research and innovation, as the industry continues to evolve and adapt to new challenges and opportunities.

The volume represents a pivotal advancement in audiovisual translation (AVT) studies by synthesizing theoretical rigor with practical relevance. Its primary contribution lies in constructing a cohesive framework that bridges technological innovation, pedagogical practices, and industry demands—a triad often treated disparately in existing scholarship. By critically reassessing foundational theories through the lens of modern technological integration, the author has addressed a critical gap in AVT education research, offering fresh analytical tools to decode the interplay between automation, human expertise, and curricular design.

The volume also reflects on the importance of interdisciplinary methodologies, drawing from translation studies, educational theory, and digital humanities to map AVT’s evolving ecosystem [5]. Contributors to the field will find its reconceptualization of media localization workflows particularly resonant, especially its analysis of cloud-based collaboration tools and AI-assisted quality assurance protocols. However, certain dimensions could have been further expanded to include non-Western pedagogical models, as the current discourse remains largely anchored in European educational contexts. Additional analyses could explore how cultural specificity in translation ethics intersects with globalized media distribution networks—a theme acknowledged by the author but not exhaustively interrogated.

While the book has certainly addressed the symbiotic relationship between AVT training and industry readiness, its discussion of socio-technical adaptation in multilingual markets could have delved deeper. For instance, the impact of regional streaming platforms on localization strategies is mentioned but warrants systematic comparison with traditional broadcast paradigms. Nevertheless, the volume’s theoretical scaffolding provides a robust foundation for scholars and practitioners who share an interest in the digital transformation of language services, making it an indispensable reference for understanding AVT’s academic-industrial nexus.

In addition, the book confronts methodological stagnation in AVT research by pioneering a mixed-methods framework. This approach innovatively combines qualitative case studies with quantitative industry metrics—a dual strategy seldom applied together in this field. Through fostering a dialogue between translator interviews, classroom observations, and workflow efficiency data, the work advocates for a more holistic grasp of how pedagogical concepts evolve into professional skills. For researchers used to compartmentalized methods, this methodology is particularly instructive. It effectively demonstrates how triangulating diverse data sources can uncover

deeper insights into translation processes shaped by technology.

A groundbreaking proposition emphasized throughout the volume is the integration of AI literacy into AVT curricula. It reflects on emerging tools, such as neural machine translation post-editing (NMTPE) systems, examining their dual impact: while driving efficiency gains in training programs, they simultaneously introduce complex ethical dilemmas. Innovatively, these discussions are framed through the lens of cognitive ergonomics. This perspective invites readers to observe the nuanced negotiation between automated suggestions and creative human decision-making—a dynamic rarely documented with such granularity in the field [6].

Furthermore, the author's interdisciplinary framework increases the book's relevance beyond translation studies. Concepts related to gamified learning modules and virtual collaboration platforms are thoughtfully analyzed, revealing their potential to reshape not only AVT education but also broader language technology sectors. The opportunity to observe these innovations through comparative case studies—spanning university programs and corporate training initiatives—makes the volume a catalyst for reimagining 21st-century translator education.

The volume stresses the practical significance of its content, and its insights are now more widely accepted in the professional sphere. For translation and media localization professionals, the book's focus on industry practices and quality standards is a goldmine. It highlights the urgent need to shift traditional workflows in response to new technological advancements, leading to more efficient and high-quality translations. The author's emphasis on integrating technology into educational practices provides educators with a clear roadmap to prepare students for the demands of the modern AVT industry.

The volume's significant practical contribution lies in its focused exploration of quality assurance frameworks. Detailed workflow diagrams and error classification matrices guide both educators and professionals toward implementing standardized assessment practices. Its analysis of crowdsourced subtitling platforms proves particularly impactful, demonstrating how hybrid human-AI workflows enable unprecedented scalability in media localization, albeit at the potential expense of nuanced contextual accuracy. Furthermore, the work frames accessibility as both a professional mandate and a core pedagogical objective. Actionable guidelines for integrating SDH conventions into training modules offer institutions a blueprint for aligning with global inclusivity standards. Complementing this, case studies on deploying speech recognition tools in live subtitling instruction exemplify the translation of theoretical principles into tangible, operational competencies.

Despite its comprehensive coverage, the volume exhibits limitations in content scope and methodological diversity. While it thoroughly explores technological and educational dimensions, its treatment of cultural localization remains peripheral. For instance, the socio-political implications of translating ideologically charged content are discussed, but could have been further expanded to include decolonial perspectives on media adaptation. It should be noted that this review's evaluative scope is also informed by a scholarly perspective situated within global AVT discourse, which seeks inclusive frameworks. Methodologically, the book is largely based on qualitative analysis and may not capture the full spectrum of industry practices, being largely based on European and North American case studies. Future research could benefit from incorporating data from Asia's booming streaming markets or Africa's multilingual dubbing industries to eliminate Western-centric biases [7,8]. Additionally, while the author acknowledges the ethical challenges of AI adoption, the section devoted to algorithmic bias in machine translation feels abbreviated compared to its technical discussions. These gaps, however, do not diminish the book's foundational value but rather reiterate the complexity of studying AVT in an era of rapid digital disruption. The volume's occasional oversight of grassroots localization practices—such as fan-subbing communities—leaves room for complementary studies exploring bottom-up innovation in the field.

In summary, this volume presents a pioneering synthesis of AVT pedagogy, cloud-based technologies, and industry modernization. By articulating an educational vision that cultivates both technical proficiency and critical thought, it illuminates the necessary co-evolution of media localization practices, translator training, and technological adoption. The author's distinct framework for examining human-AI collaboration will particularly benefit educators crafting future curricula and professionals managing automated workflows. Future scholarship building on this foundation could productively investigate the longitudinal effects of AI integration on translation quality or undertake comparative analyses of regional accreditation models. While an essential reference for scholars, instructors, and practitioners in translation studies, media localization, and educational technology, subsequent research must also address the work's acknowledged limitations, such as its Western-centric perspective, to fully extend its significant contributions to the field.

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Conflicts of Interest

The authors declare no conflict of interest.

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